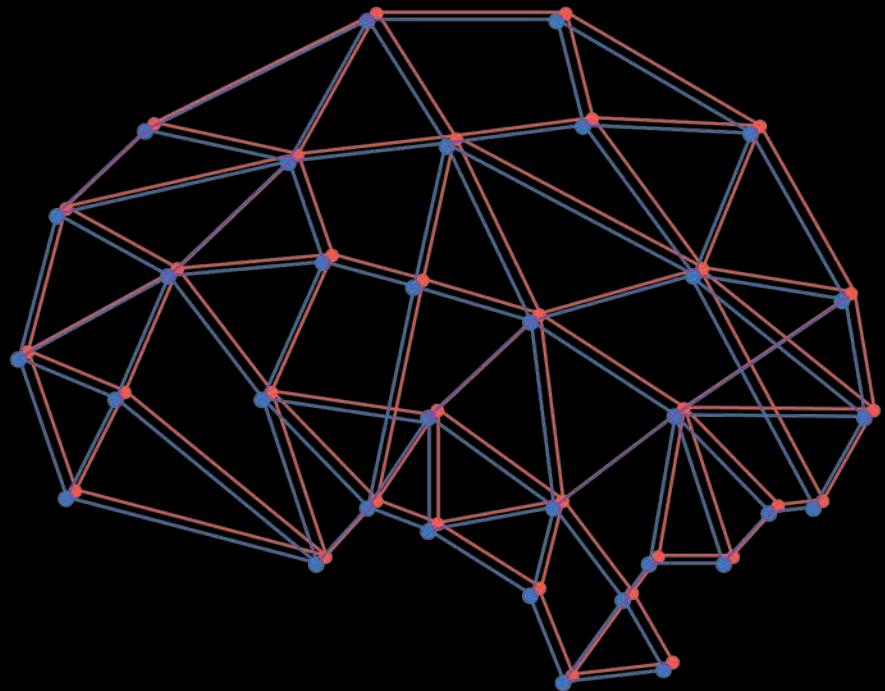


THE
BAMF
BIBLE



TOP 25+ GROWTH HACKS FROM 2018



JOSH FECHTER

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Introduction

After I released the first version of THE BAMF BIBLE, I watched our agency go from two founders to thirty employees. For one simple reason: people had never read such an in-depth book on growth hacking tactics. That first week, we had more business knocking on our door than we could ever imagine.

Clarity hit me. I had to release an updated version with new material. It would take an entire year to create it, but the impact would be profound. That updated version is the copy you have today. I wondered...

Would it change the way society fundamentally looked at growth hacking?

Would it change the way people perceive marketing in its entirety?

The answer is yes.

I realized this when we landed one of the top car design firms in the world as a client. The process of getting this client started when I had organized a hundred growth hacking events for free.

People asked me why I gave so much value.

It's simple -

I believed in the power of giving without expectations.

You have no idea whom you'll affect.

Every piece of content you write.

Every talk you give.

There's no secret sales funnel.

Sure, you can accelerate the process, but at the core - you need value.

A ton of it.



That's why you have this book.

That's why when a lead came in representing a car design firm, I asked, "Where'd you hear about us?"

He replied, "I attended one of your events in San Francisco."

My first thought, *Why would a car design firm come from one of our tech event in SF?*

When you give value, you don't know whom you're affecting.

The only thing you can do with reasonable certainty is give.

The prospect told me that after he read THE BAMF BIBLE, he walked into an executive meeting saying, "You need BAMF."

Their literal response, "What the fuck is BAMF?"

Rather than give up, he said,

"A growth hacking agency."

Their reply, "What the fuck is growth hacking?"

As you can see, it's not easy changing traditional marketing.

Still, he pushed for us.

Then one more step made the difference.

Two of our growth strategists, Conrad and Melanie, know more about cars than I'll ever know in my lifetime. I gave them the full go-ahead to make us working with them a reality.

They crushed it over the next two months of follow-up.



The partnership with Pininfarina became a reality.

The learning lesson is when all seems lost, remember that the benefits of giving without expecting anything in return happen when you least expect it.

And if there are people like us willing to push the boundaries to help traditional companies adopt growth hacking no matter how long the journey and the value included, then the momentum is there.

With these growth hacks, you'll realize just how you can transfer that momentum and movement into your company. All while genuinely telling the story of your company's culture. If you're ready to implement, then let's break the internet.



How to Find All the Social Profiles of Your Competitor's Facebook Group Members

Credit: [Josh Fechter](#), Co-Founder of [BAMF.Media](#)

Want all the social profiles of your competitor's customers?

In this guide, I'll show you how to get it using Facebook Groups.

You'll learn how to get their Facebook, LinkedIn, Instagram, and Twitter profile URL. Then you'll learn how to auto-engage with them on those platforms.

Are you ready?

Let's go.

Step 1: Extract Your Competitor's Audience from Facebook Groups

Before we begin, it's important to note that not all of your competitors have a Facebook Group, but many do. Whether they've created a group for an upcoming conference or to increase the retention of their SaaS product.

To pull all the data from members of a Facebook Group, including their name, job title, and company name, use the [Facebook Extractor Chrome extension](#). All you need to do is go to the member section of the Facebook Group and run the extension (watch the tutorial in the link).

Here's what the data looks like when exported into the corresponding spreadsheet:

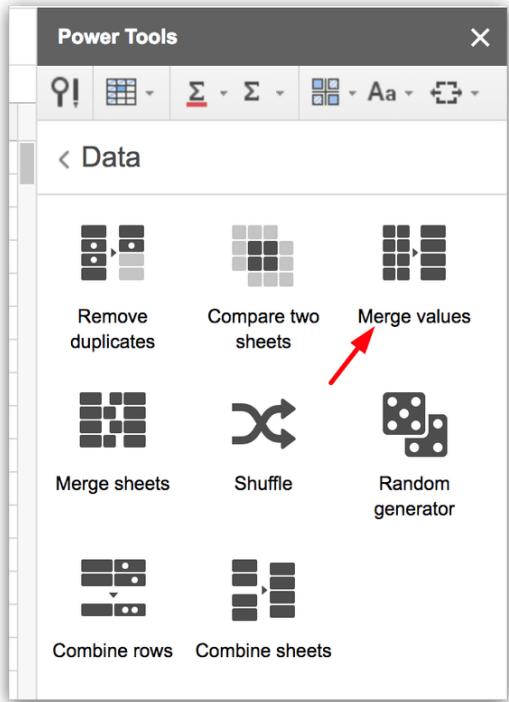


	A	B	C	D	E
1	Josh	Fechter	Writer	Josh Fechter	https://www.facel
2	Daniel	Pasker	Head Of Busines Cliently		https://www.facel
3	Houston	Golden	Co-Founder	BAMF Media	https://www.facel
4	Steve	O'Dell	CEO	Tenzo Tea	https://www.facel
5	Coby	Skonord	Founder & CEO	Ideawake	https://www.facel
6	AJ	Cartas	CEO / Co-Found	RaiseFluence	https://www.facel

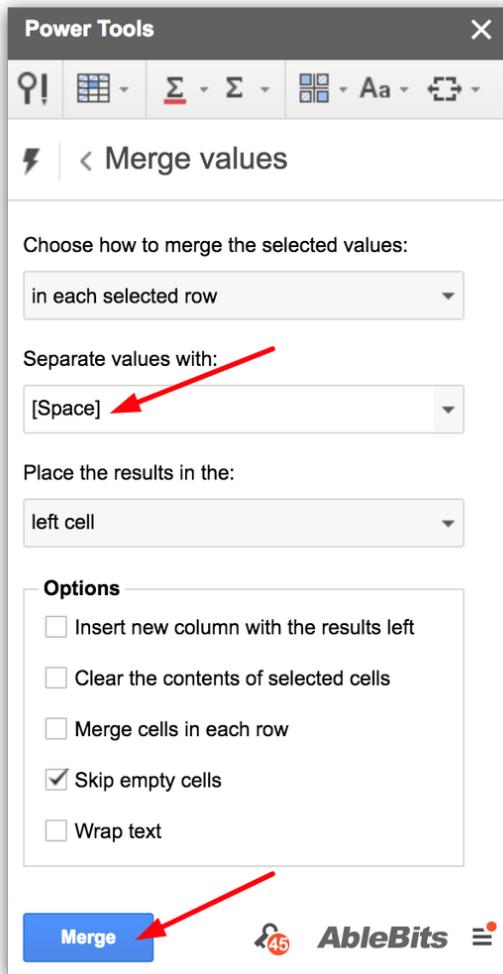
You want to put the person's first name and last name together. You can do this by using a Google Add-on Tool called Power Tools. Highlight the first name and last name column, then click the Power Tool's option, Data.

The screenshot shows the Google Sheets interface with the same table. A red arrow points from the 'Data' button in the toolbar to the 'Power Tools' menu. Another red arrow points from the 'Merge values' option in the Power Tools dropdown to the 'Data' option in the menu.

Here, select Merge values.



Make sure you separate the values with a [Space], then click Merge.



Now you'll have the first name and last combined.

A	B	C	D	E
Josh Fechter	Fechter	Writer	Josh Fechter	https://www.facebook.com/josh.fechter
Daniel Pasker	Pasker	Head Of Business	Cliently	https://www.facebook.com/daniel.pasker
Houston Golden	Golden	Co-Founder	BAMF Media	https://www.facebook.com/houstongolden
Steve O'Dell	O'Dell	CEO	Tenzo Tea	https://www.facebook.com/steveodell
Coby Skonord	Skonord	Founder & CEO	Ideawake	https://www.facebook.com/cobyskonord
AJ Cartas	Cartas	CEO / Co-Found	RaiseFluence	https://www.facebook.com/ajcartas
Matthew Melkesi	Melkesian	Marketing Strategist	Desert Empire Holdings	https://www.facebook.com/matthewmelkesian
Michelle Matheus	Matheus	Principal	Contagion Industries	https://www.facebook.com/matheus.michele

Next, remove all contact information from the “B,” “C” and “E” columns. This will leave you with the person’s name and company name.

Step 2: Use Phantombuster to Extract Social Profile URLs

The fun part begins now – grabbing all the social profile URLs.

First, hook up the same Google Sheet to Phantombuster's Instagram Profile URL Finder API. Do this by selecting the three dots under Console. You'll then have this popup below appear. Fill in the fields.

Configuration of Instagram Profile URL Finder

Need help? More info here Switch to JSON

Spreadsheet URL

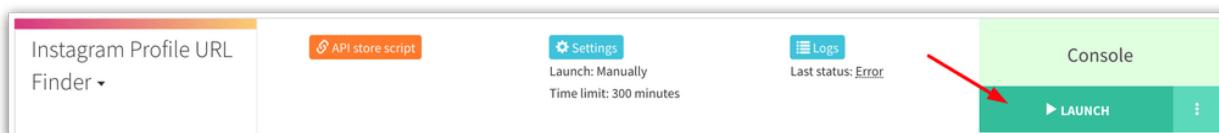
Column name (optional)

Cancel Save

And again, make sure to put in the editable version of your Google Sheet URL.

Hit Launch.

Depending on how many profile URLs you're looking to retrieve, this process can take anywhere from a couple of minutes to a few hours.



Once you hit launch, you'll be taken to this screen below. When all the Instagram profile URLs have been searched, you'll have the ability to download them into a CSV. Import this CSV back into your Google Sheet. Then copy and paste all the Instagram profile URLs into a blank column next to the company name column to ensure you have a nice-looking row of data.

Instagram Profile URL Finder

Not running

Output (■ Stopped)

2:45:04 PM Agent started

- Launch type: manual
- Execution time limit: none

4:10:55 PM Agent finished (success)

- Exit code: 0
- Duration: 01h25m

6:01:20 PM Agent started

- Launch type: manual
- Execution time limit: none

6:01:23 PM Aborted by user

- Duration: 0:04s

Got https://www.instagram.com/jordanhunnell/ for Jordan Hunnell (G(com.au)D)
 Got https://www.instagram.com/lynseyhand/ for Lynsey Hand (G(com.au)RG(ie)G(com.jm)G(ca)B)
 Got https://www.instagram.com/sean_morris/ for Sean Morris (G(ca)D)
 Searching for Larisa Laivins ...
 Got https://www.instagram.com/larisalaivinsjewelry/ for Larisa Laivins (G(com)G(com.jm)Y)
 Searching for Reggie Aguiluz ...
 Got https://www.instagram.com/aguiluz.gab/ for Reggie Aguiluz (G(com.jm)RD)
 Searching for John Kent ...
 Got https://www.instagram.com/toyinfinity/ for John Kent (G(com.jm)G(com.jm)G(ie)G(com.au)Y)
 Searching for Jennifer Licker ...
 Got https://www.instagram.com/jenniferlickias/ for Jennifer Licker (G(ie)G(com)Y)
 Searching for Jonas Munson ...
 Got https://www.instagram.com/kristincavallari/ for Jonas Munson (G(co.nz)RG(com)B)
 Searching for Cheryl Shuman ...
 Got https://www.instagram.com/cherylshuman/ for Cheryl Shuman (G(com.au)G(ie)D)
 Searching for Daniel Pro ...
 Got https://www.instagram.com/daniel.pro.988/ for Daniel Pro (RG(com.au)Y)
 Searching for Josh Stomel ...
 No result for Josh Stomel (RG(ie)G(com.au)B)
 Searching for Jeremy B ...

Files 32.2 kB

Instagram Profile URL Finder
result.csv

result.csv 4:10:56 PM 32.2 kB Download / get link Delete

Now you want to get all the LinkedIn Profile URLs.

You'll use the Phantombuster LinkedIn Profile URL Finder API to do this.

As you can see, you just plug in the relevant Google Sheet URL, then fill in the appropriate column and CSV title. Then hit Launch just like you did with the Instagram Profile URL Finder API.

Configuration of LinkedIn Profile URL Finder

Need help? More info here [Switch to JSON](#)

*Spreadsheet URL of names to find [\(?\)](#)

Enter either a Google Spreadsheet URL or a CSV URL (make sure your file is publicly available)

Column name from which to get first and last names [\(?\)](#)

By default, we'll use the first column of your spreadsheet (column A)

Output CSV name

Cancel Save

The same process works for Twitter.

The only difference is you're using the Twitter API.

Configuration of Twitter Profile URL Finder

Need help? More info here [Switch to JSON](#)

Spreadsheet URL

Column name (optional)

Cancel Save

Now that you have all the social profile URLs of your competitor's customers, you want to engage with them. The good news: you can automate it.



Step 3: Automate Engagement

Instagram + Twitter:

For Instagram and Twitter following, favoriting, and commenting, I recommend [Followliker](#). It's the best automation tool online for these platforms. In a few minutes, you can import your custom URL lists to auto-follow all your competitor's customers while engaging with their content on an ongoing basis. That's an easy win.

LinkedIn:

For LinkedIn, I recommend using the tool, [Linked Helper](#).

Facebook:

Since you have their Facebook profile URL from exporting them from the Facebook Group in Step 1, it's time to Facebook friend them at scale.

First, [download this Chrome extension](#).

ADDFRIEND		
Upload a new .csv		Clear list
Intervals between invites in minutes	1	Stop after sending # of requests:
<input type="range"/>	1	<input type="range"/> 300
1	/gcabezut	request sent
2	/gary.r.harvey	request sent
3	/georg.sandgren	request sent
4	/george.saoulides	request sent
5	/george.speed.1	request sent
6	/profile.php?id=1194988013	error
7	/gill.fernley	request sent
8	/grace.jolliffe.1	request sent
9	/grace.wynter	error
10	/gregoryafournier	request sent
11	/guinevererobin	request sent
12	/HalArcherWriter	request sent
13	/dbfhagu0	request sent
14	/heather.erickson.526	request sent
15	/heather.mccoubrev	reuest sent

Upload your exported list of Facebook URLs into this plugin.

Then click the play button.

The Results

When I started building my brand years ago, I did this process manually. It's the same process I've used to help bootstrap two companies to millions in ARR. That's why I've created these systems to help you save the hundreds of hours that I had to go through building traction channels.

The process should take you no less than a day to set up.

The power is in your hands.

Make it happen.



How I Turned 5,000 of My Competitor's Customers into a Facebook Custom Audience

Credit: [Josh Fechter](#), Co-Founder of [BAMF.Media](#)

I started a SaaS company and wanted to build a custom audience without all the hard work. That means not paying money for Facebook ads or even setting up a landing page.

Here's how I did it:

Step 1: Create Another Facebook Profile Account

Here's how:

1. I used a professional (to some degree) and memorable headshot
2. I used a cover photo with social validation
3. I took many photos with influencers
4. I posted industry-relevant content
5. I changed my privacy settings to prevent my friend number from showing. This will decrease suspicion of it being a new account



Next, I joined relevant Facebook Groups containing my competitor's customers:

Then I infiltrated them with a nice message to drive 50 – 100 requests.



I put this message in several of their groups to increase my friend count fast:

Josh Fechter shared his first post.
New Member · 20 hrs

Hey guys,
I'm looking to connect with [REDACTED] To date, I've written 5 technical marketing books [REDACTED]
The problem is my main Facebook profile is full of friends who only care about technical marketing. I'm looking to add people who care more about [REDACTED].
Feel free to send me a friend request.
I'll probably reach out as well.

Boom.

In one day, I'm rock 'n' rollin' with my new profile.

Step 2: Extract Profile URLs from Facebook Groups

You now have your list of Facebook Groups – next step is to install this [Facebook Group Extractor](#).

The Facebook Group Extractor is a Google Chrome plugin which you can use to extract Facebook group members' first name, last name, company name and profile URL into a .csv file. If installed correctly, a blue Facebook icon will pop-up in your Chrome bar.

Before you continue with extracting data, set your Facebook language settings to English. Don't forget this step as the failure to do so will mess up your results.

If you are on the group page and you are all set to extract, navigate to the member page under `facebook.com/groups/*groupname*/members/`. Click the [Facebook Extractor](#) plugin in your Chrome bar and it will “Start Extracting”.

Leave the software running and don't change tabs as you'll then lose your progress. Download the results in a .csv and you'll have a file with a list of Facebook URLs, names, and job titles. Rinse and repeat.

Before you begin auto-connecting to these people at scale, take a step back. Look through the member list and see if you can identify any trends among job titles or how they look. For the market I'm targeting, most of the people are women over the age of forty-five. I knew that just by scrolling through the member list.

Step 3: Auto Add These People to Your Friends List

Once you have a well-designed profile, it's time to Facebook friend people at scale.

First, [download this Chrome extension](#) (make sure to watch the tutorial on how to use it):

The screenshot shows the ADDFRIEND plugin interface. At the top, there are buttons for "Upload a new .csv", "Clear list", and "Export csv". Below these are two sliders: one for "Intervals between invites in minutes" set to 1, and another for "Stop after sending # of requests" set to 300. The main area displays a list of 15 entries, each with a number, a URL, and a status indicator:

Index	URL	Status
1	/gcabezut	request sent
2	/gary.r.harvey	request sent
3	/georg.sandgren	request sent
4	/george.saoulides	request sent
5	/george.speed.1	request sent
6	/profile.php?id=1194988013	error
7	/gill.fernley	request sent
8	/grace.jolliffe.1	request sent
9	/grace.wynter	error
10	/gregoryafournier	request sent
11	/guinevererobin	request sent
12	/HalArcherWriter	request sent
13	/dbfhagu0	request sent
14	/heather.erickson.526	request sent
15	/heather.mccoubrev	request sent

Upload your exported list of Facebook URLs into this plugin.

Then click the play button.

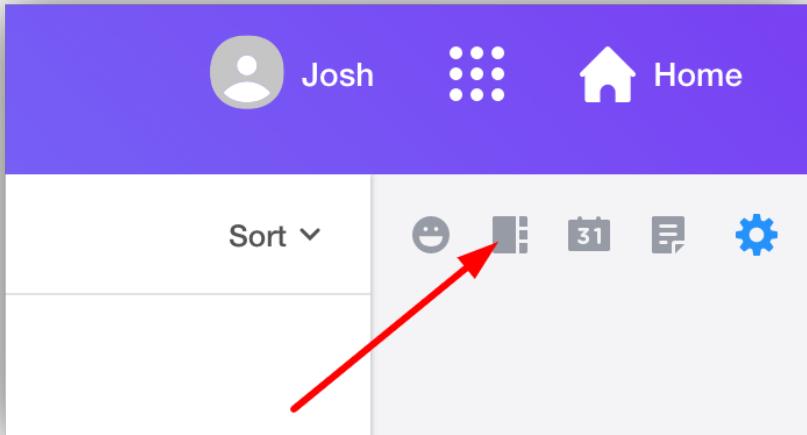
Step 4: Export their Emails via Yahoo

Why Yahoo?



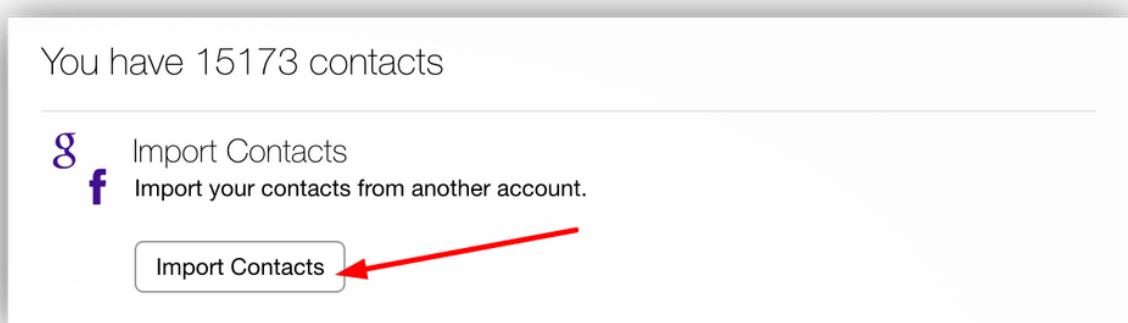
Isn't that so 2012?

This old platform works in our favor because they had a deal to sync your Yahoo connections with your Facebook profile. It only takes a second to create your profile, then another to click on the address book in the top right-hand corner.



Once you click on the address book, you'll have the option to import your contacts.

Click on the button.



Now you have the option to import your contacts from Facebook.

Imported



Facebook

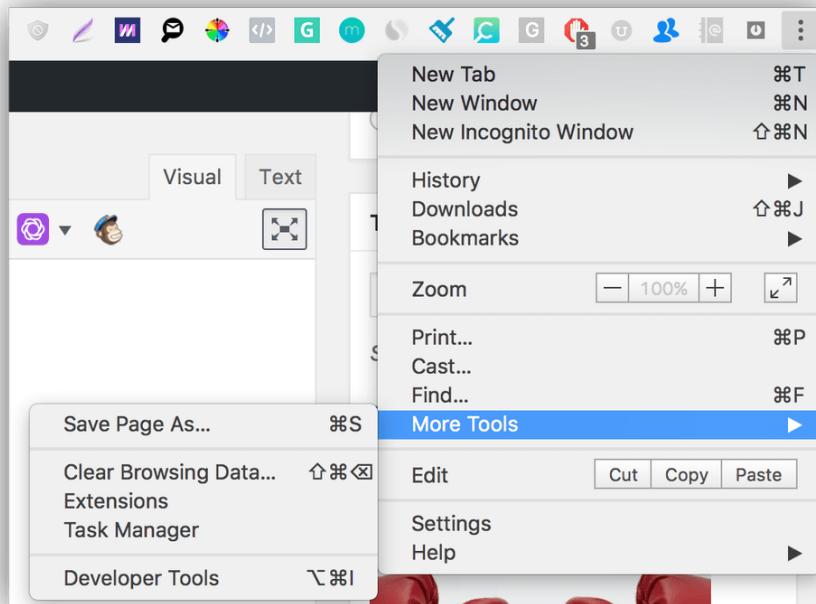
Importing contacts from Facebook. You can continue using Mail now.

Once your Facebook friends' emails are imported, it's almost impossible to scrape them.

Yahoo knows what you're doing and makes it a huge pain to access this data.

That's why we created a Chrome extension to extract all these people.

To get the Chrome extension, [click here to access the Zip file](#). Then download it and open the folder in your extensions area by going to "More Tools," then click on Extensions.

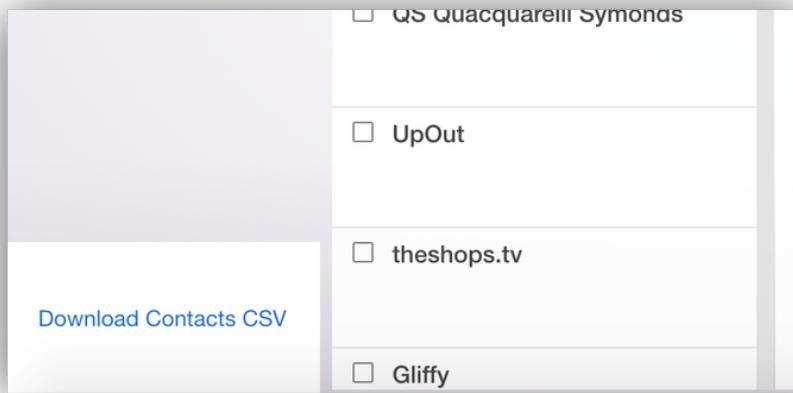


When you're here, turn on Developer mode.

Next, click Load unpacked extension.



Now when you log in to your Yahoo account, you'll have a Download Contacts CSV button on the bottom-left corner.



Click the blue "Download Contacts CSV."

You'll now have almost your entire list of your Facebook friends' emails.

Plug this list into Facebook as a custom audience to start running ads to them.

Then use Lookalike Audiences to expand this initial pool from 5,000 to 150,000 or a million people.

Guerrilla Marketing at its Finest

Most companies spend thousands of dollars to build an email list to then use as a custom audience. The problem is for startups that they have little-to-no idea whether

this audience will buy from them. Rather than guessing, I just showed you how to build one of the most refined custom audiences for 1/100 of the cost. The only step for you is to implement. Make it happen.

How to Hack the B2B Market with Facebook Ads

Credit: Aaron Zakowski, Co-Founder of [Aaron Zakowski Marketing](#)

Want to find personal emails of your B2B leads to create custom audiences for Facebook Ads?

Turns out that many people use their Gmail address as their Twitter handle.

For example, if my Twitter is @aaronzakowski, then there's a good chance that my Gmail will be aaronzakowski@gmail.com

I tested this theory with a list of 900 Twitter accounts that I had collected for B2B leads.

I used Dux-Soup to scrape LinkedIn Profile info. It gave me Twitter accounts in the results.

You can also use tools like [Phantombuster](#) to get Twitters URLs at scale.

A simple Concatenate function in Excel helped me create Gmail addresses based on the list of Twitter handles.

After uploading the 900 newly created Gmail addresses into Facebook, I discovered about 1/3 of them matched. This resulted in a custom audience of 300 people.

To see if the Gmail addresses I was creating were the same person I was trying to target, I did a comparison between emails to Twitter profile pictures and descriptions. I'm confident that ~80% of the Gmail addresses were the correct person.



How I Made \$200,000 from One Facebook Group Post Without Selling

Credit: [Josh Fechter](#), Co-Founder of [BAMF.Media](#)

Wish you could make \$200,000 from one Facebook Group post without ad spend?

I did.

To make it happen, I needed to create an engaged Facebook community.

I went through thousands of online communities to find an active one with the most cutting-edge startup material. I wanted to copy what existed to make it easier.

I discovered two things:

1. These communities syndicated material from the best content creators.
2. They posted content with the bare minimum benefit of grabbing a reader's attention.

In turn, even the best communities couldn't keep me engaged.

It's why people starve when searching for tactical startup content, especially case studies.

Fortunately, for years I had produced high-level marketing content about self-tested case studies. To have material, I ran hundreds of A/B tests every year. And so long as I kept testing, I'd have content to create.

Confident in my ability to engage people with content, I created a Facebook Group called San Diego Digital Marketing Experts.

Two months later, it failed. No new posts.

An abandoned wasteland.

For six months, I forgot about community building until I got another itch.



I tried again with a new Facebook Group, San Francisco Growth Marketers.

One month later, it failed.

“What the heck am I doing wrong?”

I went back to the books and outlined what it would take to make this a reality. I didn't like what I learned. I would need to find a way to produce content every day. That meant relying on an intangible skill: creativity.

Once again, the task looked daunting, but I tried one more time.

Now, I have an active community of over 20,000 marketers and founders.

Here's how I made it happen:

I had to choose a platform. I thought about using Slack, but few spend the majority of their time on Slack. Plus, I've never seen an active Slack channel other than one for work.

On the other hand, people spend an [average of 50 minutes](#) every day on Facebook, and it's easy to connect to others. Many top marketers, including Dennis Yu, Mari Smith, and Ryan Deiss consider it the fastest platform to build your know, like, and trust factor.

In other words, it's the fastest platform to sell.

I also noticed how addicted people are to checking their Facebook notifications. If you consistently post engaging content, people develop an addiction to clicking on the notification you create. It works similar to an email inbox. To leverage this power, you need to know the content your audience wants.

I understood the potential, but most importantly, I had hope. I'd seen successful Facebook Groups. In fact, I led growth at a SaaS company, 22Social, which has several active Facebook Groups for their customers. They were masters at using this medium to sell.

Now, it was time to step up from novice to expert and do it for myself with this step-by-step plan:



Design Your Avatar

You can meet thousands of people through community building, but without purpose, you'll make nothing of it. Before I created a Facebook Group, I needed a strong understanding of the people I wanted in it.

I asked myself these nine questions:

1. What job title(s)?

Head of growth, venture capitalist, founder, or a high-level marketer.

2. What income level should they have?

They should make over six figures.

3. What industries should they be working in?

They work in a fast growing startup using advanced marketing software.

4. What habits and routines should they have?

They regularly eat healthily and exercise.

5. What social activities should they take part in?

They enjoy nature, walking, coffee, reading, writing, attending tech conferences, and hustling on weekends.

6. What type of friends should they have?

They should be friends with other founders and marketers.

7. What past accomplishments should they have?

Founded a successful company or have worked in a fast-growing startup.

8. What social platform should they be the most active on?



Facebook.

9. Where do they live?

San Francisco or another major tech city.

By understanding my target network, these are several of the thousands of people I've befriended over six months of community building:

1. Sean Sheppard: Founder of GrowthX and GrowthX Academy, venture capitalist, and top 20 sales influencer of 2016



2. Dennis Yu: Social media influencer, co-founder at BlitzMetrics, and writer for Adweek.



3. George Revutsky: Founder of ROIworks, a 16-year-old firm that provides both startups and larger brands growth, including Lyft and Soothe.



Once your networking avatar is locked down, it's time to figure out what value they enjoy consuming on Facebook (i.e. eBooks, podcasts, video).

After a quick Facebook search of the top marketers, I noticed they enjoy:

1. Long-form Facebook statuses
2. Long-form tactical guides
3. Videos which show cool tactics
4. Live stream talks from conferences

The hard part: Practicing over and again to become great at producing this type of content.

There's no shortcut. It takes time.

My simple trick was to mimic the best. I studied copywriters who wrote long-form blog posts and Facebook posts, and live streamers like Vincent Dignan, owner of Traffic & Copy.

Understand the Fundamentals

To run a great Facebook Group, you need to produce high-value rewards almost every day whether this is in the form of content, video, or another medium. If you don't have much time, find a content expert to keep you on track with your posting schedule.

Sometimes you won't know what content to create. The best way to solve this problem is to ask the community about their pain points and what type of content they'd like to see.

The screenshot shows a Facebook group post from 'Josh Fechter' (@Admin · March 23, 2017). The post asks: "What is the biggest pain point you have right now with getting traction for your company? Comment below. Be specific. There's probably someone in this group who can help you 😊". Below the post, it says 'Nicoletta De Vincenzi, Danny Cox and 50 others' liked it, there were 289 comments, and 1 share. There are 'Like', 'Comment', and a dropdown menu buttons. Below the main post, there are two visible replies:

- Kate Hancock**: I need a good funnel
Like · Reply · 1y
- Anna Santeramo**: Finding an awesome full stack engineer who is growth minded and can work with a growth lead on implementing different acquisition strategies
Like · Reply · 1y

To see how much effort I should put into a piece of content, I'll gauge my community's reaction to a hype message:

Josh Fechter
Admin · January 30, 2017

Hey guys,
I'm working on a full case study of [The Hustle](#)'s ambassador program. I'm aiming to release it sometime this week. It'll be epic 😊

Like Comment Share

The one big mistake I see with Facebook Groups is they post the same content over and again. People get bored with rewards that don't change. Consistency is important, but a consumer's taste for content on social media will evolve as technology changes. One day you post a tactical guide about Instagram marketing, the next day you may have to shoot a live video.

Optimize Your Profiles

Your audience doesn't stay in your Facebook Group 24/7. What if they're heavy Instagram users or actively consume content on LinkedIn? If you know where your audience enjoys spending their time, then you should optimize your profiles on those platforms.

With a little research, I knew my community spent a significant amount of time consuming content in their Facebook News Feed and prospecting on LinkedIn. The reason is their job as a founder or marketer requires them to be active on those platforms to network and run marketing campaigns.

In turn, I optimized my profiles on those social media platforms.

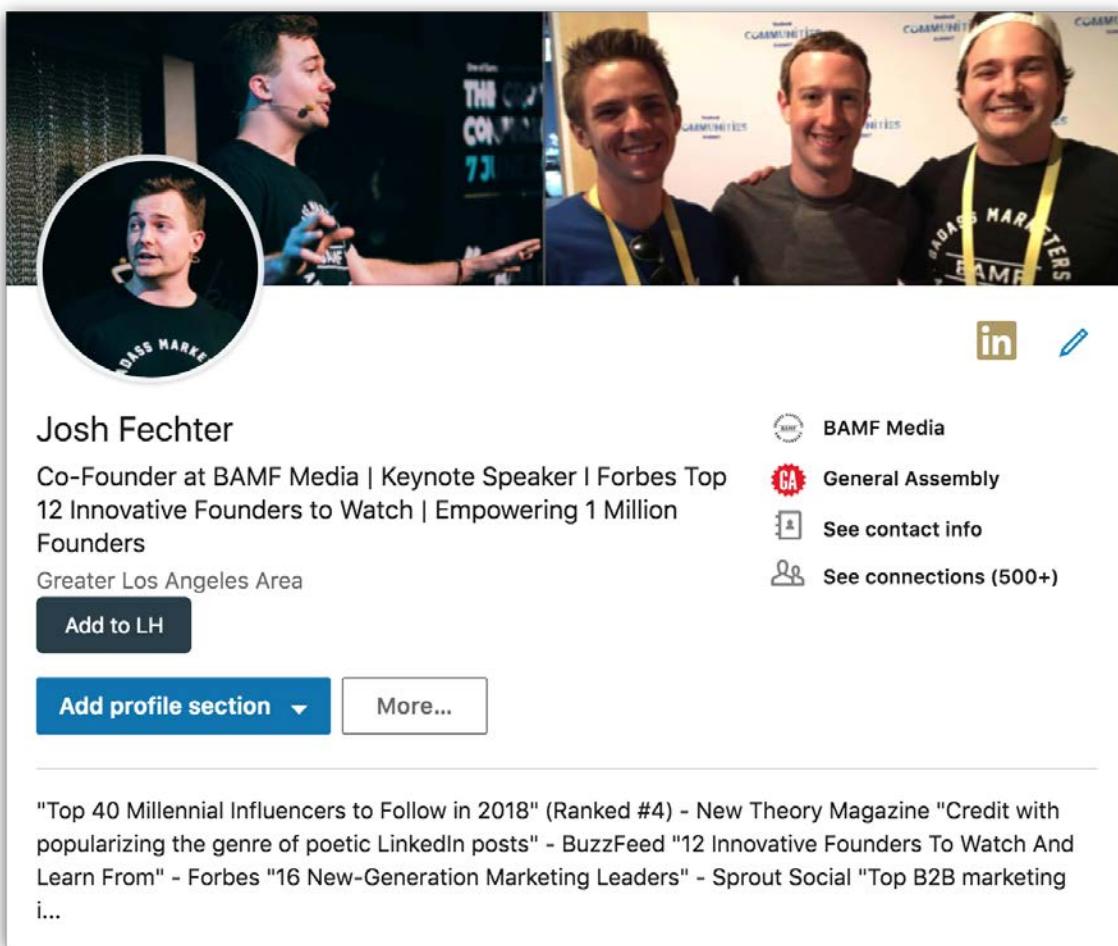
For example, if you're acting as a leader of a community, then you need to portray yourself as a leader through relevant content and an optimized profile to pull the right emotional triggers. You'll receive a higher response and conversion rate when reaching out to people to join your community or asking for a partnership.

For starters, I took off any content contradicting my community's mission statement. No old photos of me partying in college. I used new content to design my profiles.



Here's my LinkedIn profile today:

1. Uploaded a picture of me with an industry influencer and speaking in front of an audience
2. Have over 60,000 followers from posting content consistently
3. Bought a LinkedIn Premium account to show exclusivity
4. Have a professional and memorable headshot
5. Published over thirty high-quality articles



A screenshot of a LinkedIn profile for Josh Fechter. The profile features a circular headshot of him speaking at a podium. To the right of the headshot is a collage of three photos: one of him speaking, one of him with Mark Zuckerberg, and one of him with another man. Below the collage are several social media icons: a blue 'in' for LinkedIn, a green 'G' for Google+, and a blue pencil for editing. The profile information includes his name, title (Co-Founder at BAMF Media | Keynote Speaker | Forbes Top 12 Innovative Founders to Watch | Empowering 1 Million Founders), location (Greater Los Angeles Area), and connection count (500+). There are also buttons for 'Add to LH' and 'Add profile section'.

"Top 40 Millennial Influencers to Follow in 2018" (Ranked #4) - New Theory Magazine "Credit with popularizing the genre of poetic LinkedIn posts" - BuzzFeed "12 Innovative Founders To Watch And Learn From" - Forbes "16 New-Generation Marketing Leaders" - Sprout Social "Top B2B marketing i..."

Here's my Facebook profile today:

1. Posted shareable content to increase my follower count
2. Used a cover photo to exemplify my impact on the world
3. Used a professional and memorable headshot
4. Advertised myself as a helper in my profile's bio
5. Published high-value statuses 3X a week



6. Took many photos with influencers

Josh Fechter (Badass Founder)

Timeline About Friends 5,000 Photos More

250 items for you to review

Intro

I'm on a mission to empower one million founders.

Writer at Josh Fechter, Co-Founder at BAMF Media, Advisor at Praxis, Studied Data Analysis at General Assembly, Lives in Venice, California, Followed by 5,082 people

Photo/Videos Feeling/Activity

Posts

Josh Fechter Yesterday at 1:39pm

Hey Facebook friends,
I just flew back from speaking at several events and conferences this month, including in Seattle, Belgium, and Romania.
Here are my top twelve tips for presentations that took me from shaking while speaking to keynoting.... See More

Marketto dr chrono

Recruit Core Members

Once you've optimized your social profiles, it's time to recruit your core members.

They should fit this criterion:

1. They can produce high-value Facebook content relevant for your target network
2. They're already connected to, at least, one hundred individuals in your target network

Make these people moderators of your Facebook Group and encourage them to invite their network to join. With several moderators inviting their network to join, you should



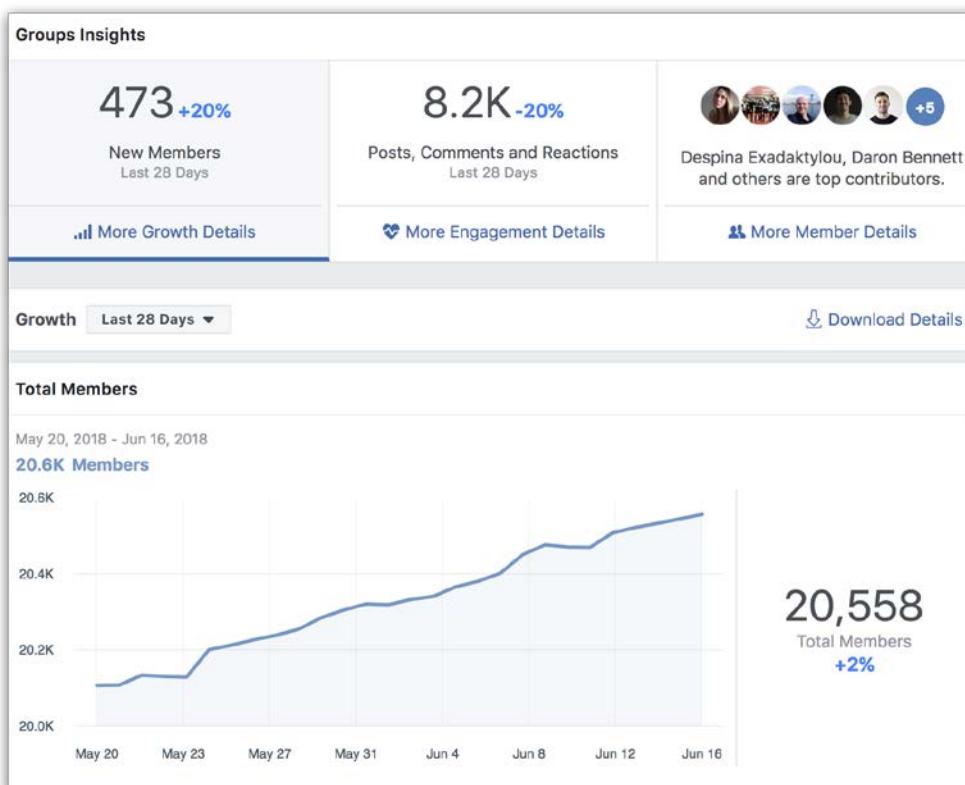
start your Facebook Group with three to four hundred members. And whatever you do, don't give up your admin access. Period.

Think of your community as an established organization – there's usually a president, vice president, and a chief marketing officer. Assign your core members job titles and responsibility, and it will spark their motivation to help grow the community.

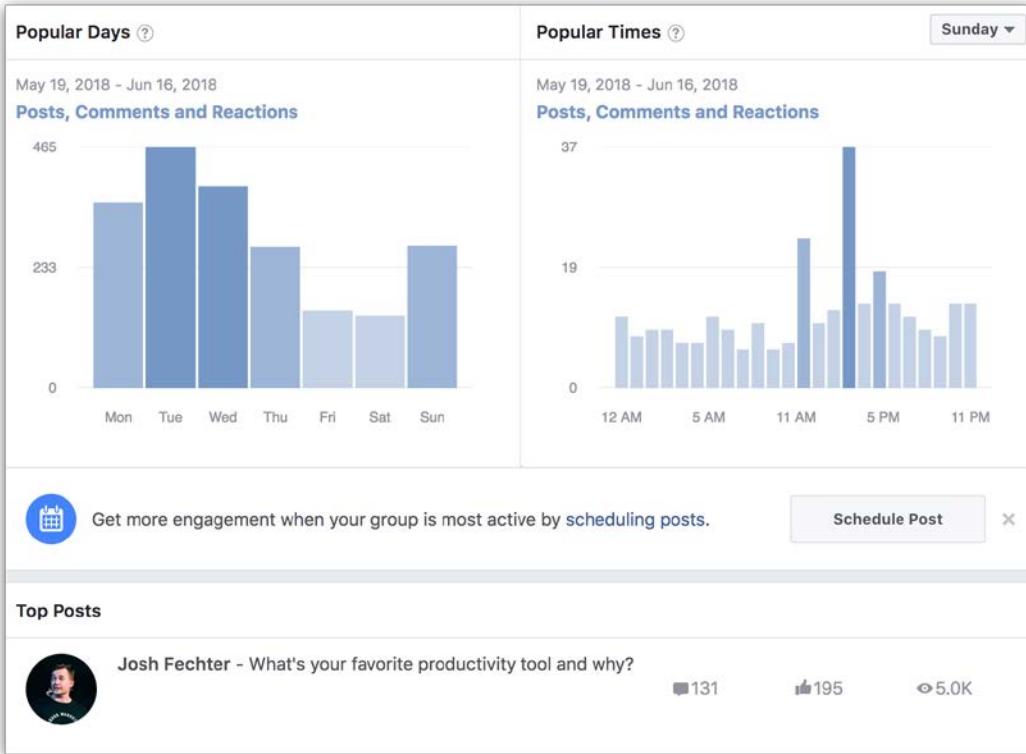
Using Facebook Analytics

To gain an excellent understanding of your Facebook Group activity, use Facebook Group analytics. The software gives you granular engagement metrics and an excellent understanding of your group's demographics. The software also enables you to export members based on how active they are.

You can look at the overall summary of your group.



If you want to replicate top performing content, look at which individual posts performed exceptionally well. I noticed the best posts include giveaways and growth hacking tactics, so I doubled down on this content.



Grow Your Facebook Group with Targeted Members

There are many ways to grow your Facebook Group:

1. Giveaways
2. Backlinks in guest posts
3. Backlinks in Quora posts
4. Inviting your existing network
5. Backlinks in your LinkedIn profile
6. Backlinks in your email signature

These tactics work, but they don't always attract the most relevant people. Plus, I don't have time to filter through every incoming request.

I needed people who were in my exact market. The only way to do this was either have a friend with my exact audience backlink to my Facebook Group in one of their email blasts, or I would have to scrape people and cold email them.

I opted to scrape people because of scalability. If I scraped people, I could send emails to hundreds of thousands of targeted people.

Step 1: Purchase three Mailshake accounts for sending bulk personalized emails.

Step 2: Sign-up for a Findthatlead account, then make a list of search queries and top cities where your members reside. You'll get their emails. You can also do this using Hunter.io with Dux Soup to pull emails from LinkedIn.

Step 3: Sign-up for a [Google Apps](#) account and create six different email addresses tied to one or two domains.

What type of cold emails do you send?

Here was my exact copy at the time:

Hey {{First name}}

One of our Los Angeles members referred you to our Marketers & Founders Facebook Group (we have about 300 members in Los Angeles).

I happen to run one of the largest marketing communities in Silicon Valley ([1800+ members](#)) and the Facebook Group ([4100+ members](#)).

The Marketers & Founders Facebook Group is moderated by a few of the best, so it's invite only.

Our moderators:

1. Will Bunker, founder of Match.com and GrowthX, a 50-mil VC firm
2. Kumar Thangudu, founded three SaaS companies, and a top writer on Quora
3. Me :) Past head of growth for 22Social, UpOut, and now, GrowthX

You can join the Marketers and Founders Facebook Group here:

<https://www.facebook.com/groups/growthmarketers/>

If you want to know more info, feel free to reply.

Cheers

Josh Fechter"

If they don't open the first email, I have my CRM automatically send a follow-up email two days later that's the same except for this line at the beginning:



“Hey {{First name}}

Wanted to ensure you saw this email from the other day.

...”

This works well because the chances are they forgot the original value proposition or never saw it.

Here are the responses I received from this cold email:

“Thanks for reaching out! Glad to see you've been building this great community of growth marketers. I just requested to join your FB group and look forward to connecting. If there's anything I could do to help out in any way, please let me know.”

“Hi Josh!

Thank you for your email, i joined the FB group ;)

“Hi Joshua,

Thanks for the invitation!

Looks like an interesting group. I just sent a request to join it.

Looking forward to participating in the community.”

That's not to say a few people didn't respond negatively to me. Out of every one hundred people I cold emailed, I got one complaint. The solution: don't email them again ;)

Get People to Say “Yes”

The more people who get used to following instructions from you, the more likely they'll engage with a new call to action (e.g.. buying a product).

It starts with the first comment.

Once someone invests in commenting on a Facebook post, they're more likely to comment again. To ease the process consider sending them a direct message of encouragement when they become a member.



The easiest way to get people to begin commenting is to promise them an exchange of value whether an extended free trial to a high-demand software or an in-depth guide about a particular tactic. Notice in the screenshot of [this post below](#), I had over 142 members comments to request the free trial.



Josh Fechter ► Badass Marketers & Founders (BAMF)

October 4, 2016 at 4:02pm ·

-->[This [giveaway](#) is OVER] <-- [I have a BIG GIVEAWAY](#). There's this new software [I'm testing](#) called Pluck. It enables you to find Tweets based on different parameters easily. Then, it grabs the person's...

Prabhjot Singh, Anna Nats and 51 others

165 Comments

The next step is to get people to open up on a more personal level about what they do. To facilitate this, you need to take the first step in opening up to give others the courage to step out of their comfort zone, too.

What does this mean?

You need to write about your personal experiences and tie them into your audience's profession. Here's an [example post](#):



Josh Fechter ► Badass Marketers & Founders (BAMF)

February 2, 2017 at 8:29am ·

[How to hack your career 10X faster](#): A little under a year ago, I arrived in San Francisco with zero network. I started from scratch. I had skills in PPC, SEO, webinars, web development, and building sa...



Alexandru Ionuț Bălțat, Jake Rush and 207 others 45 Comments 3 Shares

If you don't lead the conversation in your Facebook Group, then no one will.

The next step is to leverage comments. When someone comments on a Facebook post, then reply with a question to get them to expand on their point. The more comments they post, the more invested they'll feel in the group and to you.



How to Produce High-Value Content

Before we go further, know most groups don't die from lack of content. They die because the founders can't produce good content. That's the hardest piece. It's waking up and knowing you'll have to write a 23-page guide like this once or twice a week or your group will die. No one said it was easy.

If you want to learn how to become a great Facebook copywriter, there are two ways to do it:

1. Answer questions on Quora
2. Read a few copywriting books ([here's an excellent list](#))

Answering questions on Quora related to your target audience is the best way to discover content to re-post on Facebook. For example, I answered this question about intelligence which received over 200,000 views.

How do I tell if somebody is intelligent?

 Josh Fechter, Co-Founder of BAMF Media | Author | Advisor
Updated Jan 9, 2017 · Upvoted by Franklin Veaux, co-author of More Than Two: A Practical Guide to Ethical Polyamory



They ask you questions.
When you answer, they ask you more.

16 Upvotes · Terrence Yang, Mehak Vohra, Tommy Dang, and 16 more upvoted this
24,268 Upvotes · Share · ...

Take a look at the engagement when I re-posted my answer on my Facebook profile:





Josh Fechter updated his status.

January 12, 2017 at 9:59am · ▾

How to identify smart people: They ask you questions. When you answer, they ask you more. When you start using big words, they ask for clarification. When they can't understand anything you're saying,...

Tomer Gev, Kimia Kalbasi and 326 others

56 Comments 70 Shares

The next step is to leverage an influencer's original content. To do this, you need to interview influencers live in the Facebook Group. I wrote an [in-depth guide here](#) about how to do this (includes email templates).

I find influencers in my industry by reading blog posts detailing who the best are. Then, I use [Hunter.io](#) and [Clearbit](#) to find their emails for outreach.

I aim for one interview a week in my Facebook Group because my other option is to write an in-depth guide like this one which can take around five more work hours.



Josh Fechter was live.

• Admin · February 8, 2017

•••

Ask your questions live!

Here with Dornubari Pope Vizor, founder of [LeadQuizzes](#), about to drop some knowledge bombs.

He's been a member of Marketers & Founders since the beginning!



33

2 Comments 2 Shares 932 Views

Like

Comment



When it comes to other people posting content, you need to reinforce the selling point of exclusivity.

How do you do this?

Only let original content get posted in your group. This makes the group feel like a secret hub of like-minded individuals. Here's how I did this:

- I only let links from Google Drive or a little-known tool get posted besides native content.
- I stopped giveaways in exchange for inviting members after I reached 1,000 people.
- I remove all content that doesn't perform well (likes, comments, shares) even my own.
- I don't allow members to publish posts without me looking at it beforehand.
- I don't allow members to automatically add members. I must approve them.

Prime Your Group Members

I can hear you thinking:

Where's the part where I learn how to make money?

We're close. It takes a little more work.

Whenever you have a new member join your Facebook Group, it's important you add them as a Facebook friend and LinkedIn connection. To be clear, it must be right after they join. This is when their acceptance rate is the highest because they want more information about you and your community.

Why do this?

1. As a Facebook friend, you can now send direct messages to them, and they'll see content posted to your personal profile.
2. As a LinkedIn connection, you can now export their personal email and reach them with LinkedIn's publishing platform.

The more high-value touch points you have with group members, the more likely they'll convert into paying customers. If I know I'll be doing a big push for trials and sales, then I'll give myself two or three weeks to send automated personalized messages at scale and use video remarketing for nurturing.



To send these messages at scale to the people on LinkedIn, use [Linked Helper](#) or outsource a Chrome extension for Facebook via [Upwork](#). Shouldn't cost more than \$200. Keep in mind, mostly people you're Facebook friends with will see this message unless the other recipients check their "other" inbox.

The message:

"Hey [name]

I wanted to catch up! I was wondering what you thought about my Facebook Group, Marketers & Founders. I'm looking for ways to improve it."

This does two things:

1. Shows you respect their opinion and build rapport.
2. Drives them back to the Facebook Group to look over the posts.

With LinkedIn messaging, you can start several hundred conversations over the span of two weeks. It will take a significant amount of effort to reply to everyone. However, the two weeks of pain is worth the \$200,000 in sales. Trust me.

What about LinkedIn?

If you added every group member on LinkedIn, then you should have a huge list of their emails to export. An easy way to connect to people's LinkedIn profiles (if you haven't done it yet) is to ask. In the example below, I have two hundred people I can connect with which takes around twenty minutes.

Josh Fechter ► Badass Marketers & Founders (BAMF)
February 13, 2017 at 8:29am ·

Interested in connecting on LinkedIn to the remarkable entrepreneurs in this Facebook Group? Drop your profile link in the comments:

 **Josh Fe**
Growth Evangelist
Marketers will
San Francisco, CA
Current: Auto
Previous: Group
Education: None
[View profile on LinkedIn](https://www.linkedin.com/in/joshufechter)

 Ashtan Moore, Thanos Priftis and 620 others 1.8K Comments 1 Share

 **Vassilena Valchanova** <https://www.linkedin.com/in/vasvalch> 🚀 would love to connect! :)



To export the emails of your connections, click Settings & Privacy.



The image shows the LinkedIn 'Me' dropdown menu. At the top, there are four main navigation items: 'Jobs', 'Messaging', 'Notifications' (with a red notification badge), and 'Me'. Below these, the user's profile picture and name 'Josh Fechter' are displayed, along with a 'PREMIUM' badge. A summary of Josh's profile follows. The 'View profile' button is shown in blue. The menu then branches into sections: 'Access My Premium', 'ACCOUNT', and 'Help Center'. Under 'ACCOUNT', the 'Settings & Privacy' option is highlighted with a red arrow pointing to it. Other options in this section include 'Premium subscription settings' and 'Language'. The 'Help Center' section contains links for 'Help Center' and 'Language'.

- Jobs
- Messaging
- Notifications
- Me

PREMIUM
Josh Fechter
Co-Founder at BAMF Media |
Keynote Speaker | Forbes Top
12 Innovative Founders to
Watch | Empowering 1 Million
Founders

[View profile](#)

■ Access My Premium

ACCOUNT

■ [Settings & Privacy](#) (arrow)

Premium subscription settings

Help Center

Language

Then click on Getting an archive of your data..

Manage your data and activity

Privacy

Review the data that you've provided, and make changes if you'd like.

Ads

Download your data

How others see your profile and network information

How others see your LinkedIn activity

How LinkedIn uses your data

Job seeking preferences

Blocking and hiding

Download an archive of your account data, posts, connections, and more

Your LinkedIn data belongs to you, and you can download an archive any time. You can learn more about what data you can export by [visiting our Help Center](#).

The works: All of the individual files plus more. [Learn more](#)

Pick and choose: Select the data files you're most interested in. [Learn more](#)

<input type="checkbox"/> Articles	<input checked="" type="checkbox"/> Connections
<input type="checkbox"/> Imported Contacts	<input type="checkbox"/> Messages
<input type="checkbox"/> Invitations	<input type="checkbox"/> Profile
<input type="checkbox"/> Recommendations	<input type="checkbox"/> Registration
<input type="checkbox"/> Rich Media	

Request archive Your download will be ready in about 10 mins

When you have your connections' email addresses, then import them into Facebook as a custom audience. **It's time to create a personal video ad to remarket them ([video ad directions](#))** with a story related to what you're selling.

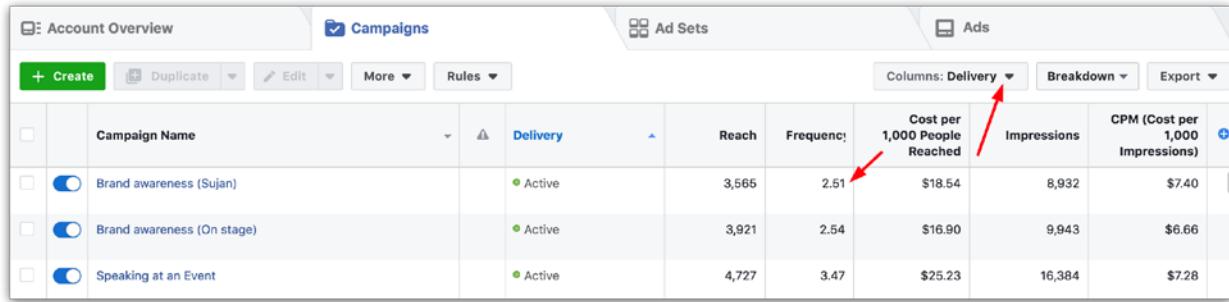
- The video should be inspirational, entertaining, or informative
- Why video? It's the least expensive way to put content in front of people

I average 1 - 3 cents per a view when showing a video to a warm audience.

Here's an example of one of my videos:

<https://www.facebook.com/joshuafechter123/videos/731338446990948/>

Let this ad run up a frequency of 3.5. This means on average each person on your uploaded email list saw the ad 3.5 times. You can find this number by clicking on your Ad Set and setting your column title to Delivery.



	Campaign Name	Delivery	Reach	Frequency	Cost per 1,000 People Reached	Impressions	CPM (Cost per 1,000 Impressions)
<input type="checkbox"/>	Brand awareness (Sujan)	Active	3,565	2.51	\$18.54	8,932	\$7.40
<input type="checkbox"/>	Brand awareness (On stage)	Active	3,921	2.54	\$16.90	9,943	\$6.66
<input type="checkbox"/>	Speaking at an Event	Active	4,727	3.47	\$25.23	16,384	\$7.28

Now, when your audience has their peak emotional tie to you, don't sell to them.

You read that correctly. Don't sell.

Offer value in exchange for an action.

This is key.

Your job is to align the perfect audience with the perfect product, then drop a VALUE BOMB like this one ([original post](#)):

 **Josh Fechter**
Admin · January 16, 2017

[This offer is no longer available]

Wish you had my brain?

Now, you can have it sitting in your Google Drive.

I just established a HUGE partnership with Autopilot, a visual marketing software for automating the customer journey. In turn, I'm giving away 99.9% of my growth hacks to those who

1. Already are a customer.
2. Test out the free trial and send me one piece of well-thought-out feedback.

Over 50 guides added to your Google Drive.

You will have the super powers I used to build one of the largest marketing communities in Silicon Valley since arriving eleven months ago.

You'll know how to hack Facebook, Instagram, Twitter, LinkedIn, Quora, and more.

Plus, I'll regularly add more guides throughout the year.

I'm not joking. This is 99.9% of ALL MY GROWTH HACKS.

I thought about turning half of this material into a \$2000 course, but then I realized I'm not a huge fan of selling information products.

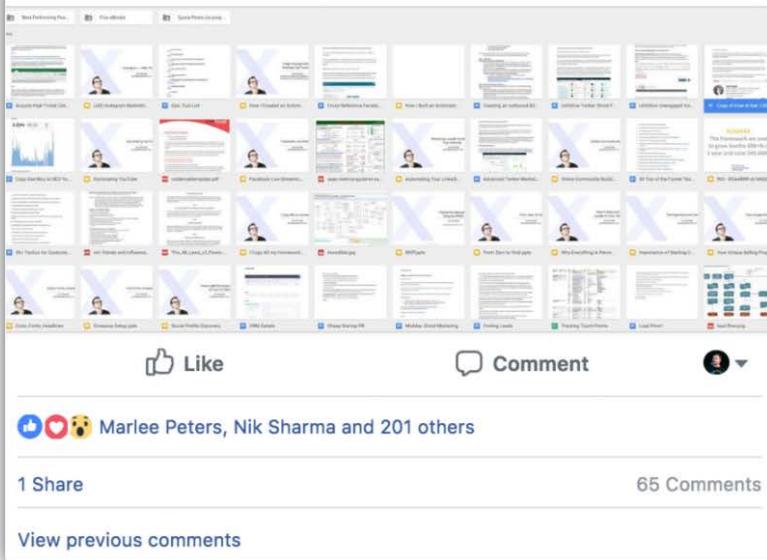
I enjoy building real companies 😊

Specific steps to get the guides:

1. If you're a customer, then email me at josh@autopilothq.com with your request. I'll then send you the link to the guides.
2. If you're not a customer, then sign up for a free trial and forward a screenshot of a feature with feedback to josh@autopilothq.com. I'll then send you the link to the guides.

It's that easy.

Free trial: <https://autopilothq.com/>



This is what I posted in my Facebook Group the day before I started working at Autopilot. I received over three hundred responses of people trying out the product with pictures of features and feedback on their onboarding experience.

Because Autopilot has a subscription model priced on the number of email contacts, I asked for the average CLV then multiplied that number by the average order size of the people who purchased.

Viola!

\$200,000 in sales :)

Expenditures:

Email Hunter: \$1,200

Three CRM accounts: \$200

Google Apps: \$45

Virtual assistant to do scraping: \$500

Total expenditure: \$1,940

ROI: 100X

If I can grow and engage a Facebook Group while working full time, then you can do this, too.

If you're looking to launch a product without spending too much money, then Facebook Groups make the perfect fit. It's not easy, but the community you create makes it all worth it. And there's no better competitive advantage than a rabid fan base following your every post.

How to Get the Personal Emails of Your Competitor's Facebook Group Members

Credit: [Josh Fechter](#), Co-Founder of [BAMF.Media](#)

Wish you had all the personal emails of members of a Facebook Group?

Now you can get them at scale, fast.

Here's how:

Step 1. Extract Member Data from a Facebook Group

Install this [Facebook Group Extractor](#).

The Facebook Group Extractor is a Google Chrome plugin which you can use to extract Facebook group members' first name, last name, company name and profile URL into a .csv file. If installed correctly, a blue Facebook icon will pop-up on your Chrome bar.

Before you continue with extracting data, set your Facebook language settings to English. Don't forget this step as the failure to do so will mess up your results.

If you are on the group page and you are all set to extract, navigate to the member page under `facebook.com/groups/*groupname*/members/`. Click the [Facebook Extractor](#) plugin in your Chrome bar and it will start extracting the data from each member.



Members 2,295

B2B GROWTH DAY: BOSTON

APPLY TO ATTEND

When: SEPTEMBER 5TH, 2018

Where: BOSTON

Join notifications Share More

Find a member

Josh Fechter
Writer at Josh Fechter

Admins and Moderators 7

ADD MEMBERS Enter name or email address... Hide

SUGGESTED MEMBERS Hide

Friends

- Terry Fechter Add Member
- Dhaval Bhatt Add Member
- Chris Bronson Add Member

Others

- Manu Goswami
- Matei Psatta
- Matthew Melkesian
- Halley Friedman

Leave the software running and don't change tabs as you'll then lose your progress. Download the results in a .csv and you'll have a file with a list of Facebook URLs, names, and job titles. Rinse and repeat.

Make sure to filter the results in your Google Sheet by job title so you focus on the most important members for prospecting when getting personal email addresses.

Name	Profile URL	Title	Company
Vasil A.	Sort A → Z	Growth Marketing Conference	
Cheryl	Sort Z → A	Home	
Yuri R.		Synergy Chain	
Sarah C.		Syracuse Entrepreneurship Club	
Dennis		Adweek	
Halley		Teach For America	
90 mut...		Visabot	
51 mut...		Self-Employed	
18 mut...		[Down] [T]o [P]Hjim	
Growth...		actics/?ref=gm&	
Startup		monthly/?ref=gm&	
Angela		Instrument!	
William		chua_311?	
Lloyd S.		: Crush My Market - A Growth Agency	
Juraj Z.		The Žurnál	
Maria C.		Digitalks	
David C.		TAMA - The African Marketer Agency	
Wallace		Advogado	
Jennifer		i2	
Glen A.		DashElite	
Jonathan		Captain Calm	
View 1		Vennitive	



Step 2. Use Phantombuster to Get LinkedIn Profile URLs

Next, you want to plug the editable version of this sheet URL into the LinkedIn Profile Finder API from [Phantombuster](#), then fill in the appropriate column and CSV title.

Configuration of LinkedIn Profile Finder 2

Need help? Read tutorial [?](#) [Switch to JSON](#)

*Spreadsheet URL of names to find [\(?\)](#)

ⓘ Enter either a Google Spreadsheet URL or a CSV URL (make sure your file is publicly available)

Column name from which to get first and last names [\(?\)](#)

ⓘ By default, we'll use the first column of your spreadsheet (column A)

Output CSV name

[Cancel](#) [Save](#)

Then hit Launch.



After it finishes processing the data, you'll receive a list of LinkedIn URLs to download.

LinkedIn Profile Finder 2

- ASAINCrypto.csv
- Growth Marketers.csv**
- PB 1.csv
- girlc.csv
- result-1.csv

Growth Marketers.csv

3:46:40 PM 18 kB Download / get link Delete

```

https://www.linkedin.com/in/olaayeni,Ola Ayeni
no url,Andrei Radu
https://au.linkedin.com/in/prashant-murphy-617b2246,Prashant Murphy
https://www.linkedin.com/in/scottcoates,Scott Coates
https://ph.linkedin.com/in/iamrockstarva,Aj Angoluan
https://hu.linkedin.com/in/szantopeter,Peter Szanto
https://www.linkedin.com/in/seffietreistman,Seffie Treistman
https://ca.linkedin.com/in/tinatodorovic,Tina Todorovic
https://www.linkedin.com/in/shawnnelledge,Shawn Eledge
https://www.linkedin.com/in/pawelsokolowski,Pawel Sokołowski
https://www.linkedin.com/in/lscottmacneil,Lela Scott MacNeil
https://www.linkedin.com/in/jules-belamy/%22,Jules Belamy
no url,Geng Cong

```

Copy these URLs into your original Google Sheet.

Growth Marketing Conference--Members.csv

File Edit View Insert Format Data Tools Add-ons Help All changes saved in Drive

fx https://www.linkedin.com/in/byuric

	A	B	C	D	E	F	G
1	Name	Profile URL	Title	Company	linkedinUrl	Personal Email	Phone #
2	Vasil Azarov	https://www.facebook.com/vasilazarov	Founder	Growth Marketing	https://www.linkedin.com/in/vasilazarov		
3	Yuri Rabinovich	https://www.facebook.com/yurirabinovich	Founder & Mana	Synergy Chain	https://www.linkedin.com/in/byuric		
4	Angela Braren	https://www.facebook.com/angela.braren	Co-founder	Instrumental	https://www.linkedin.com/in/angela-braren-6238372		
5	Lloyd Silver	https://www.facebook.com/lloydsilver	Founder and Grc	Crush My Market	https://www.linkedin.com/in/lloydsilver		
6	Juraj Zamborský	https://www.facebook.com/juraj.zamborsky	Co-founder	The Žurnál	https://sk.linkedin.com/in/jurajzamborsky		
7	David O. Capo-c	https://www.facebook.com/docapo	Owner and Foun	TAMA - The Afric	https://www.linkedin.com/in/docapo		
8	Glen Aguayo	https://www.facebook.com/glen.aguayo	Founder	DashElite	https://www.linkedin.com/in/glen-aguayo-983a9667		
9	Vance III	https://www.facebook.com/robert.c.vance.iii	Founder	MV3 Marketing	https://www.linkedin.com/in/robert-c-vance-iii-cpp-cl		
10	Jason Quey	https://www.facebook.com/jdquey	Cofounder	Growth Ramp	https://www.linkedin.com/in/jdquey		

Step 3 v1: Get Personal Emails Using Contactout

Next, have a virtual assistant use the Chrome extension and software, [Contactout](#), to go through each LinkedIn profile to grab their personal email address and phone number (if available).



Another way to do this is to plug the person's name directly into Contactout's dashboard.

This doesn't always work depending on how common their name is – that's why I use the Phantombuster -> LinkedIn URL strategy as well.

For these processes, you should get 60+ percent of their personal emails.

Out of this 60 percent, you should get a 50 percent match rate when creating a custom audience. That means if you scraped 1,000 people from a Facebook Group, you'll have a custom audience of 300 to build a Lookalike audience from.

Keep in mind, Contactout recently released their paid plan. They have a backlog of over 10,000 requests to get it (they don't even have a request button – you need to email them directly). As a result, it may take time to upgrade to get the paid version of 1,000 credits/month.



Step 3 v2: Get Personal Emails Using Anyleads

To get personal emails using [Anyleads](#), it's as easy as setting up your account, then clicking on the Prospecting feature "LinkedIn urls to emails." From there, copy and paste your list of LinkedIn URLs you got from Phantombuster into the appropriate box on the right-hand side.

The screenshot shows the Anyleads software interface. The top navigation bar includes tabs for ANYLEADS, PROSPECTING (which is highlighted in green), CONTENT CREATOR, WEBSITES CREATOR, BACKLINKS CREATOR, and Documentation. The left sidebar has several sections: Inbox, Dashboard, Find leads, Contacts, Emails, and a Tools section containing 'From LinkedIn', 'LinkedIn urls to emails' (which has a red arrow pointing to it), 'Company names to domains', 'Enrich domains', 'Company search', 'Domain to email', 'Leads miner', 'Company Miner', and 'Verify emails'. The main content area is titled 'Enrich LinkedIn urls and get emails' with the sub-instruction 'Convert a list of LinkedIn urls to emails and enrich with more information.' It shows a step 1: 'Create a list of LinkedIn urls' with fields for 'Give a name to your list:' (containing 'My list of LinkedIn urls') and 'Paste a list of LinkedIn urls (with /in/ inside), maximum 500, one by line' (containing the URL 'https://www.linkedin.com/in/elon-musk-952459162'). Below this is a message 'Total detected: 1'. At the bottom is a large blue button labeled 'Enrich urls and get information'.

When you click "Enrich urls and get information," you'll receive all their emails and personal emails. In fact, you'll receive almost all the personal emails of the people you've uploaded. It works like magic. From there, you can use these emails to create an audience for Facebook remarketing.

Start Extracting Today

If you manage to be one of the few early adopter who get the paid version of Contactout, then take advantage of it as soon as possible. In the past, we've seen many tools like this one get banned or [acquired](#). That's why competitive advantages when using online software don't last forever.

The only advantage is for those with a first come, first served mentality.

Best Practices on LinkedIn

Credit: [Man Goswami](#), Co-Founder of [Trufan Inc.](#)

This is a best practices summary of how to use LinkedIn.

These techniques have worked for me so I thought I'd share them.

Content Creation

1. Informative content:

- Discussion questions (narrative followed with question that prompts audience to answer in the comments)
- Share article with original commentary (include excerpt from the article or takeaways from it)
- Share list of advice (ex. 5 ways to balance your work and personal life) and then ask the audience what another item of the list should be (ex. what should #6 be?)
- Sharing your expertise in short form posts or videos (1-2 minutes, include subtitles, and keep it raw – not highly edited)
- Share questions on topics you don't understand (ex. Can someone explain to me whether bitcoin is a bubble or not?) because it sparks good engagement in the comments.

2. Inspirational content: not the “just do it” type stuff.

- Feel good stories/videos (analyze Facebook or Instagram for viral videos/content and repurpose on LinkedIn – giving credit to original source)
- Interviewing people you know and sharing their story in a short form post with a photo of them. Even if you don't know someone, share their inspiring quotes (ex. I love the wisdom Jay Shetty shares and I occasionally share quotes from him).
- Share videos (ex. I exported a Jack Ma video from YouTube and shared it on LinkedIn)
- Share their story (ex. talk about the Indian kid Google recently hired for a million dollars).



3. **Personal anecdotes:** share your journey - both ups and downs (i.e. speaking at events, going through a professional hurdle, reflect on a time when you got fired, reflect on a time you did well in an interview).

 - Write it as if it's a story and make sure to format the post so it's easy to read and not just one big blob of text. This is the hardest type of content to create because you have to let your guard down, be 100% honest/vulnerable and share a story from your heart (both good and bad).
 - Try to focus on providing lessons near the end of the story so people aren't just listening to your victories or failures but are taking something away from it (encourage them to comment their takeaway or if they've gone through something similar).
4. **Articles:** They don't do well on LinkedIn, but still important to add in (at least ten on your profile to improve your profile's SEO).

 - Keep your articles short, tag people in it ,and when sharing an article, make sure to paste it as a link but include a custom thumbnail because your thumbnail picture in a post will be grainy.
 - Make articles your networking nexus. What I mean is that if you want to network with people effectively, start an article series on LinkedIn and ask people you want to meet/do business with if you can interview them for it. 99% of people love talking about themselves. They're more likely to accept an interview request than a 15 min coffee request.
5. **Campaigns:** recent trend started by my friends and I on LinkedIn. I created the #letsgethonest campaign with three other people (Michaela Alexis, Josh Fechter, Aaron Orendorff) which got over 26M impressions overall (over 80 people contributed to it).

 - Set up a campaign around a social issue you are passionate about (mine was on workplace issues and being vulnerable to them).
 - Get 3-4 other people and set up a posting schedule where you start the chain off with a video/post and include the hashtag to symbolize/organize the campaign.
 - Then nominate 2-3 people (ideally your friends) and get them to post as well (and to tag 2-3 other people).



6. **Updates:** when a new LinkedIn feature comes out (ex. in a few months, live video will come out), test it out, and then share a review it to your audience and ask for their opinion on the update. Content about LinkedIn shared on LinkedIn indexes really well and gets the attention of the LinkedIn team that can artificially inflate your posts.

Profile

1. **Picture:** Make it professional. Ensure your face can be seen in it. Ideally, no one else should be in it. It doesn't have to be you in a suit, it could be you speaking at an event, or you with a prop that you want to make a part of your online brand (ex. coffee cup).
2. **Name:** Just use your name and don't include your occupation in it. You want to make your name easy for other people to find you and tag you in posts.
3. **Description below name:** Make it a summary of your accomplishments/occupation/unique branding characteristic (ex. Espresso Fueled Entrepreneur)
4. **Summary:** REALLY IMPORTANT. Please share your personal story in it and feel free to mention what you are working on right now and why you are on LinkedIn for (speaking, connecting with like-minded people, finding a job, etc). Put a way for people to contact you at the end of the summary. Include some media in the summary if you can (personal website, feature publications, videos, etc).
5. **Experience:** Fill out your experience, volunteer experience and education. Beneath each job include a document (example of work product if possible) and a summary of your responsibilities and what you took away from the experience.
6. **Recommendations:** This actually makes a difference to your profile as it affects your profile's SEO (along with Honors/Awards and Publications). Try to get people you have worked with in the past or people you are currently working with to give you a short recommendation (make the recommendation tailored to an experience rather than you as a person only).
7. **Publications:** Stack up your publications not only in terms of articles you wrote but articles that you are featured in. If you are quoted or featured in an article, add it under publications and make sure to tag the author of the article under the section "co-author."



- 8. Honors & Awards:** Fill this up as best you can. Under each honor and award, don't be afraid of stating how many people are given the award and how many applicants there were (if you know the number).
- 9. Organizations/Projects/Languages/Certifications/Courses:** All useless but feel free to fill in if you want to complete your profile and get the all-star ranking from LinkedIn (feels good!).

Networking

1. Get LinkedIn Premium or, at least, try it out for three months

Why? You have the ability to inMail when you get Premium. If someone is big on Instagram, you can find them on LinkedIn where they likely aren't as big.

In an inMail, establish context off the bat on how you learnt about the person or what

Then go right into your brief 3-4 sentence story and if you want make an ask at the end. When making an ask, I find asking to interview people is the best method to getting their attention, providing upfront value and building a relationship. You don't just have to interview them, you can comment on their posts (comment smart/witty things), or share their posts.

2. Add people more effectively

Once you get LinkedIn Premium you'll be able to add people in a better way. Currently with basic accounts, you need to click My Network and scroll through suggested people you should connect with. That's not as efficient. Instead, go to your profile, and click on the number of people who have viewed your profile in the last 90 days. When you have Premium you can see the people viewing your profile in real time – add those people (based on who you find interesting) as they already have context on your profile and are more likely to accept your request.

3. When to accept

When it comes to accepting connection requests, here's my rule of thumb: if someone wants to connect with you (and they're not creepy or post bad content) then accept them until you get to 10K connections. People have their reasons for wanting to connect with you and who knows what that might be until you accept their request (most users don't have LinkedIn premium for some reason).



Time Management

Not much to say here. Note that live video will be coming out soon and LinkedIn has tried to encourage people to do videos more than short form posts/articles (they are artificially inflating videos). So if you want to spend your time building content with a wider reach, aim to do 2-3 videos per week (maybe take your articles or short form posts and narrate them in video). Also, use your commute times for LinkedIn and 30 minutes at the start/end of the day. You always have time to post, comment back to people and even check your inbox periodically.

Collaboration

Much like any platform, the way to grow on LinkedIn is collaboration. There are several ways you can do this:

1. **Attend/host a LinkedIn meetup:** I started LinkedInLocal with four other people (Anna McAfee, Ryan Troll, Erik Eklund and Alexandra Galviz). It's in over 150 cities now and people from all walks of life are hosting meetups in their city. What it means to host a meetup is this: think of a theme for a three-hour event (normally between 6PM-9PM). Find one or two people to host the event with, avenue (low budget – ideally finesse a lower budget by promising exposure via LinkedIn), speakers, and post the event link on Eventbrite. Spread the word on LinkedIn. If there's already a LinkedIn local in your city, no reason to compete with them. Attend their event, meet the organizer and express your desire to help them out and shape the future events. One cool thing I'm excited by is continental or global LinkedIn conferences (recently we had the inaugural LinkedIn Summit in LA with some of the biggest voices on the platform coming out to speak).
2. **Interview campus editors:** You can find a list of the campus editors LinkedIn selects every year by searching up "LinkedIn Campus Editor Program" on Google. Interview those individuals because they have great stories and they are also well connected on the platform. Also any mention on them in posts tends to over index on the platform. PS. I'm a Campus Editor 
3. **Collaborate on an article or video:** Just join forces with another person on LinkedIn and write an article together (each of you publishes the article) or do a video together and post the recording of it (if you use Skype, use the tool eCamm to record a side by side video of the conversation). In your videos, ask one to two questions and try to keep the videos to 2 mins maximum. Do one for one person to post and another video for the other person to post (maybe interviewing each other).



4. **Compilation videos:** this is really cool if you have a group of friends on the platform. I did a Holiday Anthem for LinkedIn in December 2017 where I got 10 of my friends on the platform to sing a part of a Christmas carol and I compiled it together.

Strategies

1. **Tag people and companies you mention in your posts (using @):** Make sure to not over-tag – if you’re tagging more than 5 people, think hard on whether the post you’re writing is relevant for them and if they’ll want to comment on it.
2. **Collaboration groups:** Many people these days are starting groups where people can share strategies on the platform and also share their posts to get some early engagement on it (likes/comments). I wouldn’t rely on these groups but they’re worth having especially on really important posts (ex. new job/company announcement).
3. **Comment on other people’s posts:** When making content, don’t think it only comes by you clicking the post button. Many times, commenting on other people’s posts can be a great way to get engagement and to get people noticing your profile especially if your comment is well-thought-out and isn’t just an emoji. Dr. Natalia on LinkedIn does well on comments because her comments are always relevant to what the post is about and she sparks a conversation. Check them out under her profile – activity.
4. **Targeting:** When you come on the platform, chances are you’re not going to attract everyone’s attention. Make sure you play to an audience early. For example, I made my content immediately relevant to college students (my early pieces of content were on finding your passion, procrastination, time management, finding internships, etc).
5. **Consistency:** People want to follow people who won’t just surface on LinkedIn once every four to five months. Once you start posting on LinkedIn, post consistently. It doesn’t mean you post once a day or once every two days. Find what works for you, but stick to it so people know you’re here to stay and are more likely to connect with/follow you when they see the regular content you are sharing.
6. **Put article links in the first comment:** When you’re sharing an article, put the link in the first comment. This works for people like Guy Kawasaki. Play around with it and see if it works for you.



7. **Join the Campus Editor program:** If you are a student (inflates your posts, you meet great people and you get a LinkedIn Premium account for free)

Community

This is the most important part of this document. At the end of the day, followers don't mean anything if you don't have an active and engaged community that not only resonates with your content but resonates with you. You won't have to worry about the algorithm changing if you focus on building community.

Cultivate community by engaging with them (comment back to people when they comment, reply to people's messages in your inbox, comment on other people's posts, get on five minute calls with people who repetitively show up in your comments, interview people doing big things in your network). Also, be resourceful (help people find jobs/internships and set up connections between people in your network). Consider running giveaways. For more information, watch my TEDx Talk on [storytelling on LinkedIn here](#).

How I Reached Over 200 Million Views on LinkedIn

Credit: [Josh Fechter](#), Co-Founder of [BAMF.Media](#)

I reached 200 million views on LinkedIn.

And today, I have over [60,000 followers](#).

After posting close to five thousand pieces of content in the last three years, I've honed the process of creating engaging copy.

For the first time, I will release the step-by-step playbook in this post.

This way you can write stories that get viewed by millions on LinkedIn.

Are you ready?

Let's go:

1. Mobile Optimized

More than half of all engagement on LinkedIn, [57% in fact](#), takes place via mobile.

However, people still don't understand how to write mobile-optimized content.

They stick with chunky paragraphs that make it hard to read.

Through 2017, I only noticed a few writers taking into consideration mobile first when writing. These writers were getting millions of views like [James Altucher](#).

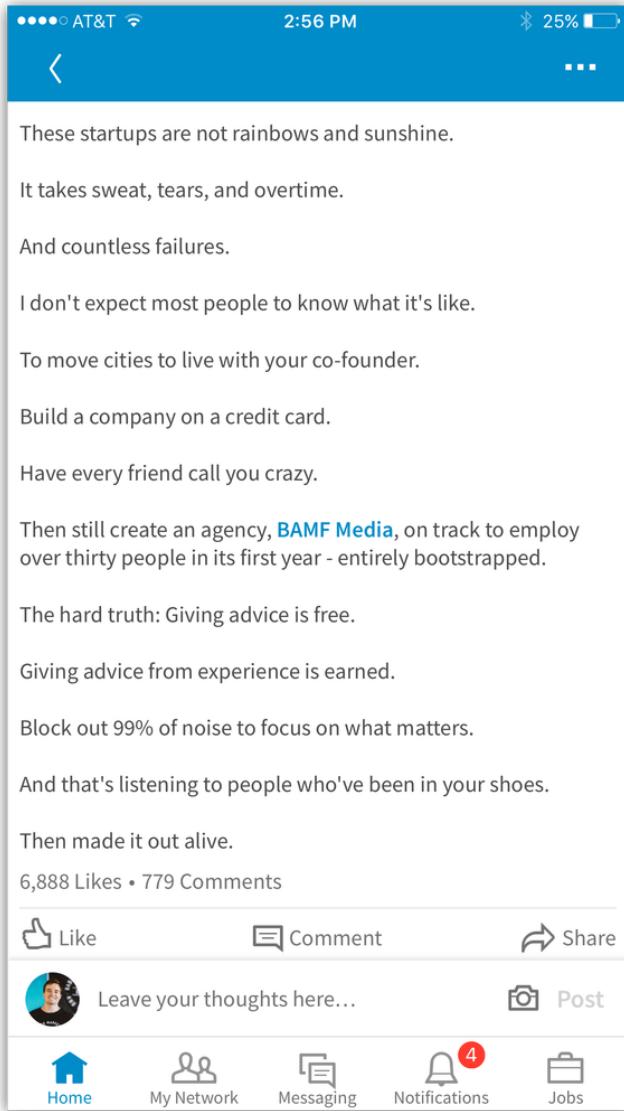
But few of these writers regularly participated on LinkedIn.

None were participating in the status area.

This opened up a HUGE void for someone to fill.

That person was me.





By writing mobile first, you're helping the reader consume your content. It's hard for them to read blocks of text on their tiny phones.

They lose their place.

They lose their attention.

And you lose engagement.

2. Create a Wave Pattern that Draws the Reader

Anticipation.



That's what people feel when they see this design.

You're about to run down a hill.

As you start running – you pick up speed.

The anticipation of moving faster excites you.

Now if you're running on a flat street there's a lot less of it.

This type of curvature in the picture below is like that of a hill.

You see the sentences shortening.

Your reading speed increases.

Then it stops for a second.

It's a one-word sentence.

It packs a punch.

All the emotion makes you want to read on.

So you continue with the next sentence that's much longer.

And the pattern repeats.



I wanted to pay him more.
Especially because he had years of marketing experience.
The problem: we only had one client.
And I didn't even have enough money to take a salary for myself.
But I did have enough for rent and an individual who believed in us.
We were desperate for talent.
And had more than enough leads to fill our pipeline.
When he interviewed with us, I said, "We can't pay you what you want."

He replied, "I understand."
"You have to take a bet on our momentum."
And he did.
Hendry saw what we saw.
A co-founding team with veteran experience.
Not enough helping hands.

And most importantly, a company that had yet to fit inside its brand.
We run a community of over 15,000 marketers and founders.
And reach two million people every week with content.
So we decided to bootstrap **BAMF Media**.
In the next three months, our first employee took the wheel.
He created a task management system.

By providing anticipation, you're providing the reader more emotion.

As a result, they'll like or share your status.

3. Understand Your Audience

LinkedIn usage is the highest among the 18–29 year old age group.

Here's what the age split looks like:

- 34% of 18–29 year olds use LinkedIn
- 33% of 30–49 year olds use LinkedIn
- 24% of 50–64 year olds use LinkedIn
- 20% of 65+ year olds use LinkedIn



Here's what the gender split looks like:

- 31% of online men use LinkedIn
- 27% of online women use LinkedIn

Because these stats don't heavily skew one way or another, you need to pay attention to other relevant cues.

These include posting times and who you're connected with.

If I'm connected on LinkedIn with mostly people in the U.S., then my Friday night is their Friday night up until west coast 9 p.m. (I live in Los Angeles).

I'll post a status like this one:

The screenshot shows a LinkedIn post by Josh Fechter. The profile picture is a circular photo of a man with dark hair and a beard, wearing a black t-shirt. The name "Josh Fechter" is displayed above the bio. Below the name is the title "Co-Founder of BAMF Media | Growth Agency | 3X Author | Top Quora Writer of 2017 | ...". Underneath the bio is the text "3w · Edited". The main post content is "Stop it. Take Friday nights off." To the right of the post is a "...see more" link. At the bottom of the post, it says "2,280 Likes · 119 Comments".

By using the phrase "Friday night" and posting this status on Friday night, my hook is now more relevant to my audience.

I've done this with Saturday and Sunday, too.

There are a thousand ways to get creative here – it depends on your audience.

Ask yourself:

"Who am I connected to? And what do I share in common with them?"

4. How to Start a Status



Every quality piece begins with a pain point, significant change, announcement, career relevance or credibility.

You can mix and match these characteristics.

Here are a number of examples:

1.

I start with pain.

Then I dig into the pain with a tangible example.

Josh Fechter
Co-Founder of BAMF Media | Growth Agency | 3X Author | Top Quora Writer of 2017 | ...
1mo · Edited

My boss left me after day one.

Several weeks later, I received an email - “We’re letting you go.” [...see more](#)

29,512 Likes · 666 Comments

2.

I start with pain.

Then explain it with a tangible example.



Josh Fechter

Co-Founder of BAMF Media | Growth Agency | 3X Author | Top Quora Writer of 2017 | ...
3w · Edited

...

It's rough.

Every morning I hit the gym at 4:30 am.

[...see more](#)

10,685 Likes · 432 Comments

3.

I start with pain.

Then explain it with career relevance.



Josh Fechter

Co-Founder of BAMF Media | Growth Agency | 3X Author | Top Quora Writer of 2017 | ...
3w · Edited

...

I got fired for the founder mentality.

I wanted to help the businesses grow rather than do what's under my t ...[see more](#)

7,325 Likes · 289 Comments

4.

I start with a major change.

Then explain it with controversy.





Josh Fechter

Co-Founder of BAMF Media | Growth Agency | 3X Author | Top Quora Writer of 2017 | ...

2mo · Edited

...

My co-founder convinced me to move to Los Angeles to start a media agency.

It took him three hours and a couple of beers to win me over.

[...see more](#)

1,542 Likes · 60 Comments

Like Comment Share

5.

I start with pain.

Then I dig into the pain with career relevance.



Josh Fechter

Co-Founder of BAMF Media | Growth Agency | 3X Author | Top Quora Writer of 2017 | ...

4w · Edited

...

My employee made a mistake.

It could've cost us a potential client.

[...see more](#)

8,693 Likes · 212 Comments

6.

I start with career relevance.

Then lead it into controversy.



Josh Fechter

Co-Founder of BAMF Media | Growth Agency | 3X Author | Top Quora Writer of 2017 | ...

2mo · Edited

...

We had a handshake deal on a non-compete agreement for a client.

Several days later, a competitor stepped on our toes with 10X more rev ...see more

5,506 Likes · 327 Comments

7.

I start with controversy.

Then lead with more controversy.



Josh Fechter

Co-Founder of BAMF Media | Growth Agency | 3X Author | Top Quora Writer of 2017 | ...

2mo · Edited

...

You can sleep in.

You can stop reading.

...see more

2,788 Likes · 187 Comments

To make it easier, here are a number of openers that will make your statuses pop:

"I hated it."	"They laughed at me."	"I wish I didn't have to say this."
"I ended the partnership."	"It hurt."	"I wanted to stop."
"They said no."	"It sucked."	"I couldn't stop."
"I never heard back from them."	"I want to be real for a second."	"I broke down."
"I wanted more."	"It kills me to say this."	"I couldn't handle it."
"I couldn't see it."	"He/She didn't even look at me."	"It felt like a punch to the gut."
"It hurts to say this."	"I wanted it to be true."	"I tried."
"I had to leave."	"I lost control."	"I put everything I had into it."
"I got up and left."	"I hit a roadblock."	"I couldn't stand it"
"I hit a wall."		"I lost."

Now that you know how to start a status, the hard part begins.

Everything in-between.

5. Use Tangible Conversation

The more tangible your piece, the more engaging it is.

To make a piece tangible, it means the reader can imagine what's happening.

And most tangible writing is re-enacting conversation.

There's a fine balance.

You need to leave a little imagination to the reader, but not enough to make them pause to think.

If the reader pauses to think, you've lost them.

Here's an example of a re-enacted conversation:



He reminded me of myself.

He worked in growth for two years.

I asked, "How well do you know Google Analytics?"

He replied, "Not well. Send me tutorials. I'll finish them by Monday."

That's what he did.

On his trial day, he analyzed a client's product.

And nailed the analysis.

Notice how I didn't put the "I asked" or "He replied" after the quotations. I have it lead to the quotations because it reads faster. It keeps the reader from pausing.

You can also see this in the example below:

When we outgrew that space, we did the same thing with Snoop Dogg.

We worked out of his office for two years.

I remember clients saying, "Isn't it weird being in the same office as your client?"

I replied, "They respect our boundaries because we make it clear where they are."

This model has allowed us to stay lean and build a million-dollar agency without paying rent.

We always dreamed of having our own space.

I recommend using one or two pieces of tangible conversation in every status.

This will take your game to a new level.



The next step is to be specific.

People will write “it’s expensive.”

How expensive was it?

“I lost money.”

How much money did you lose?

If you’re not specific, then you’re not tangible.

You’re giving the reader too much room to think.

There is a balance.

You don’t want to say “I helped my brother, sister, mom, dad, and uncle.”

Say, “I helped my family.”

It’s up to you to find it the balance.

Put yourself in the shoes of the reader.

6. Simplify Complex Words

Don’t overestimate your readers’ intelligence.

Complex words will lose them.

Even if they know the definition – if it takes them a second to recall it, then you’ve lost them.

Here’s a list of words you should stay away from.

I included the simpler version on the right.

- Cognizant — aware
- Commence — begin, start



- Inception — start
- Leverage — use
- Optimize — perfect
- Prescribed — required
- Proficiencies — skills
- Subsequently — after or later
- Numerous — Many
- Sufficient — Enough

7. Be Known for One or Two Adverbs

Adverbs make your writing unique.

And they destroy your writing at the same time.

If you use the word “so,” then don’t use the word “just” in the same sentence.

For example, don’t write “So he could just go on his way.”

This is awful writing.

Stick with one or two to sound personal.

The more adverbs you have, the more people think.

If they’re thinking, then you’ve lost them.

And when it comes to adverbs, don’t use any that end in “-ly”

There’s no exception to this rule.

Here’s a list of common adverbs to stay away from:

“So”

“Just”

“Also”



“Very”

“Well”

“Still”

“As”

“Actually”

“Probably”

“Already”

“Finally”

“Simply”

8. Avoid Common Adjectives

This is my biggest pet peeve.

Common adjectives will cripple any status no matter how engaging the intro or outro.

Adjectives give room for readers to interpret. The opposite of what we want.

We want a clear picture of the story you’re writing in their head.

“It was great.”

How great was it?

The problem is obvious - adjectives are blanketed statements that mean nothing.

Never use these common adjectives:

“Great”

“Excellent”



“Wonderful”

“Beautiful”

“Good”

“Bad”

“Big”

“Best”

“Able”

“Small”

“Low”

“High”

A few of these adjectives in a status can derail the entire piece.

And this is where most writers fail.

Don't be one of them.

9. Avoid Non-Definite Words and Phrases

If you're not definite in your writing, then you'll lose the reader.

It makes you appear not confident in your opinions or ability to recap stories.

For example,

“I think he went to the store.” vs. “He went to the store.”

You trust the second sentence more.

To build more trust with your audience, avoid these words and phrases below:



“Sometimes”

“If”

“Possibly”

“I think”

“I decided”

“I thought”

“Usually”

“Particularly”

“Close to”

“Maybe”

“It seems”

10. Avoid Unnecessary Questions in the Middle

I don't know why this has become a thing, but it has -

People use rhetorical questions in their writing.

And it makes the reader pause to think.

As a result, they get no engagement on their statuses.

There are four times when you can use a question in status writing:

1. Self-conscious thoughts of the writer

“*What would my friends think?*”

“*How would my mom feel?*”



2. Intro-ing your last one or two sentences

That's why creators came here.

The numbers are in their favor.

And if someone calls the right number?

I'll pick up.

621 Likes · 40 Comments

3. Ending on a question for engagement

You can tell a good boss very quickly by how they treat other people. Greg was one of many good bosses I had a good fortune to work for.

Do you agree ?

15,939 Likes · 932 Comments

 Like  Comment  Share

4. Tangible conversation



And had more than enough leads to fill our pipeline.

When he interviewed with us, I said, “We can’t pay you what you want.”

He replied, “I understand.”

“You have to take a bet on our momentum.”

And he did.

Hendry saw what we saw.

That's it.

11. Don't Interrupt the Flow

Stay away from these words and symbols.

1. “And”

This word elongates your sentences. Here's how to avoid the word “and.”

You can write the paragraph this way:

“I don’t expect most people to know what it’s like. I moved cities to live with my co-founder, built the company on a credit card, and had friends call me crazy.”

Or, it can be broken down in a more engaging way for mobile readers.



I don't expect most people to know what it's like.

To move cities to live with your co-founder.

Build a company on a credit card.

Have every friend call you crazy.

2. “Or”

Bad example: I could run for it or take the bullet.

Good example:

“I had two choices:

Run for it.

Or take the bullet.”

The second example pulls the emotion out of the “or” by adding a pause with the colon after the word “choices.”

3. “!”

If you’re a descriptive writer, then an exclamation mark won’t add value.

For example, “It was great!” vs. “It was great.”

There’s no difference of emotion between these sentences.

Always use a description over an exclamation mark.

4. “()”



If something needs to be said, then say it.

Don't hide it.

It will only serve to puzzle the reader.

5. “...”

Somehow this is a thing, too.

Ellipsis don't provide suspense – descriptions do.

12. Be Dangerous

My high school grammar teacher would kill me for saying this.

You don't need to write in complete sentences.

You need to write for momentum.

Here's an example:

I don't include the subject in the last two sentences.

It doesn't matter because you know the subject.

The momentum keeps the “he” present.

He created a task management system.

Then automated our sales system.

And even jumped on calls to land clients.



Here's another example.

I end a status on two incomplete sentences.

Again, there's no subject.

The momentum keeps the "You're choosing" present.

When you apply to work for an early-stage startup - you start fresh.

You're choosing a new culture.

To define it.

To lead it.

6,753 Likes · 490 Comments

This takes a lot of skill.

If you can master it, you'll stand out as a top-tier writer.

13. How to End a Status

Tie it to a call to action.

Then back to the premise.

This is where most statuses fail.

People read it through, then don't know the main takeaway.

In the example below, the ending ties back to the company.

Then the status reiterates the premise while making it about the reader.

It ends on a note of biased inspiration – something everyone can agree with.



This is organic marketing at its finest.

Losing the restaurant led me into to tech where I am a CEO of three companies. One day you'll look back and realize: The most painful moments got you to exactly where you needed to be. Enjoy the highs. Ride the lows. And no matter what - keep grinding.	<i>Ties back story to company</i> <i>Offers bigger picture</i> <i>Turns it into being about the reader</i> <i>Offers tangible lesson</i> <i>Ends with inspiration</i>
---	---

Here's another example.

The status ties back to the company's culture.

Then it dives into biased inspiration.

In that moment, I knew I hired the right person.

Look for employees who show respect for their craft.

The sign?

They're grateful for practice.

2,724 Likes · 134 Comments

If you don't make it about the reader, then make it about your employees.



But then I call my parents and hear their appreciation for making time to talk with them.

It reminds me of why it's worth it.

And, most importantly, seeing employees put their family before work.

Because as the CEO, I set the example.

10,685 Likes · 432 Comments

Or, make it about both.

I can't put people like him under a title.

I can only give them room to grow.

If you want to be better than how people treated you.

Put yourself in the position to prove it.

7,325 Likes · 289 Comments

If people don't walk away feeling a strong emotion, then don't expect them to like, comment, or share your post. Adhere to what works.

You're Ready to Write Copy like A Pro

This step-by-step guide is only that, a guide.

You need stories worth telling that make the read worthwhile.

And it's hard to write with tangible examples and with momentum if you don't feel it.

The hardest part is not understanding copy principles –



It's feeling enough empathy to know the reader will have a strong emotional response to what you wrote.

You can't train this.

It comes from the experience of living through the stories worth sharing.

If you don't have them.

Create them.

Then write.



How to Use Viral Videos on LinkedIn

Credit: [Josh Fechter](#), Co-Founder of [BAMF.Media](#)

Did you know you can grow your LinkedIn followers through viral video marketing?

As of recently, LinkedIn is pushing video content like crazy.

They're trying to catch up with Facebook.

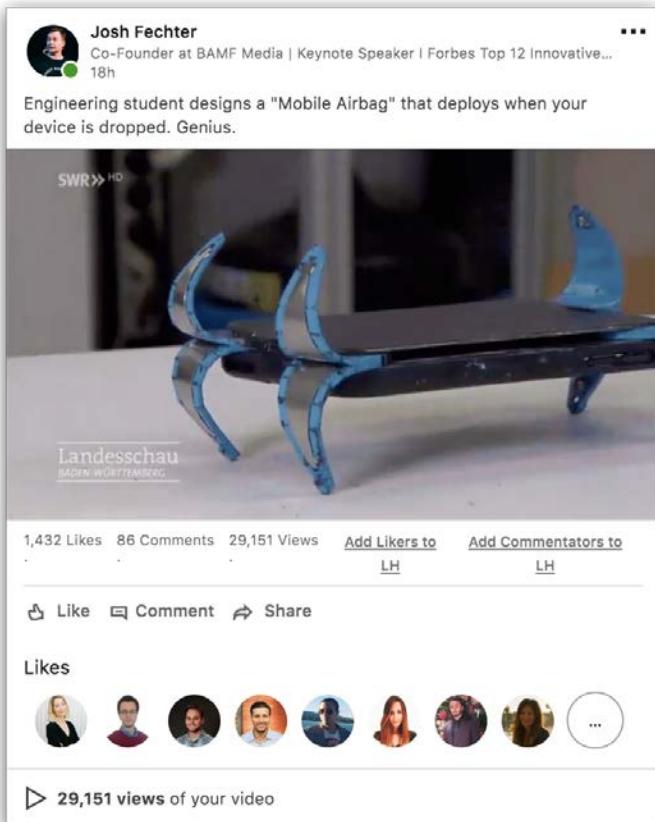
In doing so, they've become like the old Facebook.

The Facebook where fake news went rampant and the only thing in your news feed was viral videos. The good news is not everyone has caught on yet.

Only a few people are taking advantage of viral video marketing, including [Oleg Vishnepolsky](#), [Jon Steinberg](#), and [Tim Denning](#).

Intrigued, I went ahead and tested my first viral video. With 29,000 views later, I couldn't believe the video hadn't even been up for an entire day.





Even though one viral video can spark attention, I needed to create a repeatable and scalable process if I wanted this medium to help my business. This meant using an efficient process to find the right viral videos every week that wouldn't hurt my brand.

As the co-founder of an agency, it's important we align the brand with technology. So I went on a search for where I could find the best viral tech videos. After many hours of searching, here's how I turned viral video marketing into a scalable process:

Step 1: Understand What Goes Viral

When researching what videos go viral on LinkedIn, I noticed a common trend of workplace themes with aspiration and inventions. Here are a few example viral video titles:

"Engineering student designs a "Mobile Airbag" that deploys when your device is dropped."

"This pack ring feeds animals instead of killing them. Incredible invention."

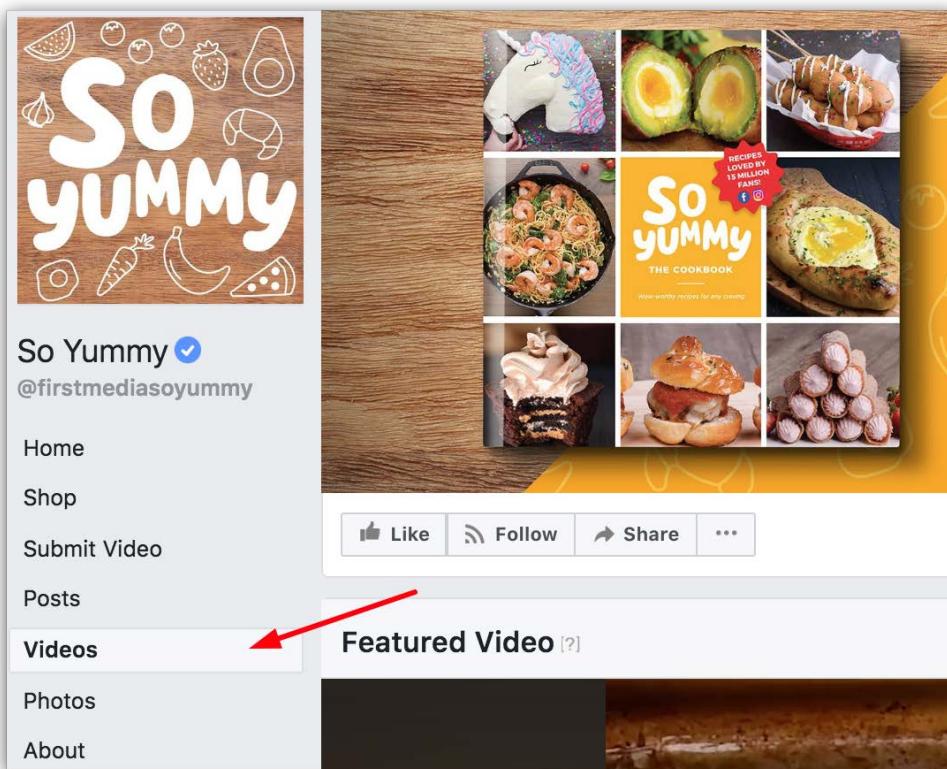
"This solar-powered race car was developed by students"

“The future of whiteboards”

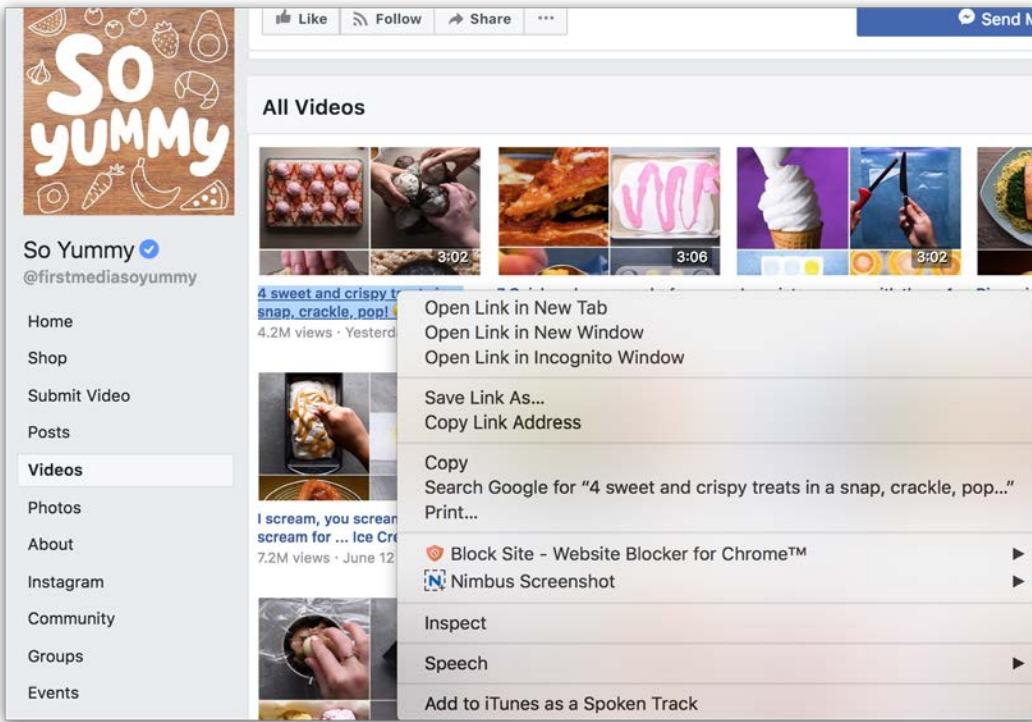
Then you have the pure aspirational videos in the workplace. Many of these videos are from movies like *The Pursuit of Happiness*. Including this [famous scene](#) when Chris Gardner (played by Will Smith) gets offered the position of a broker at the firm. There are many inspirational videos just like this one that go viral on LinkedIn every day.

Step 2: Bookmark Facebook Fan Pages

To find these videos, it takes a lot of patience. I searched for all the relevant fan pages in my niche, then clicked on the video section.



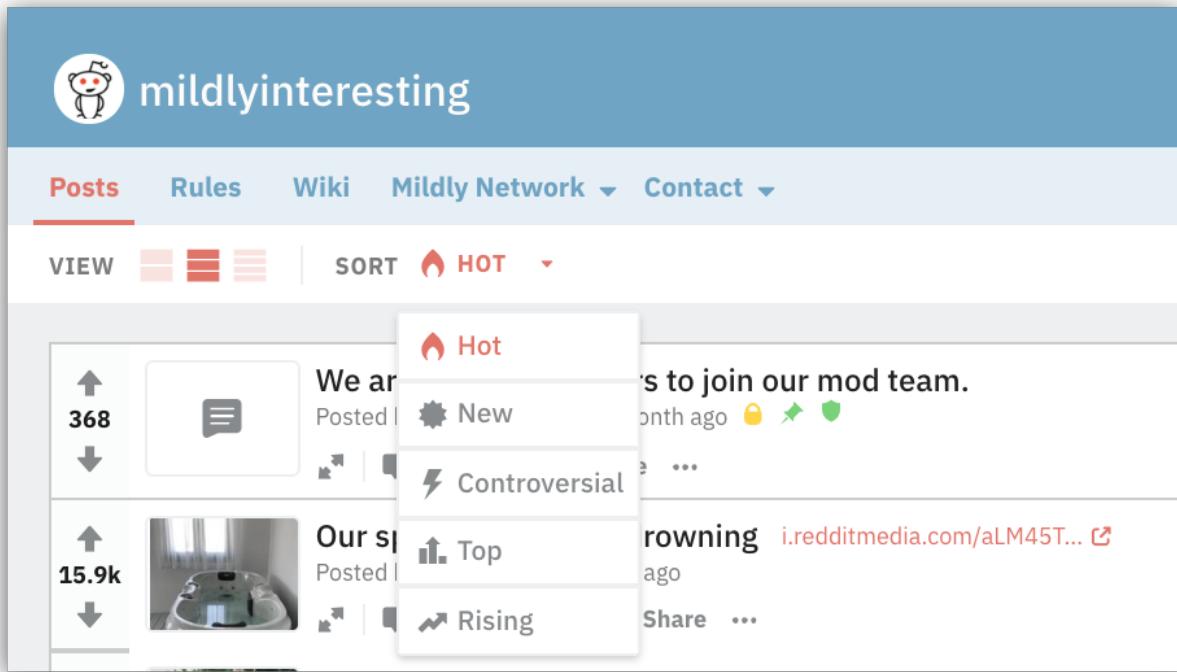
Here, I can see all the videos from that fan page and quickly scan for videos that will pop based on engagement and relevance. Then I right click on the video title, copy the link address, and paste it into a Google Sheet to save for later.



From here, I can have an assistant write taglines for each video in the Google Sheet, then schedule the videos out using a tool like Buffer.

Step 3: Bookmark Reddit Pages

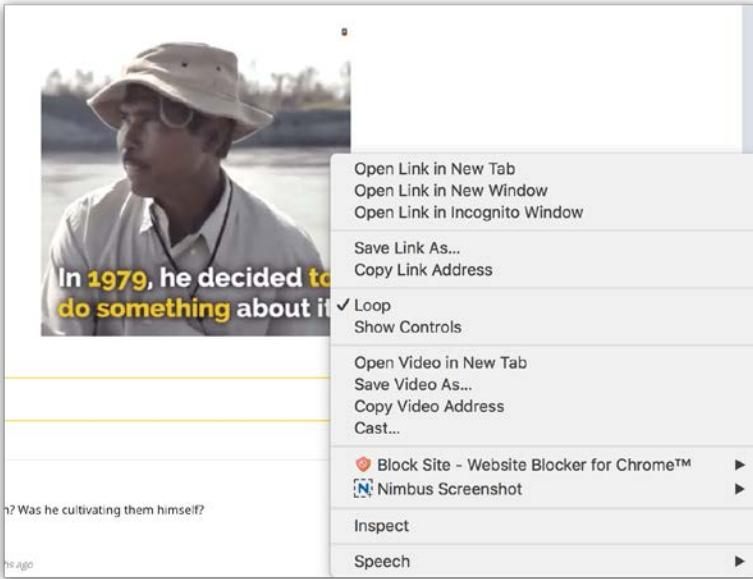
The next place to find viral videos is Reddit. On Reddit, we go to the top subreddits then filter by categories Hot, Rising, and Top. If using Top, we can also filter by dates (last week, month, year, and all time). This way we can find the top viral videos ever:



From there, we browse Reddit until we find a couple of relevant viral videos.

A screenshot of the /r/ALL subreddit homepage. It displays a list of viral video posts. A red arrow points to the first post: "/r/ALL If you don't have the tools, use teamwork." Another red arrow points to the last post: "/r/ALL This is real dedication".

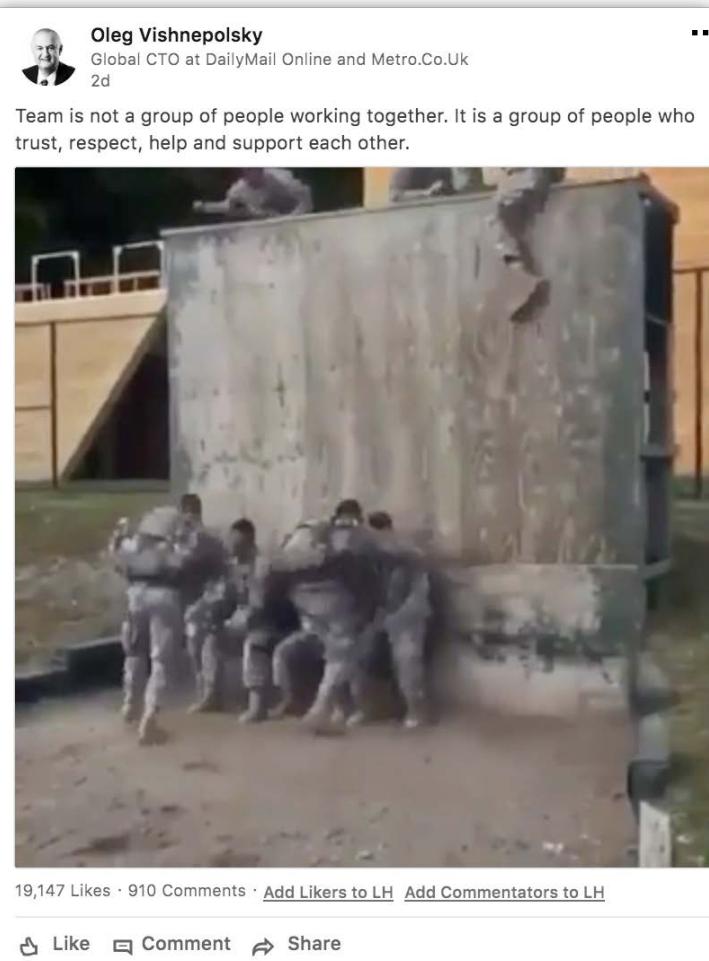
We click on one of the viral videos.



Now we can either copy the link to this page in our spreadsheet or save the video to then upload the video directly to LinkedIn.

Step 4: Source Content from YouTube and Influencers

If you don't want to put in a lot of work to find these viral videos, then you can always copy and paste them from influencer profiles or find movie clips on YouTube. For example, I can visit Oleg Vishnepolsky's LinkedIn profile and download many of the videos he's posted.



To add to the collection, I can hop over to YouTube and select many of the inspirational work videos there.

best motivational movie scenes

Unbroken- "If he drops it, shoot him" Incredible Scene
Joe Taylor • 9M views • 3 years ago
After almost 2 hours of suffering his moment of redemption had me gushing so uncontrollably it was interfering with my breathing ...

Collection Of Inspirational & Moving Film Scenes
FilmDebate • 335K views • 4 years ago
More Information ↓↓↓ FilmDebate: FilmDebate is a film promotion and journalistic blogging platform, built around a large team ...

Inspirational Movie Scenes
Be Inspired! • 480K views • 3 years ago
A compilation of some inspirational movies scenes. My list was pretty long so I decided to post just a few of them, that really ...

One of the best speeches ever produced in a movie!
TheZurchin • 6.5M views • 5 years ago
Fair Game - Sean Penn Speech.

With less than a day of work collecting videos, I have enough content to get millions of views.

Step 5: Outsource it

I don't have time to collect viral videos, so I outsource the process using [Upwork](#). I use this job description below to hire a freelancer.

Job Details

SMM - Social Media Marketing

Posted 5 hours ago

Hey there,

I'm looking for someone who can send me, at least, 10 viral workplace and tech related videos. Ideally, a video that looks like this one:

<https://www.linkedin.com/feed/update/urn:li:activity:6417888501567619072>

Examples of other videos:

<https://www.youtube.com/watch?v=ZHCzOhrmOBs>

<https://www.youtube.com/watch?v=DvtxOzO6OAE>

The viral videos should be about students building awesome things and people doing great things for others in the workplace. In other words, material great for LinkedIn's audience.

You would need to find them from Facebook fan pages like this one:

<https://www.facebook.com/DailyViralStories/>

You'd also find them on Reddit. Ideally, you'd figure out the 10 - 15 sources you always check for new videos.

Less than 30 hrs/week

Hourly

3 to 6 months

Project Length

Entry Level

I am looking for freelancers with the lowest rates

Then I send the freelancer this post you're reading. Within a few hours, I get several applicants and I'm ready to pass this process off to someone who's more interested in doing it.

Sit Back, Relax, and Get Followers

With the work handed off, watch your profile get thousands of followers without you lifting a finger. This is one of many opportunities you'll see on social platforms that aim to keep up with Facebook. There will always be a period where they make the same mistakes Facebook did, then have to figure out how to combat them. This leaves giant loopholes for you to jump in and take advantage of.

Today, that's viral video marketing.



How to Steal All Your Competitor's LinkedIn Fans

Credit: [Josh Fechter](#), Co-Founder of [BAMF.Media](#)

Want all the social profiles of your competitor's LinkedIn fans?

Then to turn their fans into yours?

In this guide, you'll learn how to get their Facebook, Instagram, and Twitter profile URL. Then you'll learn how to auto-engage with them on those platforms.

Are you ready?

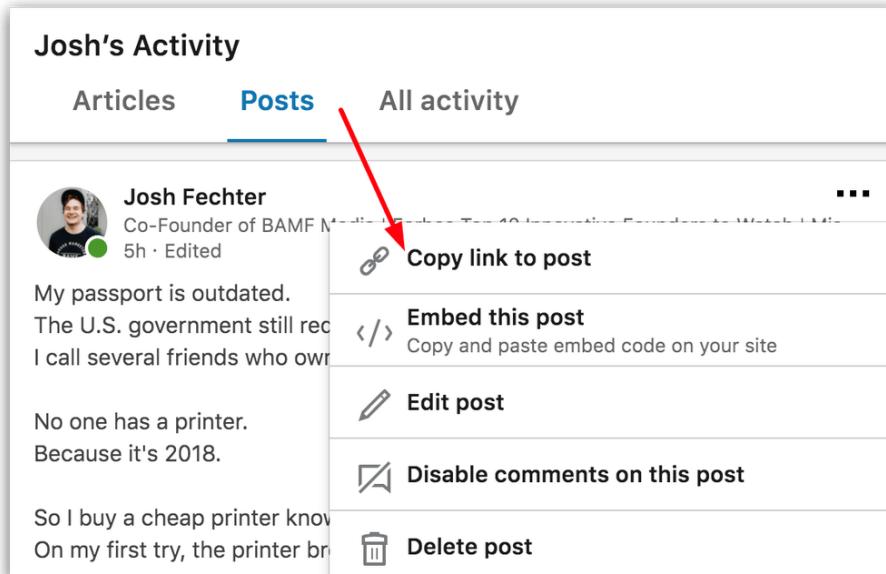
Let's go.

Step 1: Extract Your Competitor's Audience from LinkedIn Posts

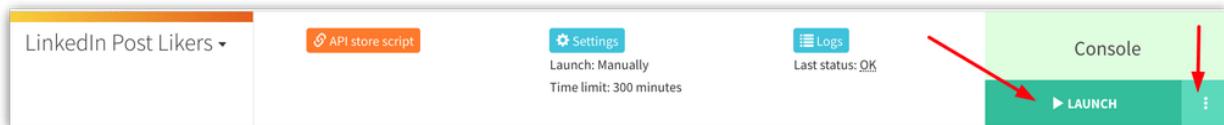
Find your competitor's posts on LinkedIn.

Then input one of the post URLs and paste it in a new tab. The URL will change formatting. Here's an example URL structure:

"<https://www.linkedin.com/feed/update/urn:li:activity:6397459313320869888/>"



Next, use Phantombuster's [LinkedIn Post Likers API](#) by clicking on the three dots under Console.

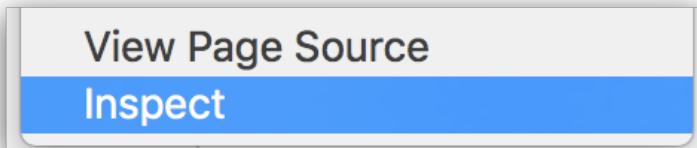


Then input one of the post URLs into the "Post URL section." After, follow their step-by-step instructions for grabbing your session-cookie by clicking on the question mark.

You'll see that Phantombuster needs three things from you:

2.1. LinkedIn session cookie

- Using Chrome, go to your LinkedIn homepage
- → Right click anywhere on the page and select "Inspect"



- Locate the "Application" tab, this might be hiding these 2 arrows '>>'.

Sources	Network	Performance	Memory	Application	Security	Audits
C	✖	×	Filter			
Name						
lang	v=2&lang=en-us					.media.li...
lang	"v=2&lang=en-us"					.linkedin....
li_a	AQJ2PTEmc2FsZXNfY2lkPTQ0OTc0MjMwNSUzQSUzQTEy...					.www.lin...
li_at	AQEADQ4hkbQC_WEOAAABY0t9-m0AAAFj3B2OuFYAo6X...					.www.lin...

- Select "Cookies" > "http://www.linkedin.com" on the left menu.
- Search for "li_at"

Elements	Console	Sources	Network	Performance	Memory	Application	Security	Audits
► Local Storage	<input type="button" value="Clear"/>	<input type="button" value="Delete"/>	<input type="button" value="X"/>	Filter				
► Session Storage								
► IndexedDB								
► Web SQL								
▼ Cookies								
● https://www.linkedin.com								
● https://media.licdn.com								
● https://radar.cedexis.com								

Copy the long code next to li_at as shown above here (Double click on it then Ctrl+C) and paste it next to your 'Session Cookie' field.

Configuration of LinkedIn Post Likers Need help? More info here  Switch to JSON

*Session cookie <small>(?)</small>	<input type="text" value="your_session_cookie"/>
*Post URL <small>(?)</small>	<input type="text" value="https://www.linkedin.com/feed/update/urn:li:activity:(...)"/>
Name of resulting CSV file <small>(?)</small>	<input type="text" value="result"/>
 Cancel  Save	

Hit "Launch" under "Console."

Depending on how many profile URLs you're looking to retrieve, this process can take anywhere from a couple of minutes to a few hours.

Take all the outputted LinkedIn URLs, then upload them to a new Google Sheet.

Once you hit launch, you'll be taken to this screen below.



LinkedIn Post Likers

Not running

Output (■ Stopped)

1:39:09 PM Agent finished (success)
• Exit code: 0
• Duration: 20s

10:53:43 AM Agent started
• Launch type: manual
• Execution time limit: none

10:53:46 AM Agent finished (error)
• Exit code: 1
• Duration: 04s

10:57:06 AM Agent started
• Launch type: manual
• Execution time limit: none

10:57:22 AM Agent finished (success)
• Exit code: 0
• Duration: 17s

----- New Launch -----
* Container 23704538 started in azu-us-west-ca-botrunner-9 (Wed May 02 2018 17:57:07 GMT+0000 (UTC))
* Got dependency LinkedIn Post Likers.js
* Got dependency lib-LinkedIn.js
* Got dependency lib-StoreUtilities.js
* Spawning Node v8.5.0
Connecting to LinkedIn...
Connected successfully as Josh Fechter
Loaded 14 likes.
All likes loaded, scrapping all likes...
Got 14 likers.
Saving data...
CSV saved at https://phantombuster.s3.amazonaws.com/zDfuSZVEtSo/Ww7barBioJdwRmRw1roJKQ/result.csv
Data successfully saved!
Process finished successfully (exit code: 0) (Wed May 02 2018 17:57:22 GMT+0000 (UTC))

Files 1579 B

result.csv 10:57:23 AM 1579 B Download / get link Delete

When all the LinkedIn profile URLs have been searched, you'll have the ability to download them into a CSV. Import this CSV into a Google Sheet.

	A	B	C	D
1	LinkedIn URL			
2	https://www.linkedin.com/in/opportunityconnector/			
3	https://www.linkedin.com/in/andrew-silverman-cpa-50713a10/			

Hook this Google Sheet up to the Phantombuster LinkedIn Profile Scraper API. To do so, make sure your Google Sheet is editable:



Configuration of LinkedIn Profile Scraper

Need help? More info here [?](#) [Switch to JSON](#)

*Session cookie [\(?\)](#)

*Spreadsheet URL of profiles to scrape [\(?\)](#)

ⓘ Enter either a Google Spreadsheet URL or a CSV URL (make sure your file is publicly available)

ⓘ Please be gentle. This API will manipulate LinkedIn on your behalf. Scraping 100+ profiles in a short period of time is not recommended.

Column name from which to get profile URLs

ⓘ By default, we'll use the first column of your spreadsheet (column A)

Cancel **Save**

You'll then receive all the data from these LinkedIn profiles with an output like below:

	A	B	C	D	E	F	G	H	I	J	K	L
1	linkedinProfile	description	imgUrl	firstName	lastName	fullName	subscribers	company	companyUrl	jobTitle	jobDescription	location
2	https://www.linkedin...	Originally from O...		William	Clarke	William Clarke	3872	Aurakey Digital	https://www.linkedin...	Co-Owner	Aurakey helps to	Fort McMurray
3	https://www.linkedin...	Lectures, presen...										
4	https://www.linkedin...	College										
5	https://www.linkedin...	Worked with bran...		Andrew	Silverman, CPA	Andrew Silverma...	1218	Ace Angel Ventu	https://www.linkedin...	President	Accounting, finar	Greater New York
6	https://www.linkedin...	Ognjen Vuković		Vuković	★	Ognjen Vuković	1170	Four Dots	https://www.linkedin...	User Acquisition	Working with a team of	passionate
7	https://www.linkedin...	Founder of Hoodl...		Ron Williams	★ Ron Williams		18566	Hoodle	https://www.linkedin...	Founder/ CEO	Hoodle makes it	Champaign, IL

Now you have a ton of data on the people engaging with your competitor's content.

Step 2: Extract Social Profile URLs

The fun part begins – grabbing all the social profile URLs.

First, hook up the same Google Sheet to Phantombuster's Instagram Profile URL Finder API. Do this by selecting the three dots under Console. You'll then have this popup below appear. Fill in the fields.



Configuration of Instagram Profile URL Finder

Need help? More info here [Switch to JSON](#)

Spreadsheet URL

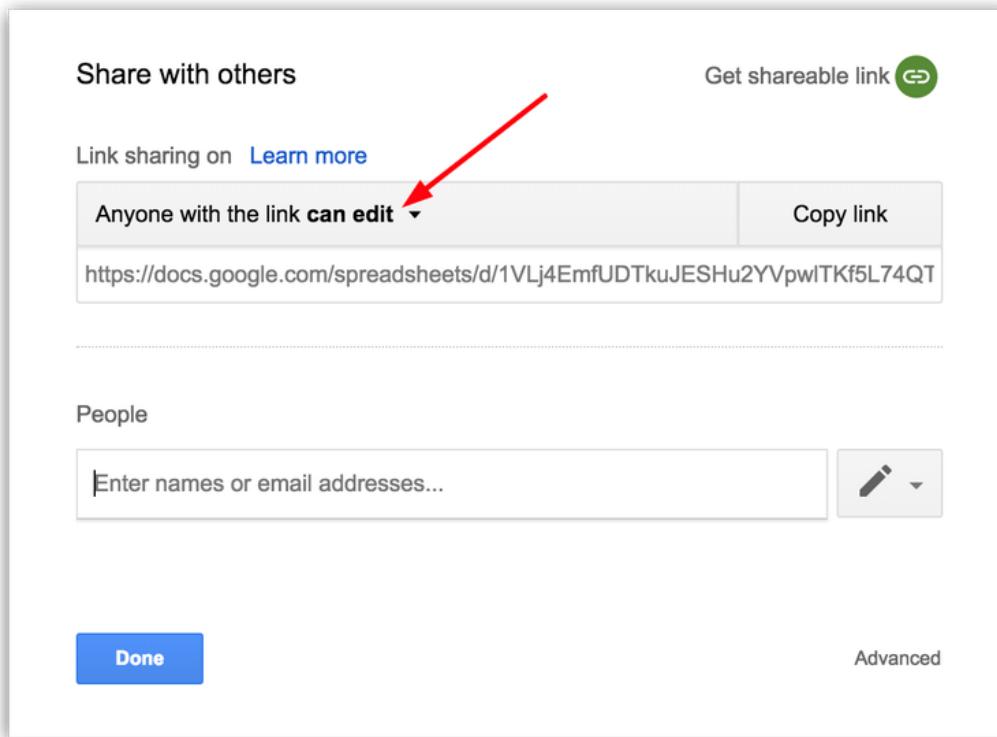
`https://docs.google.com/spreadsheets/d/1qg2M-ii46h_8DnYOMnta5LcQ6pxO_LyDeQyE1ZcB9U/edit?usp=sharing`

Column name (optional)

Full Name

Cancel Save

Make sure to put in the editable version of your Google Sheet URL in the Spreadsheet URL field.



Hit Launch.

The same process works for Twitter.



Plug in the relevant Google Sheet URL, then fill in the appropriate column title.

The only difference is you're using the Twitter API.

Configuration of Twitter Profile URL Finder

Need help? More info here [Switch to JSON](#)

Spreadsheet URL

Column name (optional)

✖ Cancel ✓ Save

Hit Launch to get the Twitter Profile URLs.

Next, you want to find the Facebook Profile URLs.

Plug in the relevant Google Sheet URL again, then fill in the appropriate column title.

The only difference is you're using the Facebook API.

Configuration of Facebook Profile URL Finder

Need help? More info here [Switch to JSON](#)

Spreadsheet URL

Column name (optional)

✖ Cancel ✓ Save

Hit Launch to get the Facebook Profile URLs.



Now that you have all the social profile URLs of your competitor's fans, you want to engage with them. The good news: you can automate it.

Step 3: Automate Engagement

Instagram + Twitter:

For Instagram and Twitter following, favoriting, and commenting, I recommend [Followliker](#). It's the best automation tool online for these platforms. In a few minutes, you can import your custom URL lists to auto-follow all your competitor's fans while engaging with their content on an ongoing basis. That's an easy win.

LinkedIn:

For LinkedIn, I recommend using the tool, [Linked Helper](#) to auto-connect connect with your competitor's fans based on their LinkedIn URLs and auto-endorse them as well.

Facebook:

I recommend Facebook friending your competitor's fans at scale.

First, [download this Chrome extension](#).

ADDFRIEND		
	Upload a new .csv	Clear list
Intervals between invites in minutes	1	Stop after sending # of requests:
	1	300
1	/gcabezut	request sent
2	/gary.r.harvey	request sent
3	/georg.sandgren	request sent
4	/george.saoulides	request sent
5	/george.speed.1	request sent
6	/profile.php?id=1194988013	error
7	/gill.fernley	request sent
8	/grace.jolliffe.1	request sent
9	/grace.wynter	error
10	/gregoryafournier	request sent
11	/guinevererobin	request sent
12	/HalArcherWriter	request sent
13	/dbfagu0	request sent
14	/heather.erickson.526	request sent
15	/heather.mccoubrev	request sent

Upload your exported list of Facebook URLs into this Chrome extension.

Then click the play button.

The Results

When I started building my brand years ago, I did this process manually. It's the same process I've used to help bootstrap two companies to millions in ARR. That's why I've created these systems to help you save the hundreds of hours that I had to go through building traction channels.

The process should take you no less than a day to set up.

The power is in your hands.

Make it happen.

How to Use LinkedIn to Become an Authority in a Billion-Dollar Company

Credit: [Josh Fechter](#), Co-Founder of [BAMF.Media](#)

Imagine being one of the most influential employees in Tesla, Apple, or Microsoft.

Here's the catch: you can do it.

In only a few minutes.

How?

One word: LinkedIn.

Here's the step-by-step process to becoming an influencer in your target company:

Step 1: Auto-Connect to All Employees at the Target Company

Get LinkedIn Sales Navigator account which will let you auto-connect upwards to a couple hundred people every day. Dive into the criteria of whom you can connect with, then select the target company. You can even get into more detail by targeting only c-level executives or employees with particular keywords in their bio. In this example, we connect with employees at Tesla.

The screenshot shows the LinkedIn Sales Navigator interface. On the left, there's a sidebar with filters for 'Keywords' (with a search bar), 'Exclude saved leads', 'Exclude viewed leads', 'Exclude contacted leads', and 'Search within my accounts'. Below that is the 'Geography' section with 'United States' selected, followed by 'California', 'San Francisco Bay Area', 'Fremont, California', and 'Nevada'. Under 'Relationship', it shows '2nd Connections', '3rd + Everyone Else', and '+ 1st Connections (1)'. A red arrow points to the 'Company' filter, which has 'Tesla' selected. The main area displays four profiles of Tesla employees: Chris Garinger, Andrej Karpathy, Jerome Guillen, and Dr. Michael Schwekutsch. Each profile includes a photo, name, connection level, company, job title, tenure, and location.

I recommend targeting people by job function within the target company. The reason is LinkedIn only shows 40 pages of search results per a query. To not overlap while connecting with everyone, automate connection requests among many different functions.

This screenshot shows a dropdown menu for selecting job functions. It starts with a placeholder 'Add types of roles' and then lists several categories: Accounting, Administrative, Arts and Design, Business Development, Community and Social Services, Consulting, Education, and Engineering. Each category is preceded by a '+' sign.

Keep in mind, you have 30,000 connection slots on LinkedIn.

That's a lot of room to fill.



Just make sure, at any given point, your sent requests are less than 1,600. To see these sent requests, go to My Network, then Manage all. Here you can retract requests one hundred at a time.

The screenshot shows the LinkedIn homepage. At the top, there's a search bar and navigation links for Home, My Network (which is highlighted with a red arrow), Jobs, and Messaging. Below the navigation, there's a banner about board positions. On the left, it says "2,736 Your connections". In the center, it says "Invitations (287)" with a red arrow pointing to the "Manage all" link. Below that, there's a notification about Isabella A. Schamber accepting an invitation to connect.

The next step is to use the Chrome Extension, [Linked Helper](#), to auto connect with the people in your search queries at scale, entirely automated.

The screenshot shows the Linked Helper extension settings page. It includes a license info bar ("Enterprise license expires in 60 days"), user info ("Linked Helper josh@joshfechter.com | Inst. ID : 99075"), and a navigation bar with page numbers (1-6). Below this are sections for adding signatures, connecting 2nd connections from search (with a red arrow pointing to the "Connect" button), and connecting 2nd contacts in search (also with a red arrow pointing to the "Connect" button). The main panel has tabs for General, Invitation message, and Clear. It displays statistics: Invited total: 9726, Invited in current period: 14, Current period state: FINISHED, Hours between periods: 24, and Connect new contacts per period: 150. There are buttons for Timeout settings, Connect all in search, and Continue connect from last search page. At the bottom are Help and User manual links.

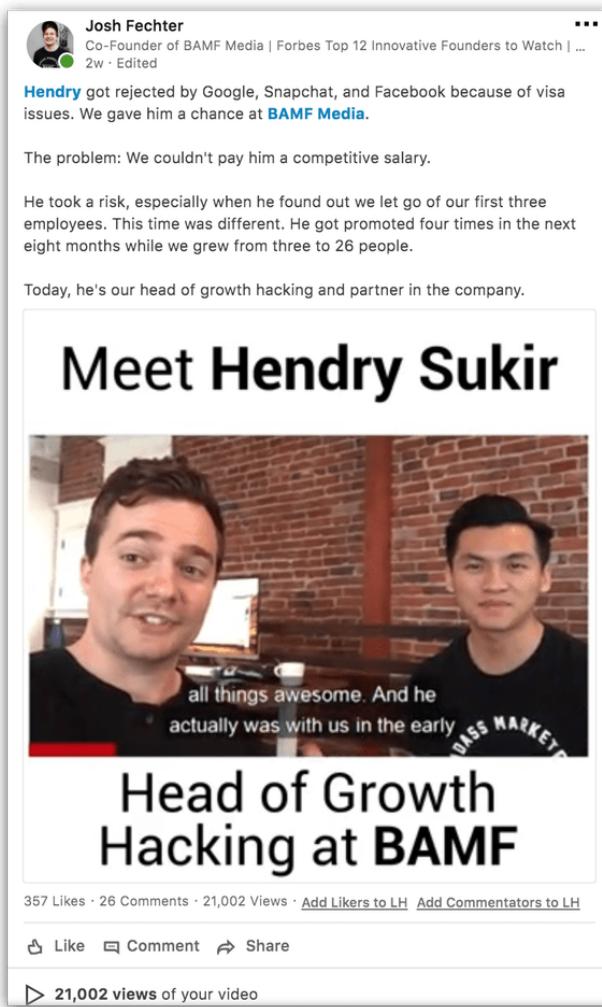


After auto connecting to thousands of employees, you should have thousands of them in your 1st-degree network. This means they'll see your content, you can export their personal email, and direct message them.

Step 2: Create Engaging Content

I wrote an entire guide with [viral content templates here](#). The difference is when you're trying to influence a specific company, you want to focus on content appreciating other team members and tagging the company's LinkedIn page in every status.

Here's an example where I knock out both. I interview our head of growth hacking, Hendry, while tagging BAMF Media's LinkedIn company page in every status.



A screenshot of a LinkedIn post from Josh Fechter (@joshfechter). The post includes a profile picture of Hendry Sukir, a caption about him being rejected by Google, Snapchat, and Facebook due to visa issues, and a video thumbnail titled "Meet Hendry Sukir". The video shows two men, Hendry and another person, sitting in front of a brick wall. The video description reads: "all things awesome. And he actually was with us in the early DASS MARKETERS". Below the video, the caption "Head of Growth Hacking at BAMF" is displayed. The post has 357 Likes, 26 Comments, and 21,002 Views.

Josh Fechter
Co-Founder of BAMF Media | Forbes Top 12 Innovative Founders to Watch | ...
2w · Edited

Hendry got rejected by Google, Snapchat, and Facebook because of visa issues. We gave him a chance at [BAMF Media](#).

The problem: We couldn't pay him a competitive salary.

He took a risk, especially when he found out we let go of our first three employees. This time was different. He got promoted four times in the next eight months while we grew from three to 26 people.

Today, he's our head of growth hacking and partner in the company.

Meet Hendry Sukir

all things awesome. And he actually was with us in the early DASS MARKETERS

Head of Growth Hacking at BAMF

357 Likes · 26 Comments · 21,002 Views · [Add Likers to LH](#) [Add Commentators to LH](#)

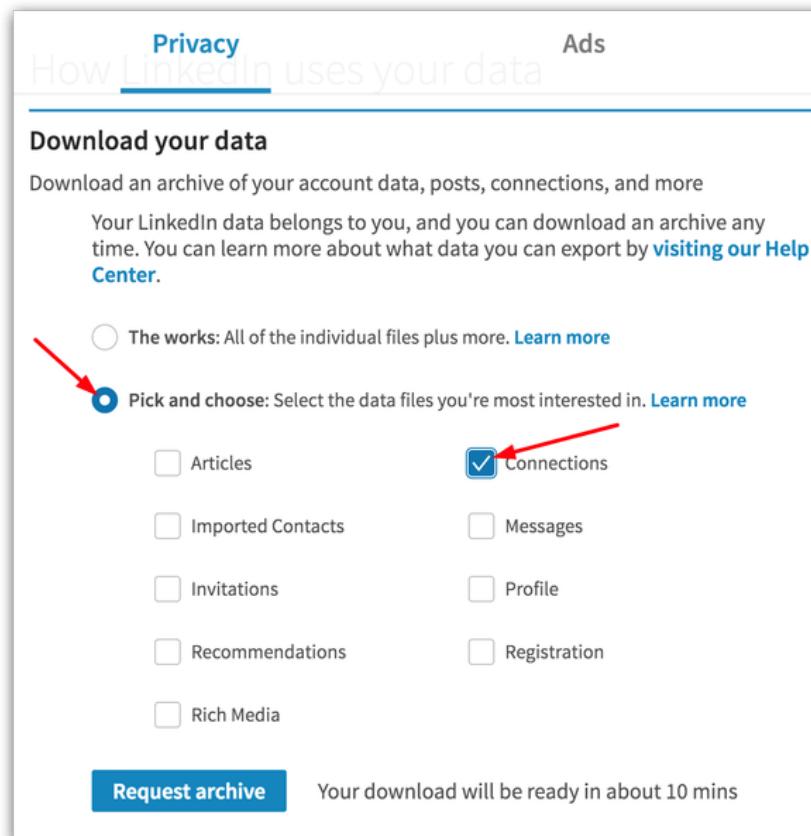
[Like](#) [Comment](#) [Share](#)

▷ 21,002 views of your video

This way, in a matter of a single day, one LinkedIn post can reach thousands of employees in the billion-dollar company you work at.

Step 3: Export all Their Emails

To export all the emails of your LinkedIn connections, go to Settings & Privacy -> Privacy -> Download your data -> Connections.



Once you click Request archive, you'll now have a CSV of all your first connection emails. So if you're connected to thousands of Tesla employees, then you can send them all an email. Rather than do that, we do this.

Step 4: Repurpose LinkedIn Content for Ads

We take these emails, then upload them to Facebook Ads Manager as a custom audience. Now we can run ads to these employees on Facebook and Instagram. You want to run ads letting them know who you are and what you do. You also want to run ads that showcase the company in a positive light.

I do this by taking one of the better performing LinkedIn posts I've written, then reusing that copy for an ad. Here's an example post below where I took the same copy, then use it for a Facebook ad with a different picture.



As you can see, I use the same copy, but with a team picture.



In only a few minutes, I'm connecting with everyone in my company, publishing content they'll see on LinkedIn, and remarketing to them on Facebook and Instagram.

Time to Rock 'n' Roll

Want to infiltrate a company?

Be the most well-known employee of a billion-dollar brand?

The power is in your hands to make it a reality.

It's never been easier.

Go.



The Better Alternative to LinkedIn for Data Extracting: Angellist Sourcing

Credit: [Josh Fechter](#), Co-Founder of [BAMF.Media](#)

Thousands of marketers use LinkedIn to get data.

LinkedIn employees know this.

And recently, they put in stricter limits.

Profiles left and right are getting banned.

What if I told you there's a better source than LinkedIn for data?

It's called Angellist.

It's not the company or job search.

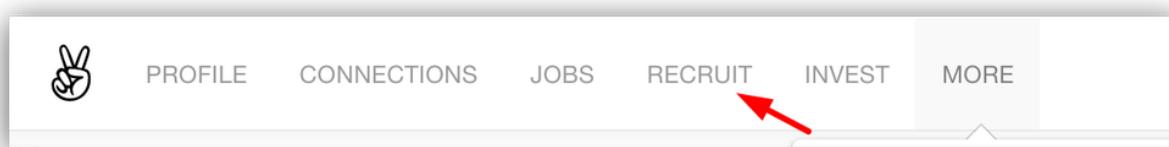
It's using their new feature: Source.

You can get it up and running in a few minutes.

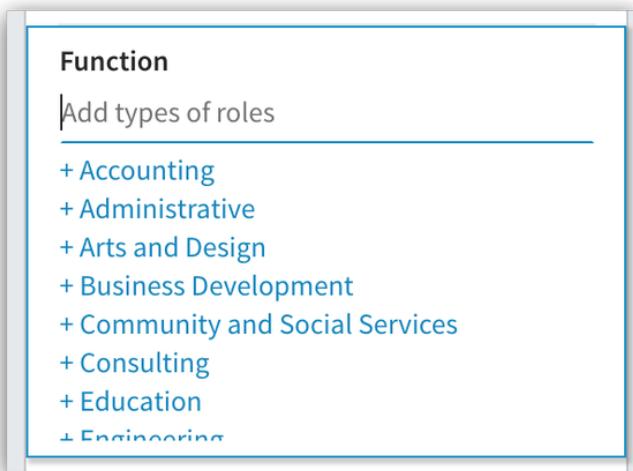
This is how it works:

Register your company on Angellist with less than ten employees.

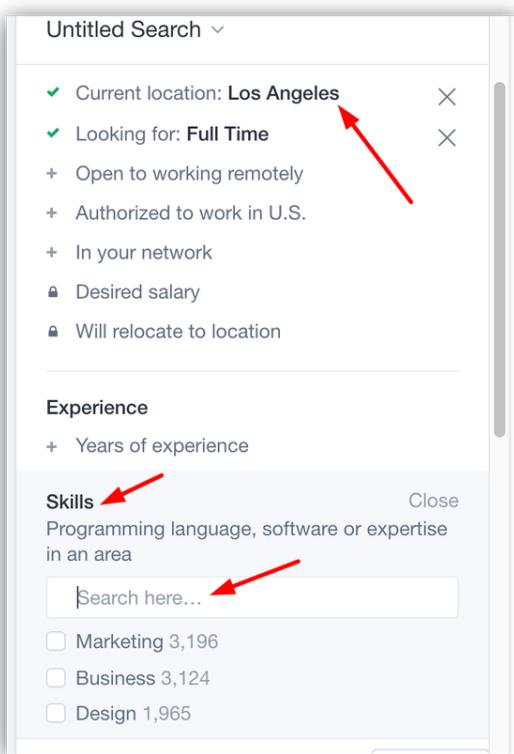
Now click on Recruit.



Upload a relevant job to the profiles you want to search for:



You can now view relevant people using the Source search:



Angellist returns relevant results:

The screenshot shows the LinkedIn Talent interface. On the left, there's a sidebar with options like 'Jobs', 'Source NEW' (which is selected), 'Applicants', 'Messages', 'Track', 'Job Ads', 'Team', 'Job Showcase', 'Billing', 'Settings', and 'Integrations'. The main area is titled 'Source' and shows a search for 'Media Buyer'. It lists 21 candidates. One candidate, 'Jesse Leonardi', is highlighted. Under his profile, there's a 'Work' section with three entries: 'Growth & Acquisition Manager' (Mar '15 to Present), 'Digital Marketing Consultant' (Oct '12 to Present), and 'Founder' (Legato Mobile Communications Mar '09 to Mar '11). A red arrow points to the 'Work' heading. Another red arrow points to the first entry in the 'Work' section.

You can also pay to filter by more criteria (hence why it's important to put less than ten employees):

The screenshot shows a pricing page for 'Source PRO'. It asks 'How many employees does BAMF Media have?' with two options: '0-10 (Unavailable)' and '11-50'. The '11-50' option is selected and highlighted with a blue border. To the right, there's a 'Source PRO' button and a 'PRO FEATURES' section. Two red arrows point from the text 'Our pricing plans scale with your company as it grows. All plans come with a 14-day free trial.' to the '\$499/mo' price and the 'Source PRO' button respectively.

Here's where the fun begins.

Look at the data you have available:

1. City
2. Bio
3. Social profile links
4. Job title
5. Company name
6. School name

All this data is yours.



Unlike on LinkedIn where you need to click through to a profile to retrieve data (same process that gets you banned), you can grab it here without ever clicking through.

The screenshot shows a LinkedIn profile for Jordan Réjaud. At the top left is a circular profile picture of a man with glasses and dark hair. To the right of the picture is the name "Jordan Réjaud" and the location "San Francisco · Software Engineer · Last active 12 hours ago". Below this is a bio: "I've developed mobile apps and backends for startups in the self-driving car, drone, and athletic performance industries. M.S. @carnegie-mellon-university". To the right of the bio is a red arrow pointing to the social media links below. Below the bio are sections for "Work" and "School". The "Work" section lists three positions: "Software Engineering Consultant · Studio Corsair Jan '16 to Present", "Software Engineer · Onfleet Jan '15 to Jan '16", and "Research Engineer · USAA Jan '13 to Jan '15", followed by "2 more positions". The "School" section lists two degrees: "BS Mechanical Engineering at Lehigh University 2012" and "MS Mechanical Engineering at Carnegie Mellon University 2013". Red arrows point from the text "Even Facebook profiles, too." and "Talk about powerful." to the social media links and the "School" section respectively.

Jordan Réjaud
San Francisco · Software Engineer · Last active 12 hours ago

I've developed mobile apps and backends for startups in the self-driving car, drone, and athletic performance industries. M.S. @carnegie-mellon-university

[in](#) [Twitter](#) [f](#) [G](#) [M](#) Website Résumé

Work

Software Engineering Consultant · Studio Corsair Jan '16 to Present
Software Engineer · Onfleet Jan '15 to Jan '16
Research Engineer · USAA Jan '13 to Jan '15
2 more positions

School

BS Mechanical Engineering at Lehigh University 2012
MS Mechanical Engineering at Carnegie Mellon University 2013

Before you know it, you might have a thousand LinkedIn profiles of software founders.

Even Facebook profiles, too.

Talk about powerful.

Want to build a sales machine?

A community?

You have the data to do it.

Time to rock'n'roll.

How to Automate a LinkedIn Profile to Acquire Customers and Build a Facebook Group

Credit: [Josh Fechter](#), Co-Founder of [BAMF.Media](#)

What if I told you could automate the growth of a Facebook Group using LinkedIn?

Even the process of acquiring customers?

I've done it.

Whether you're working in software, high-ticket services, or e-commerce, this will work for you. In this guide, you'll learn how to automate rapport-building with your audience, get them to take action, then sell them on your product or services.

Once you're done reading it, send it to your marketer so they can set this up for you or implement it yourself.

Here's how it works:

Step 1: Create a 2nd LinkedIn Profile or Use Your Own

A 2nd LinkedIn Profile is against LinkedIn's Terms of service. To avoid the LinkedIn police, don't use the same name. Use a nickname. Now if it's your actual profile, then it doesn't matter.

The reason you'd want to use the 2nd profile is if you're starting a second company, have filled up the connections on your first profile, or want to just test this process out.



Joshua Gene
Co-Founder at Squibler
Greater Los Angeles Area

Add to LH

Add profile section ▾ More...

"Top 40 Millennial Influencers to Follow in 2018" (Ranked #4) - New Theory Magazine "Credit with popularizing the genre of poetic LinkedIn posts" - BuzzFeed "12 Innovative Founders To Watch And Learn From" - Forbes "Top B2B marketing influencer" - Maxim Top Quora Writer of 2017 & 2018 - Q...

Either way, you'll need to start with optimizing your profile.

When people look at your profile, they decide whether you're worth connecting with in several seconds.

These are the questions that go through their head when making this decision:

Do they look like a domain expert?

Do they look like a leader?

Can they help me?

If you can trigger a “yes” to each one, then you can connect with venture capitalists, Fortune 500 founders, and thought leaders at scale.

It starts with the headshot because people mentally digest pictures before they read.

You don't need anything over the top. As long as the viewer believes you put in the effort to take a professional headshot, then you've increased your add-back percentage.

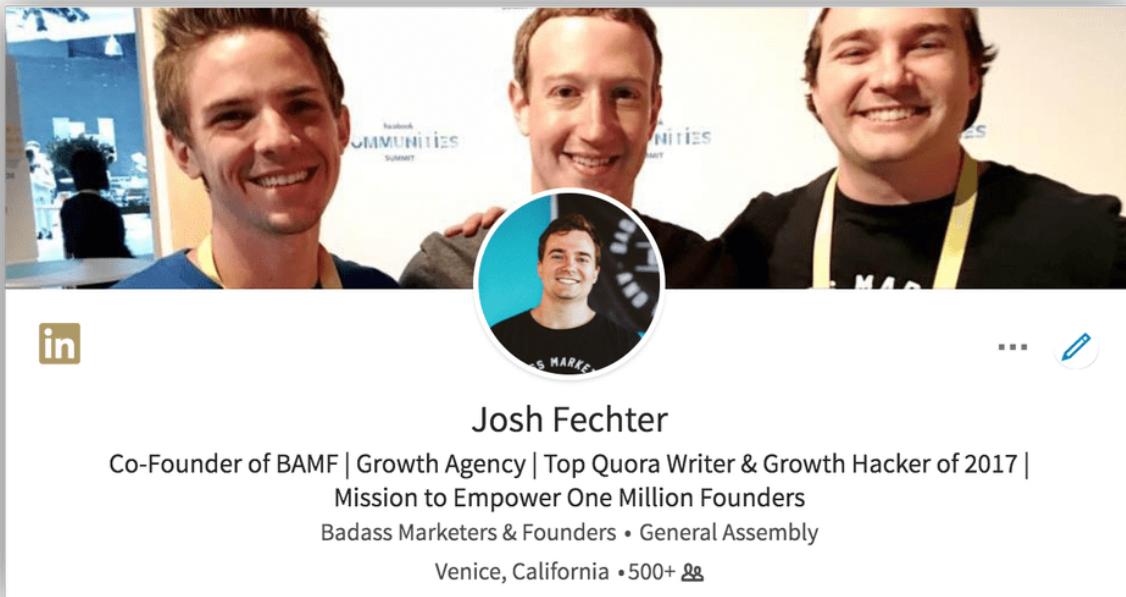
What's your add-back percentage?



It's the percentage of the connection requests you send out that get accepted.

To take it up a couple of notches, ideally, you should have a picture of you smiling. The next step is optimizing your cover photo. There are three photos that will increase your add-back rate:

1. You with a relevant influencer in your industry
2. You speaking in front of prospects
3. You at a local landmark (only works if you're connecting with people in your city)



A screenshot of a LinkedIn profile for Josh Fechter. The profile picture shows three men smiling: two younger men on the left and one older man in the center. Below the picture is a circular inset showing a portrait of Josh Fechter. To the left of the profile picture is the LinkedIn logo. To the right are edit and more options icons. The profile information includes:
Josh Fechter
Co-Founder of BAMF | Growth Agency | Top Quora Writer & Growth Hacker of 2017 |
Mission to Empower One Million Founders
Badass Marketers & Founders • General Assembly
Venice, California • 500+ connections

Once your viewers finish judging your headshot and cover photo, they'll read your headline. The more thought leadership you can portray here, the higher increase you'll see in your add-back rate.

This doesn't mean writing "Thought Leader" in your headline. You need to list tangible accomplishments or awards, preferably with numbers; otherwise, people won't believe you.

If you're lucky, they've given a check mark to your headshot, cover photo, and headline.

Now they're reading your bio.

This is your opportunity to get them to click-through to your landing page. The biggest mistake I see from almost everyone on LinkedIn is lack of specificity. I don't know what

they do and how they can help me. If you can't state your business proposition in two sentences, then you don't have a business.

For example, take a look at my bio:

"We drive ROI for growing companies using cutting-edge growth marketing and growth hacking tactics. We've worked with companies like TEDx, Pininfarina, Mindvalley, LawTrades, Book in a Box, Deputy, and Pioneer.

Services: B2B growth hacking, PR hacking, chatbots, FB ads, SEM, growth strategy, personal brand management, and marketing automation.

We also manage a community, Badass Marketers & Founders, which has over 20,000 members. You can request access here: <http://growth.chat/fbcommunity>

We also manage a community, Badass Marketers & Founders, which has over 20,000 members.

Want to work with us? Visit our website at BAMF.media

"Top 40 Millennial Influencers to Follow in 2018" (Ranked #4) - New Theory Magazine

"Credit with popularizing the genre of poetic LinkedIn posts" - BuzzFeed

"12 Innovative Founders To Watch And Learn From" - Forbes

"16 New-Generation Marketing Leaders" - Sprout Social

"Top B2B marketing influencer" - Maxim

Top Quora Writer of 2017 & 2018 - Quora"

If the copy works, then why change it?

I have the same copy under my first job title.



Experience



CEO & Co-Founder

Badass Marketers & Founders

Jan 2017 – Present • 10 mos

Santa Monica

We drive ROI for growing companies using cutting-edge growth marketing and growth hacking tactics. We've worked with companies like TEDx, Mixmax, Voo, LawTrades, Book in a Box, Deputy, and Autopilot.

Services include: B2B growth hacking, PR hacking, chatbots, FB ads, SEM, growth strategy, personal brand management, and marketing automation.

We also manage a community, Badass Marketers & Founders, which has over 15,000 members.

Want to work with us? Shoot me an email at josh@bamf.media

It doesn't end here. You need to optimize every part of your profile.

Make sure you have a logo for each company you've worked at. If there's no logo, viewers will assume the company didn't exist.

If you've done everything listed, then your profile is optimized.

You're now ready to expand your network.

Step 2: Connect to Your Target Audience

To connect to your target prospects on LinkedIn, get a Sales Navigator account. This will allow you to connect with your prospects at scale without getting banned by LinkedIn. Then download the Chrome extension, [Linked Helper](#). Next, use the Connect feature of Linked Helper to send 175 connect invites to your prospects every day. No more as you'll get your account banned.



josh@joshfechter.com | Inst. ID : 99075

<prev 1 2 3 4 5 6 next>

Add my signature to manual messages [▶ Add](#)

Connect all 2nd connections from search [■ Connect](#)

Connect all 2nd contacts in search [read how to](#)

General Invitation message Clear

Message Template:

{firstname}, {lastname}, {company} & {position} - will be replaced by real recipient first name & last name, company name & position / title.

Hey {firstname}, 181

I'm looking to connect with fellow authors in New York. •

[Save](#)

Set variables defaults in case they're not recognized

{company}	company
{position}	position

Try convert english names to russian : off

Convert russian names to english : off

[Help](#) [collapse](#) [User manual](#)

If you're sending 175 connection invites/day, don't use any type of sales message in your personalized connection request. This runs the risk of getting your account banned. Instead, use a message like below:

"Hey {firstname},

*I'm looking to connect with fellow authors in New York. Looking forward to your updates.
Cheers!"*

The second important factor of not getting banned is keeping your sent requests under 1,600.



The screenshot shows the LinkedIn homepage. At the top, there's a banner that says "A Board Position for You - These companies need board members. Click here to be matched with them." Below this, on the left, there's a summary card with "266 Your connections" and a "See all" link. In the center, there's a list titled "Invitations (38)" with three items:

- Erica-Lynn Huberty accepted your invitation to connect
- Omar M. Khateeb (Director of Growth Marketing & Branding at Potrero Medical) with "Ignore" and "Accept" buttons
- Taylor Ryan (Chief Marketing Officer at Valuer.ai) with "Ignore" and "Accept" buttons
- An Nguyen (Product Owner | Loving woman and avid member on Quora | Interested i...) with "Ignore" and "Accept" buttons

At the bottom of the invitation list, there's a "Show more" link. A red arrow points from the text above to the "Manage all" link next to the "Invitations (38)" title. Another red arrow points to the "Accept" button for the first invitation.

To check if they're under 1,600, click on My Network then Manage all. From here, click on Sent to see the number of sent requests you have.

The screenshot shows the "My Network" section of LinkedIn. At the top, there's a banner that says "\$50k-2M for SaaS Startups - We're looking for our next SoCal partner! Grow without equity". Below this, there's a section titled "Manage invitations" with two tabs: "Received" and "Sent". A red arrow points to the "Sent" tab, which is highlighted with a blue underline. Below the tabs, it says "You have control over the invitations you have sent. [Learn More](#)". At the bottom, there's a checkbox labeled "Select 1-10 of 1,349" with a red arrow pointing to it.

If you have over 1,600, then withdraw them by a hundred at a time. I'd wait several days without doing automation before withdrawing. The reason is not everyone is active on LinkedIn all the time so it may take them a couple of days to accept your request.

Manage invitations

Received Sent

You have control over the invitations you have sent. [Learn More](#)

Deselect 1-100 of 1,356 Withdraw 100

 [Jane Doe \(LinkedIn Profile\)](#) Withdraw

Hey [REDACTED], I'm looking to connect with authors in Boston. Looking forward to your ... [See more](#)

Once you have requests automated and understand when to retract them, then you need to know who you'll send them to. It's easy to just plug-in your target prospect in Sales Navigator.

You may get 10,000 results on the first try. Here's the problem with this type of search:

LinkedIn only allows you to hit 40 pages per a Search Query. That's less than a 1000 people. So now you're stuck with an extra 9,000 that'll be hard to connect with.

To solve this problem, split your prospects by city or state. This way you can connect to more of these individuals with better personalized messaging. For example, now you can include the city name in your message. This will increase the chances of them accepting.

In the instructions I send to my virtual assistant, I use a Google Doc with the different cities I want to run search queries for.

LinkedIn Sales Navigator Search:

Keyword: Fiction

Title: Author

Cities:

1. Los Angeles
2. New York
3. Boston
4. San Francisco
5. Massachusetts
6. Austin
7. Chicago
8. Houston
9. Philadelphia
10. Phoenix
11. San Antonio
12. San Diego
13. Dallas/Fort Worth Area
14. San Jose
15. Jacksonville/ Florida Area
16. Indianapolis/ Indiana Area
17. Great Denver Area
18. Seattle/ Seattle Area

Now that you have the automation side down, the next step is to rock 'n' roll with an engaging content strategy.

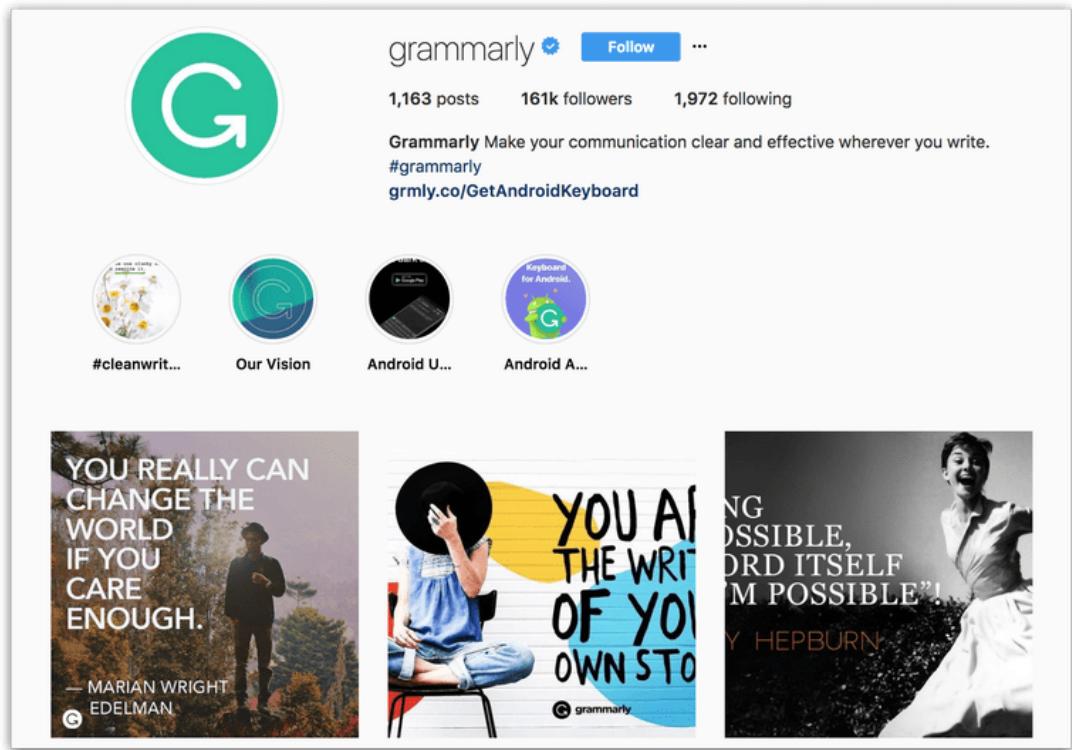
Step 3: Repurpose Content at Scale

Niche-relevant pictures of quotes perform well on LinkedIn and in Facebook Groups. Depending on your niche, you can often find this content online already. For example, I want to connect with fiction authors at scale so I research influencers in the market whom they follow.

I find Grammarly. With further inspection, I notice they have a ton of content I can repurpose from their Instagram.

I select the URL of each picture I want to use based on engagement and how relevant it is to my audience. I use the tool [DownloadGram](#) to get the PNG version of these pictures. Next, I ask a freelancer to remove all the Grammarly logos on the pictures and replace them with logos from our company. I do this because they're pictures with quotes, not content to be taken seriously.





I want the content to have variety, so I include long-form status posts. I take one of the hundred outlines from my Copywriting Bible book (entirely free), then change it up for the current audience I'm adding to my LinkedIn network.

The Copywriting Bible

100 viral outlines for your copy 🎉

PRODUCTIVITY WRITING TOOLS + 3

#4 Product of the Week March 21, 2018 +1

Major Change to Pursue Your

1. Start with a major change:
I left to a new city.
2. Dig into the pain:
I took a fifty percent pay cut.
3. Because I needed a way to make the right relationships:
I needed a way to dive deep into the tech world to find my kin.
4. When it happened, I could tell I had finally jumped into my mission:
When I made it to San Francisco, I felt like I had taken my first big step in a high-caliber team.
5. It took a lot of time before I found my next step:
A year and a half later, I found my co-founder, Houston Golden.
6. It wasn't where I expected it:
Not in San Francisco, but in Los Angeles.
7. It made sense because of these tangible benefits:
He's the smartest growth guy I know having experience of managing up to two marketing campaigns to ridiculous amounts of ad spend.
8. It took this tangible hard work to find this step:
I interviewed hundreds of marketers and founders to find him.

Hey Josh Fechter 🎉

Here are some page tips to drive more users to your product.

3 steps left

Add company social link

Add related article to your product OPTIONAL

Add video OPTIONAL

EDIT

▲ UPVOTED 1,306

Get updates on this product - SUBSCRIBE



Here's an example of an outline:

Outline:

1. Start your post by releasing three vulnerability that people reading can see

"Your company name is childish."

"I can't take you seriously with that LinkedIn profile photo."

"The phrase 'growth hacker' is for people who don't understand marketing."

2. The problem

"I get these comments every day."

3. The twist

"I love them."

4. The why

"They add fuel to my fire."

5. Dive deeper into the problem

"It's easy to feel bullied once you start posting lots of content on LinkedIn."

"People attack you in the comments left and right without offering solutions."

6. I'm "here to learn" statement

"I'm not perfect.

I'm an early-stage founder.

I'm discovering new weaknesses every day."

Here's an example of it changed to a new audience (e.g. authors):



Outline:

1. Start your post by releasing three vulnerability that people reading can see

"Your job is expendable."

"I don't take writers seriously."

"Authors don't make money. Give up."

2. The problem

"I get these remarks every day."

3. The twist

"I love them."

4. The why

"They motivate me to move forward."

5. Dive deeper into the problem

"It's easy to feel like giving up when you're sharing your writing every day."

"People attack you left and right having never walked in your shoes."

6. I'm "here to learn" statement

"I'm not a famous author."

"I'm still trying to get my work noticed."

"I'm discovering ways I can improve every day."

That's easy.

The next thing you need is a posting schedule. If you have 30 - 40 pictures and 100 viral outlines, then you have enough content for a year, at least.

Your posting schedule could look like the one below:

Monday - Motivation picture/status

Tuesday - Grinding picture/status

Wednesday - Comic relief picture/status

Thursday - Appreciation picture/status

Friday - Gratefulness picture/status

Feel free to adjust it according to your audience's content preferences.



Keep in mind, pictures still need great captions. A little something to provide context like the picture below. The caption doesn't have to be directly related to the picture. As long as the message from the caption overlaps a little with the picture quote - you should be fine.

Josh Fechter
Co-Founder of BAMF Media | Forbes Top 12 Innovative Founders to Watch | ...
5d · Edited

#wheniwas15, I wanted to become a firefighter.

At 16, I want to become a professional football player.
At 18, I wanted to become an economist.
At 19, get into politics.

At 21, found a successful startup.
That dream stayed with me for five years.

At 26, I founded that company, **BAMF Media**.

Network.
Dream big.
Plan ahead.
Get up early.
Stay focused.
Watch less TV.
Invest in yourself.
Read more books.
Avoid time wasters.
Take calculated risks.
Write down your goals.
Live on less than you make.
Make your health a priority.
Do work that matters to you.
Learn from people you admire.
Foster meaningful relationships.
Cultivate an attitude of gratitude.
Take action, even when it's scary.
Have a powerful and inspiring "why."

436 Likes · 22 Comments · [Add Likers to LH](#) [Add Commentators to LH](#)

Now you're nurturing your audience. Once they know you and like you because of your content marketing skills, it's time to reach out.

Step 4: Run Rapport Campaigns



Want to build a ton of rapport with your audience before you reach out to them? Here are a couple of easy ways. One is to have a virtual assistant find a positive article about each person's company. It only takes a few seconds to plug-in the person's name into Google News to pull up positive press pieces.

A screenshot of a Google News search results page for the query "engagio". The search bar at the top shows "engagio". Below it, the "News" tab is selected, while "All", "Maps", "Videos", "Images", and "More" are also options. The results section indicates "About 1,080 results (0.37 seconds)". The first result is titled "Engagio Marketing Orchestration - Account Based Marketing" with a link to <https://www.engagio.com/>. A snippet below the title reads: "Land & expand high-value accounts at scale. Engagio helps B2B marketers doing Account Based Marketing create & measure engagement all in one tool." Below this is another snippet: "TechBytes with Heidi Bullock, CMO, Engagio" with a photo of Heidi Bullock. A red arrow points to this snippet. The snippet text continues: "MarTech Series - 2 hours ago A woman MarTech champion and CMO of Engagio, Heidi Bullock, attended the ABM Innovation Summit 2018. We caught up with her to dive ...".

Now you can reach out to them including a note that says,

"After I connected with you on LinkedIn, I came across this article about your company, Engagio. Great to see people in my network making a positive impact. I couldn't help but reach out because of [x] and [y]."

Even if you're reaching out to authors who don't work for companies, you can still include a note of personalization. In this case, I have a virtual assistant find one of the books they've written to include it in my personal note. They usually have the name of the book on their LinkedIn or, at least, a link to it.



Katherine Howe • 1st

New York Times bestselling author

Greater Boston Area

Add to LH

[Message](#)

[View in Sales Navigator](#)

[More...](#)

New York Times bestselling author

Boston University

[See contact info](#)

[See connections \(500+\)](#)

I make things up for a living. But I always do the research first.

Katherine Bygrave Howe



[Show more ▾](#)

For example, this author has a link to their book on Amazon.

[Look inside](#)

Conversion Paperback – June 16, 2015
by Katherine Howe (Author)
 148 customer reviews

[See all 6 formats and editions](#)

Kindle \$9.99	Hardcover \$15.63	Paperback \$10.13 	Audiobook \$0.00
------------------	----------------------	------------------------------	---------------------

Read with Our [Free App](#) 75 Used from \$1.04
17 New from \$4.00 68 Used from \$1.45
4 Collectible from \$7.92 Free with your Audible trial

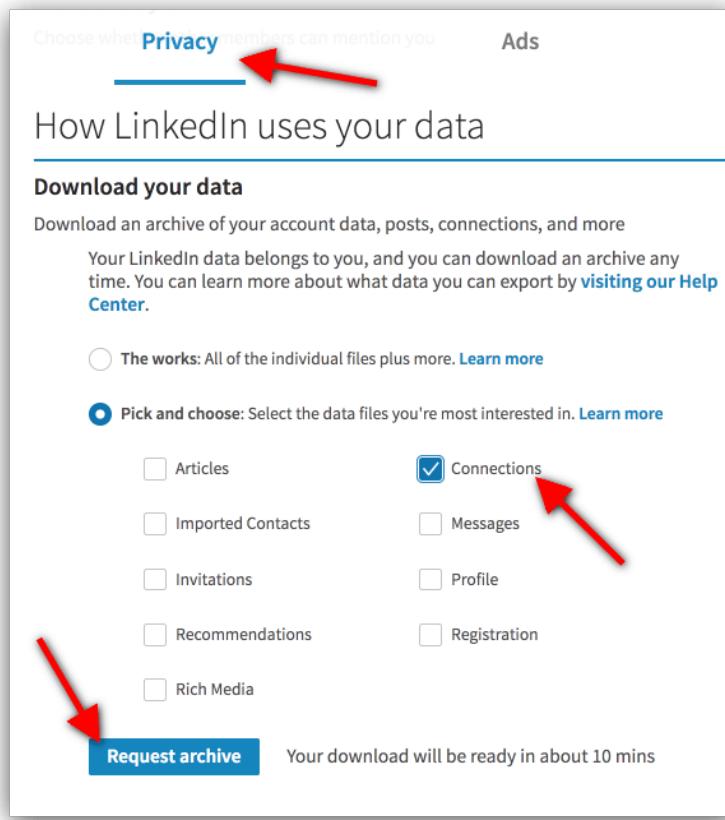
[Order by noon, get FREE Same-Day Pickup](#)  **amazon@Westwood**

A chilling mystery based on true events, from *New York Times* bestselling author Katherine Howe.

It's senior year, and St. Joan's Academy is a pressure cooker. Grades, college applications, boys' texts: Through it all, Colleen Rowley and her friends keep it together. Until the school's queen bee [Read more](#)

You want to send these rapport messages through email to your prospects. LinkedIn messaging isn't scalable if you want to hit thousands of connections because it's far easier to get banned than using email.

To get everyone's email from your LinkedIn contact list, go to Settings & Privacy, then under Privacy select Connections and click Request archive.



This will give you all their emails.

Before you send out an email rapport campaign to them, upload the email list to Facebook Ads Manager as a custom audience so you can run ads to them on Facebook and Instagram. Ideally, the ads will be positive press pieces you've been mentioned in, testimonials, company culture stories, or clips from speaking engagements.

I'll even take one of the better performing LinkedIn posts I've written, then reuse that copy for an ad.



Here's an example post below where I took the same copy, then use it for a Facebook ad with a different picture.



Once you've hit your custom audience with creative ads several times over, it's time to reach out via email. This way, once they get your email, they'll have already seen your content on LinkedIn, Facebook, and Instagram.

Step 5: Email Prospects at Scale

Understanding how to email prospects at scale is a crucial skill. It will enable you to kick-off your Facebook Group with - possibly - 3,000 plus members. Enough to make you look like a thought leader in your niche.

Step 1:

Purchase three [Mailshake](#) accounts for sending bulk personalized emails with sequences.

Step 2:

Sign-up for a [Google Apps](#) account and create six different email addresses tied to one or two domains. Start by sending out 20 emails/day from each account for the first week. Then bump it up to 50 the second week. Then you'll be sending 150/day in the

third week. Make sure to not overlap your email sending because you'll be using sequences. This is a quick way to get banned.

Step 3:

Create email sequences to join your Facebook Group.

Here's my exact copy:

"Hey [first name]

I noticed we're connected LinkedIn. I came across this article about your company, [company name]. Great to see people in my network making a positive impact.

For this reason, I wanted to personally invite you to a founder Facebook Group I run that's very active (5,000+ members).

The Founder's Facebook Group is moderated by a few of the best, so it's invite-only.

Our moderators:

1. [Credible person]
2. [Credible person]
3. [Credible person]

You can join the Facebook Group here:

<https://www.facebook.com/groups/growthmarketers/>

If you want to know more info, feel free to reply.

Cheers,

Josh Fechter"

If they don't open the first email, I automatically send a follow-up email two days later that's the same except for this line at the beginning:

"Hey [first name]

Wanted to ensure you saw this email from the other day."

This works well because the chances are they forgot the original value proposition or never saw it.



That's not to say a few people didn't respond negatively to me, but they're rare, to say the least.

The solution: don't email them again.

Step 6: Get People to Say “Yes”

The more people get used to following instructions from you, the more likely they'll engage with a new call to action. It starts with the first comment. Once someone invests in commenting on a

Facebook post, they're more likely comment again.

You need to get people to open up on a more personal level about what they do. To facilitate this, you need to take the first step in opening up to give others the courage to step out of their comfort zone, too.

What does this mean?

You need to write about your personal experiences and tie them into your audience's profession. The secret: use the same strategy for LinkedIn content for your Facebook Group's content. This way you never need to think about new content.

The next step is to leverage comments. When someone comments on a Facebook post, then reply with a question to get them to expand on their point. The more comments they post, the more invested they'll feel in the group and to you.

Now you have a Facebook Group running at full speed.

Leverage Your Influence

You got a following in a Facebook Group and on LinkedIn

The best step you can take is to nurture influencer relationships in your niche by offering to interview them in front of your audience. This is an excellent way to build rapport with affiliates while gaining third-party credibility. From there, you're off to the races on how you leverage your influence. Good luck.



A Simple LinkedIn Hack to Drive Traffic without Penalizing Your Posts

Credit: [Josh Fechter](#), Co-Founder of [BAMF.Media](#)

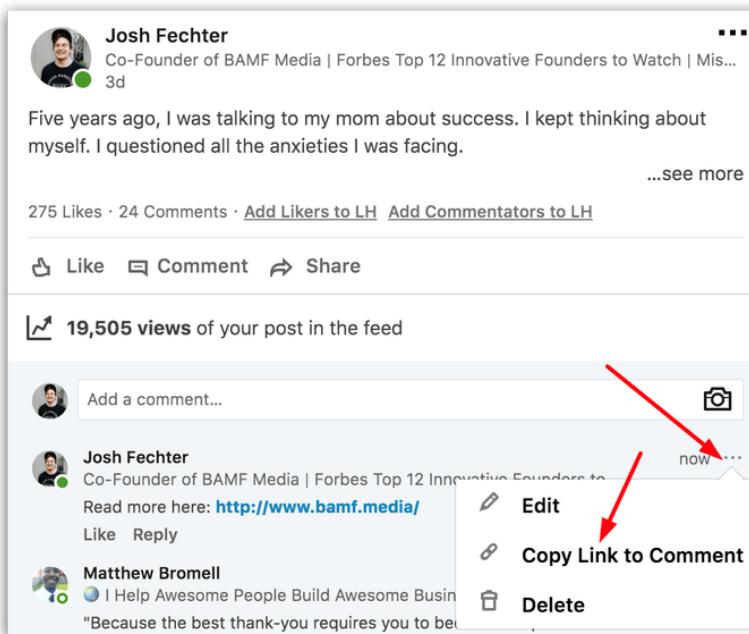
Did you know you can send a wave of traffic from a LinkedIn status to any destination?

The best part: without getting penalized for using an external link (e.g. a link that takes you off of LinkedIn).

Here's how you do it:

Step 1: Include the link in a comment on your post

Step 2: Include the comment link in your post



The result?

Someone who clicks the link on your post gets directed to the comment with the call to action to read more. Just like that – you're sending traffic to a destination with no penalty on your post's reach.

How to Optimize Your LinkedIn Connections for High Engagement

Credit: [Josh Fechter](#), Co-Founder of [BAMF.Media](#)

When I started connecting with prospects on LinkedIn, I ran into a problem.

I had no idea whether they were even active on the platform.

I guessed.

I still got in touch with many of them and kept high engagement on my content, but I knew the results would be better if I connected with only active members.

I took a look at my connections' activity level which cemented that belief. Notice how only 40 percent or 6,500 people of my entire audience was active in the last thirty days.

That means I need to rid of, at least, 1,000 connections. Rough.

The screenshot shows a LinkedIn search interface. On the left, there are filters for 'Leads' and 'Accounts'. Under 'Keywords', there is a search bar with 'Enter keywords ...' and dropdown options for 'Exclude saved leads', 'Exclude viewed leads', 'Exclude contacted leads', and 'Search within my accounts'. Under 'Geography', there are buttons for '+ Add locations', '+ United States (11,980)', '+ California (6,764)', '+ San Francisco Bay Area (3,733)', and '+ Greater Los Angeles Area (3,047)'. The main search results are displayed in a grid. At the top of the results, there are four summary statistics: '16.4K Total results', '1.6K Changed jobs in past 90 days', '171 Mentioned in the news in past 30 days', and '6.5K Posted on LinkedIn in past 30 days'. A red arrow points from the text 'I knew the results would be better if I connected with only active members.' to the '6.5K' statistic. Below the statistics, the first result is for 'Justin Wu', described as 'Co-Founder' with '8 months in role and company' and 'Greater Los Angeles Area'. The second result is for 'Gretta van Riel', described as 'Founder' with '3 years 4 months in role and company' and 'Melbourne, Australia'. Each result has a 'Save as lead' button and a 'Preview Message' button.

The question –

How could I rid of my inactive, low-quality connections at scale?

After playing around with automation, I figured it out.

Here's the process for the first time:



Step 1: Filter Down

If you have a lot of connections like I do, you want to filter down so you don't have more than 1,100 people/search. I like to split my search between cities and industries to make it easier.

How it works is at the end of every thirty days, you want to get the profile URLs of everyone who was active. In the search query below that's 309 people. Now you want to pull the inactive list as well.

The screenshot shows a LinkedIn Sales Navigator search interface. On the left, there are filters for Leads and Accounts, with 'Leads' selected. Below this is a 'Save search' button and a 'Keywords' search bar. Further down are filters for 'Exclude saved leads', 'Exclude viewed leads', 'Exclude contacted leads', and 'Search within my accounts'. Under 'Geography', 'Los Angeles, California' is selected, with additional options for the United States, California, San Francisco Bay Area, and Greater Los Angeles Area. Under 'Relationship', '1st Connections' is selected, with additional options for 2nd Connections, Group Members, and Everyone Else. The main search results area shows a summary: 1.1K Total results, 81 Changed jobs in past 90 days, 10 Mentioned in the news in past 30 days, and 309 Posted on LinkedIn in past 30 days. A red arrow points to the '309' value. Below this summary, it says 'Selected filters (2): Los Angeles, California, 1st Connections' and 'View all filters'. Three profiles are listed: Steve O'Dell (Tenzo Tea), Mark Fidelman (Fanatics Media), and Vin Clancy (Http://vinclancy.com). Each profile includes a photo, name, title, company, location, shared connections, related leads, and 'Save as lead' and 'Preview Message' buttons.

How do you pull these lists?

Download the Chrome extension [Dux-Soup](#). Go to your relevant Sales Navigator search query and click Dux-Soup's option "Scan Profiles." This will give you the name, company name, city, and Sales Navigator URL of everyone in that search.

dux-store | planner | options | about | v5.11.18

0 profiles recorded
0 visits today

Robot & Recorder for this tab: ON

VISIT PROFILES	Visit profiles in the current result page, records their details too (*).
SCAN PROFILES	Record profiles without visiting.
STOP ROBOT	Stop the ongoing automated action.
DOWNLOAD DATA	Download the captured profiles.
REVISIT DATA	Upload a file for revisiting.
SEARCH BY TAG	Find previously tagged profiles.
CLEAR DATA	Reset the recorder. (does not affect visit history)

*: only available when the Dux icon colours green, indicating that the browser is displaying a People-search result. Hit Stop Robot to stop the automated action.

Once you're done scanning a particular search, click "Download Data."

Upload the list of active LinkedIn connections from your search query into a Google Sheet. Now you want to do the same except with your total list of 1st connections from that search query (not just the people who are active).

	A	B	C	D	E	F	G	H
1	Profile	First Name	Middle Name	Last Name	Title	Company	Location	My Notes
2	https://www.linkedin.com/in/sujanpatel	Sujan		Patel	GM & Co-Founder	Web Profits	Austin, Texas Area	
3	https://www.linkedin.com/in/tuckermax	Tucker		Max	Founder	Book In A Box	Austin, Texas Area	
4	https://www.linkedin.com/in/raynarafools	Ryan		Räfols	Founder & CEO	Newchip	Austin, Texas Area	
5	https://www.linkedin.com/in/jeremygabrysch	Jeremy		Gabrysch	Founder & CEO	Remedy Urgent	Austin, Texas Area	
6	https://www.linkedin.com/in/jeremydrzal	Jeremy		Drzal	Founder, CEO & CTO	BLOCK512	Austin, Texas Area	
7	https://www.linkedin.com/in/jasonbay	Jason		Bay	Co-Founder & CTO	Blissful Prospect	Austin, Texas Area	
8	https://www.linkedin.com/in/zubyonwuta	Zuby		Onwuta	Founder & Inventor	Think and Zoom	Austin, Texas Area	
9	https://www.linkedin.com/in/zachobront	Zach		Obront	Co-Founder	Book in a Box	Austin, Texas Area	
10	https://www.linkedin.com/in/willstaney	Will		Staney	Founder & Principal	Proactive Talent	Austin, Texas Area	
11	https://www.linkedin.com/in/marcnathan	Marc		Nathan	Founder and Partner	Texas Squared	Austin, Texas Area	
12	https://www.linkedin.com/in/paulo	Paul	O	Brien	Founder	MediaTech Ventures	Austin, Texas Area	
13	https://www.linkedin.com/in/rayndeiss	Ryan		Deiss	Founder and CEO	DigitalMarketer	Austin, Texas Area	
14	https://www.linkedin.com/in/scottponiewaz	Scott		Poniewaz	Founder & CEO	The Pony Group	Austin, Texas Area	
15	https://www.linkedin.com/in/micahestis	Micah	Estis	Green	Founder President	Maidbot	Austin, Texas Area	
16	https://www.linkedin.com/in/justinchristianson	Justin		Christianson	Co-Founder and CTO	Conversion Fanz	Austin, Texas Area	
17	https://www.linkedin.com/in/shaquillegould	Shaquille		Gould	Founder	TAGD	Austin, Texas Area	
18	https://www.linkedin.com/in/tomjackson	Tom		Jackson	Co-Founder & CTO	Locus Insights	Austin, Texas Area	

Next, combine the first and last name of each data set by using the “=concatenate” formula in cell D2. Double-click the bottom right-hand corner of that cell to have it apply the same formula to all the cells in the column.

	A	B	C	D	E
1	Profile	First Name	Last Name	Full Name	Title
2	https://www.linkedin.com/in/sujanpatel	Sujan	Patel	Sujan Patel	GM & Co-Founder
3	https://www.linkedin.com/in/tuckermax	Tucker	Max		Founder
4	https://www.linkedin.com/in/raynarafools	Ryan	Räfols		Founder & CEO

Step 2: Discover LinkedIn Profile URLs

Plug the editable version of your Google Sheet URL into the LinkedIn Profile Finder API from [Phantombuster](#), then fill in the appropriate column and CSV title.



Configuration of LinkedIn Profile Finder 2

Need help? Read tutorial Switch to JSON

***Spreadsheet URL of names to find (?)**

https://docs.google.com/spreadsheets/d/1W1j6AIJgTN1zj4xza5Gbrp7tdrUStOvi2-CspFaW0oc/edit?usp=sharing

Enter either a Google Spreadsheet URL or a CSV URL (make sure your file is publicly available)

Column name from which to get first and last names (?)

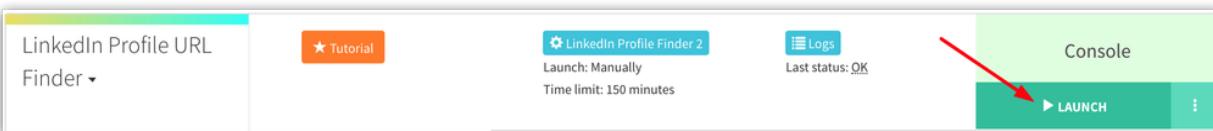
Name

By default, we'll use the first column of your spreadsheet (column A)

Output CSV name

Growth Marketers

Hit Launch.



After it finishes processing the data, you'll receive a list of LinkedIn URLs to download.

Files 146.7 kB

- LinkedIn Profile URL Finder ▾
- Tutorial
- LinkedIn Profile Finder 2
 - Launch: Manually
 - Last status: OK
- Logs
- Console
- ⋮

Growth Marketers.csv 3:46:40 PM 18 kB

```

https://www.linkedin.com/in/olaayeni,Ola Ayeni
no url,Andrei Radu
https://au.linkedin.com/in/prashant-murphy-617b2246,Prashant Murphy
https://www.linkedin.com/in/scottcoates,Scott Coates
https://ph.linkedin.com/in/iamrockstarva,Aj Angoluan
https://hu.linkedin.com/in/szantopeter,Peter Szanto
https://www.linkedin.com/in/seffietreistman,Seffie Treistman
https://ca.linkedin.com/in/tinatodorovic,Tina Todorovic
https://www.linkedin.com/in/shawnelleedge,Shawn Elledge
https://www.linkedin.com/in/pawelsokolowski,Pawel Sokołowski
https://www.linkedin.com/in/lscottmacneil,Lela Scott MacNeil
https://www.linkedin.com/in/jules-belamy%22,Jules Belamy
no url,Geng Cong
  
```

Copy these URLs into the Google Sheet next to your original data set. Don't worry about missing URLs for active members because we simply need to match up who's active vs. who's not. Now we want to upload the list of all the people from the search result (e.g. "all austin founders") in a new tab on the same Google Sheet.



	A	B	C	D	E	F	G
1	Profile	Full Name	Title	Company	Location	linkedinUrl	
2	https://www.linkedin.com/in/sujanpatel	Sujan Patel	GM & Co-Founder	Web Profits	Austin, Texas Area	https://www.linkedin.com/in/sujanpatel	
3	https://www.linkedin.com/in/tuckermax	Tucker Max	Founder	Book In A Box	Austin, Texas Area	https://www.linkedin.com/in/tuckermax	
4	https://www.linkedin.com/in/ryanrafols	Ryan Räfols	Founder & CEO	Newchip	Austin, Texas Area	https://www.linkedin.com/in/ryanrafols	
5	https://www.linkedin.com/in/jeremygabrysch	Jeremy Gabrysch	Founder & CEO	Remedy Urgent	Austin, Texas Area	https://www.linkedin.com/in/jeremygabrysch	
6	https://www.linkedin.com/in/jeremydrzal	Jeremy Drzal	Founder, CEO &	BLOCK512	Austin, Texas Area	https://www.linkedin.com/in/jeremydrzal	
7	https://www.linkedin.com/in/jasonbay	Jason Bay	Co-Founder & CI	Blissful Prospect	Austin, Texas Area	https://www.linkedin.com/in/jasonbay	
8	https://www.linkedin.com/in/zubyonwuta	Zuby Onwuta	Founder & Inven	Think and Zoom	Austin, Texas Area	https://www.linkedin.com/in/zubyonwuta	
9	https://www.linkedin.com/in/zachobront	Zach Obront	Co-Founder	Book in a Box	Austin, Texas Area	no url	
10	https://www.linkedin.com/in/willstaney	Will Staney	Founder & Princi	Proactive Talent	Austin, Texas Area	https://www.linkedin.com/in/willstaney	
11	https://www.linkedin.com/in/marcnathan	Marc Nathan	Founder and Put	Texas Squared S	Austin, Texas Area	https://www.linkedin.com/in/marcnathan	
12	https://www.linkedin.com/in/paulbrien	Paul Brien	Founder	MediaTech Ventu	Austin, Texas Area	https://www.linkedin.com/in/paulbrien	
13	https://www.linkedin.com/in/ryandeiss	Ryan Deiss	Founder and CE	DigitalMarkete	Austin, Texas Area	https://www.linkedin.com/in/ryandeiss	
14	https://www.linkedin.com/in/scottponiewaz	Scott Poniewaz	Founder & CEO	The Pony Group	Austin, Texas Area	https://www.linkedin.com/in/scottponiewaz	
15	https://www.linkedin.com/in/micahgreen	Micah Green	Founder Presid	Maidbot	Austin, Texas Area	https://www.linkedin.com/in/micahgreen	
16	https://www.linkedin.com/in/justinchristians	Justin Christians	Co-Founder and	Conversion Fana	Austin, Texas Area	https://www.linkedin.com/in/justinchristians	
17	https://www.linkedin.com/in/shaquilleould	Shaquille Gould	Founder	TAGD	Austin, Texas Area	https://www.linkedin.com/in/shaquilleould	
18	https://www.linkedin.com/in/tomjackson	Tom Jackson	Co-Founder & CI	Locus Insights	Austin, Texas Area	https://www.linkedin.com/in/tomjackson	
19	https://www.linkedin.com/in/danielle sobel	Danielle Sobel	Founder /	Juice Society	Austin, Texas Area	no url	
20	https://www.linkedin.com/in/pettergraff	Petter Graff	Founder	SciSpike	Austin, Texas Area	https://www.linkedin.com/in/pettergraff	
21	https://www.linkedin.com/in/edvaldez	Ed Valdez	Co-Founder	3 Chords Market	Austin, Texas Area	https://www.linkedin.com/in/edvaldez	
22	https://www.linkedin.com/in/martinlyson	Martin Tyson	Founder	High Five Inspira	Austin, Texas Area	https://www.linkedin.com/in/martinlyson	
23	https://www.linkedin.com/in/thomasince	Thomas Ince	Founder	Fifteen Five Part	Austin, Texas Area	https://www.linkedin.com/in/thomasince	

Step 3: Let's Clean the Data

We're almost done.

The final step is to use an index-match formula to apply a "Yes" next to all the active founders in your "all austin founders" tab. The formula looks like this:

```
=IF(ISNA(INDEX('active austin founders.csv'!$A$2:$F$80,MATCH($B2,'active austin founders.csv'!$B$2:$B$80,0),MATCH(F$1,'active austin founders.csv'!$A$1:$F$1,0))), "No", "Yes")
```

Here's the result:



Active Austin Founders

	A	B	C	D	E	F
1	Profile	Full Name	Title	Company	Location	Active
2	https://www.linkedin.com/in/sujanpatel/	Sujan Patel	GM & Co-Founder	Web Profits	Austin, Texas Area	Yes
3	https://www.linkedin.com/in/tuckermax/	Tucker Max	Founder	Book In A Box	Austin, Texas Area	Yes
4	https://www.linkedin.com/in/jeremygabrysch/	Jeremy Gabrysch	Founder & CEO	Remedy Urgent Care	Austin, Texas Area	Yes
5	https://www.linkedin.com/in/mollymontgomery/	Molly Montgomery	Founder/C	Founder's Haven	Austin, Texas Area	No
6	https://www.linkedin.com/in/raymondrufols/	Ryan Ràfols	Founder & CEO	Newchip	Austin, Texas Area	Yes
7	https://www.linkedin.com/in/jeremydrzal/	Jeremy Drzal	Founder, CEO & CTO	BLOCK512	Austin, Texas Area	Yes
8	https://www.linkedin.com/in/jasonbay/	Jason Bay	Co-Founder & CTO	Blissful Prospect	Austin, Texas Area	Yes
9	https://www.linkedin.com/in/zubyonwuta/	Zuby Onwuta	Founder & Inventor	Think and Zoom	Austin, Texas Area	Yes

You want to check whether everyone on the “no” list is worth having as a connection. This part takes manual effort, but you can always outsource this process to an assistant.

This is the active list you want to engage with on a regular basis (e.g. LinkedIn messaging, endorsing) because they’re more likely to respond to your content. Now that you have their LinkedIn URL, you can do that, too. Both Phantombuster and LinkedIn Helper have the option to auto-endorse and auto-visit people at scale based on their LinkedIn URLs.

Step 4: Connect with the Right People at Scale

To prevent having to clean up, you can select the active tab in your Sales Navigator Search to only connect with active members at scale using the tool, [LinkedIn Helper](#). If you’ve already gone ahead and connected with LinkedIn members who weren’t on the active tab, then you’ll need to clean up your network first.

Leads Accounts

Save search

Keywords Enter keywords ...

Exclude saved leads
Exclude viewed leads
Exclude contacted leads
Search within my accounts

Geography Greater Seattle Area +
+ United States (17,720)
+ United Kingdom (4,562)
+ India (3,067)
+ Greater New York City Area (2,688)

Relationship 2nd Connections
3rd + Everyone Else +
+ 1st Connections (9)
+ Group Members (83)

2.3K Total results 155 Changed jobs in past 90 days 51 Mentioned in the news in past 30 days 427 Posted on LinkedIn in past 30 days

Selected filters (4): Greater Seattle Area, 2nd Connections, 3rd + Everyone Else, 51-200, 201-500, Founder View all filters

Ryan Waite 2nd | The Studios Center for the P... in Save as lead ...
Founder 5 years 1 month in role and company
Greater Seattle Area
Shared Connections (8) Related Leads Preview Message

M. Tamra Chandler 2nd | PeopleFirm LLC in Save as lead ...
CEO and Founder 10 years 1 month in role and company
Greater Seattle Area
Shared Connections (11) Related Leads Preview Message

Justin Weiss 2nd | Guided Code, LLC in Save as lead ...
Founder 3 years 7 months in role
Greater Seattle Area
Shared Connections (7) Preview Message

You can do regular exports each month to see people who aren't active for extended periods of time whether several months or even a year. Then you can go through inactive members by the length of time they've been inactive and disconnect with them accordingly.

Next Steps

If you want to run a high-quality LinkedIn profile, it starts with high-quality connections.

Without quality connections, you can't foster meaningful relationships.

That means no sales, engagement, and followers.

So use this guide as a fresh start to creating a LinkedIn profile of quality, not quantity.

Make sure they can add value to your life.

And you can add value to theirs.

How to Reduce Friction in Your Sales Funnel Using Popup Overlays

Credit: [Josh Fechter](#), Co-Founder of [BAMF.Media](#)

Most SaaS and e-commerce companies get this wrong.

Almost every single time.

Here's the problem: [40% of people](#) abandon a website that takes more than 3 seconds to load.

A 1-second delay in page response can result in a 7% reduction in conversions.

That means if an e-commerce site is making \$100,000 per day, a 1-second page delay could potentially cost them \$2.5 million in lost sales every year.

How do they screw this up?

They take people to new pages to finish the conversion process rather than keeping them on the same page.

Imagine the sales they're missing out on.

If only they knew.

To help you not make the same mistake, here are three companies that strategically keep people on the same page to ensure they convert:

1. Mixpanel

Mixpanel is a software that provides advanced mobile and web analytics. With insane growth year over year and over with a billion-dollar valuation, this company is doing something right. It starts with their funnel.

When I put in my email, then click Get Started, I don't get taken to a new page.



UNDERSTAND EVERY USER'S JOURNEY

Acquire, engage, and retain with actionable user analytics.

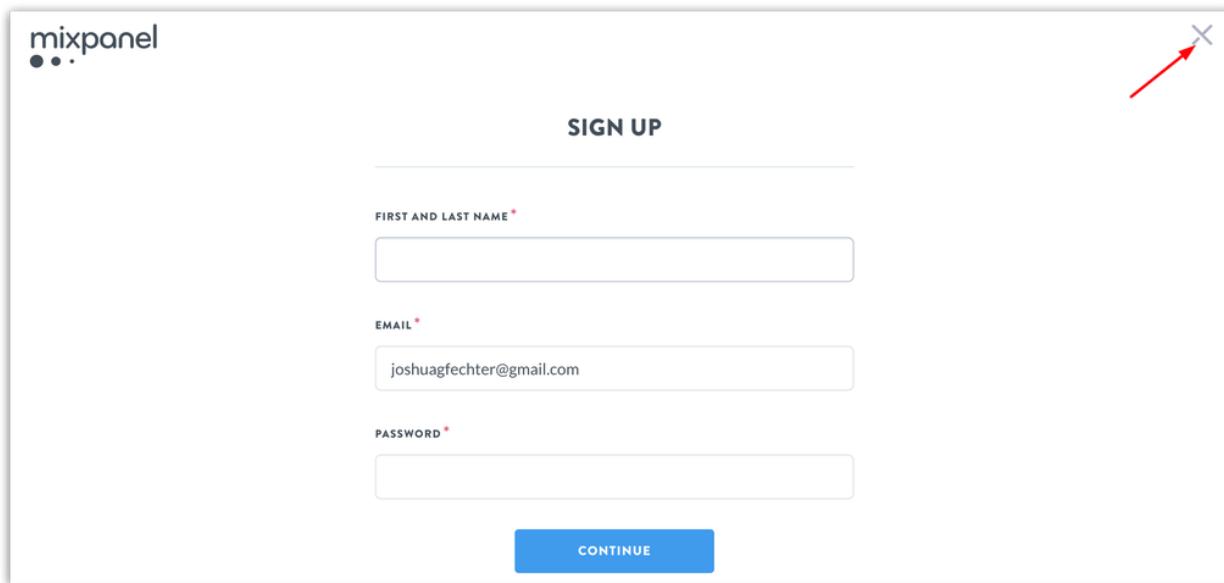
joshuagfechter@gmail.com

GET STARTED

Instead, I get a popup that looks exactly like a new page.

It loads instantaneously.

You can barely tell it's even a popup because the "X" is so small and the popup covers the entire page.



The cool part is when you fill out your information, it reloads another popup to ask for more.

This way Mixpanel's funnel retrieve lots of your information without you ever experiencing load time.

With a little CSS that you can grab from Github, you can create an overlay just like this one in minutes.

2. Grammarly

Grammarly is a free writing app to make their messages, documents, and posts clear, mistake-free, and effective. When you're looking to upgrade your Grammarly subscription, you have to click one of the packages.

Experience the Full Power of Grammarly

[Upgrade to Premium](#)

 Twice as Many Corrections
Premium users correct twice as many mistakes as free users, on average. With 400+ checks and features, you'll make every sentence your best yet.

 Get Better Results
Writing an academic essay? Drafting an important business email? We have you covered. Get customized checks for more than 30 different document types.

 Write With Confidence
Our plagiarism checker compares your content against a library of over 16 billion web pages, so you'll never have to worry about unintentionally borrowing content.

“It’s an online service that quickly and easily makes your writing better and makes you sound like a pro, or at least helps you avoid looking like a fool.”

Forbes

Choose Your Plan

INDIVIDUAL PLANS

Monthly	\$29.95 / month	Select
Quarterly	\$19.98 / month	Select
Annual	\$11.66 / month	Select

Billed as one payment of \$139.95

TEAM PLAN

Grammarly Business	\$10 / month / member	Select
--------------------	-----------------------	------------------------

Billed annually. 3 members minimum.

When you hit “Select,” rather than Grammarly taking you to a new page, the interface flips like a popup and provides you a place to fill out your payment details.

You chose:
Annual Plan \$11.66 / month
Billed as one payment of \$139.95

VISA AMERICAN EXPRESS DISCOVER PayPal

Card Number

Expiration Date Security Code i ZIP Code optional

Check out

Your subscription will automatically renew every 12 months. You will be charged \$139.95 on each renewal until you cancel in your account settings or by submitting a help desk request [here](#). If you cancel, previous charges will not be refunded, but you may continue to use the service until the end of the term you paid for.

By clicking the "Check out" button above, you are agreeing to our [Terms of Service](#).

Again, no new page loading.

It's a brilliant way to keep their prospects on the same page without them dropping off.

3. Squibler

This is the software company I helped create.

The software helps you write books faster.



Write & Publish Your Book in 30 Days

The only online tool that enables you to write books faster with better grammar. Try Squibler for FREE.

START YOUR 14-DAY FREE TRIAL



When you click on the “start my free trial,” it opens up a popup similarly to Mixpanel. Notice how you can’t even tell you’re looking at a popup.

Start Writing Your Book in 1 Easy Step

The only online tool that enables you to write books faster with better Grammar.

Your free-trial includes:

- Advanced Grammar Checker**
Squibler checks over 400 unique grammar errors to ensure every sentence is the best, all while tracking your progress.
- Research Organizer:**
Have all your chapters, notes, and images stored safely, then drag and drop them into the right place. Even use a split screen to see your notes and scenes at the same time.
- Exporting:**
Export and preview your files for Kindle, PDF, or print while keeping perfect image resolution.
- Flexible:**
Sync your writing with Google Docs, Dropbox, or your desktop so every chapter is stored safely.

Start Your Free-Trial

We ask for your credit card to allow membership to continue after your free 14-days trial, should you choose not to cancel.

Cardholder Full Name
Email
Card Number
Exp MM Exp YYYY CVV

Due Today \$0

Recurring \$19.99 billed starting 14-Days from today

Sign Up

Forbes Mashable Inc. HUFFPOST

Implement Today

To ensure you can still track conversions properly, use Google Tag Manager. Your visitors won't be going to a new page every time which makes it a little harder to track, but 100 percent doable. To get the overlay code that we use on Squibler.io, just [go here](#).

If you're still using the old model of taking visitors to new pages in every step of your funnel, it's time to switch your marketing strategy today.

10 Steps to Automate Exclusive Events at Scale for Your Ideal Customers

Credit: [Josh Fechter](#), Co-Founder of [BAMF.Media](#)

Want to throw exclusive events for your ideal customers?

Not just any customers either.

C-level executives, founders, and investors.

Now you can with little-to-no marketing cost.

As I've learned to throw exclusive events for a few of our clients to help them with B2B prospecting, we've created a refined system that gets results. By results, I mean leads, customers, and most importantly, everyone having a fun time.

Here's the playbook for throwing the most exclusive events in your city:

Step 1: Auto-Connect to Your Target Prospects in Your City

First, you need to make sure your LinkedIn profile is optimized for a high add-back rate. I write about this all the time because few people have a nice headshot, tagline, and cover photo on their LinkedIn profile. Once you've done that, you want to download the Chrome extension, [Linked Helper](#).

Use Linked Helper to connect to your target prospects at scale using Sales Navigator search. Sales Navigator will give you the ability filter down by a number of criteria, including industry, job title, city, and keyword. Plus, it gives you the ability to auto connect to thousands of prospects/month.



The screenshot shows a LinkedIn Sales Navigator interface with the following details:

- Header:** jason@jasonmeeker.com | message ID 133073
- Page Navigation:** <prev 1 2 3 **4** 5 next>
- Buttons:**
 - Add my signature to manual messages (▶ Add)
 - Connect all 2nd connections from search (▶ Connect) - A red arrow points to this button.
 - Connect all 2nd contacts in search
- Section Headers:** General, Invitation message, Clear, read how to
- Text:** Deprecated function! Use "Collect, Select & Invite 2nd & 3rd contacts" from the dropdown menu
- Statistics:**
 - Invited total: 9140
 - Invited in current period: 138
 - Current period state: FINISHED
 - Next period will start at: 02 Apr 2018 14:08
 - Hours between periods: 24
 - Connect new contacts per period: 160
- Buttons:**
 - Timeout settings
 - Connect all in search
- Text:** Last search page: https://www.linkedin.com/sales/search?facet=G&facet=
- Buttons:**
 - Continue connect from last search page
- Links:** Help, collapse, User manual

For events, you want to specifically target prospects who live in your city, then eventually neighboring cities. Depending on the size of your target prospect pool, this may take a couple of months of auto-connecting before you have most of your prospects in your network.

Step 2: Get the Emails of All Your Connections

Hit Settings & Privacy for a fast way to retrieve all the emails of your newly added prospects. You'll be using these emails as your source for outbound event prospecting.

The image shows the LinkedIn 'Me' dropdown menu. At the top, there are four icons: a briefcase for 'Jobs', a speech bubble for 'Messaging', a bell for 'Notifications', and a user profile for 'Me'. Below these, a circular profile picture of a man is displayed, with the word 'PREMIUM' in capital letters above it. The profile information includes the name 'Josh Fechter', title 'Co-Founder of BAMF Media', and a brief bio: '| Forbes Top 12 Innovative Founders to Watch | Mission to Empower 1 Million Founders'. A blue 'View profile' button is below the bio. The main menu is divided into sections: 'ACCOUNT' (which is currently selected, indicated by a grey background), 'Settings & Privacy' (with a red arrow pointing to it), 'Premium subscription settings', 'Help Center', and 'Language'. A 'MANAGE' section is at the bottom.

PREMIUM

Josh Fechter

Co-Founder of BAMF Media
| Forbes Top 12 Innovative
Founders to Watch | Mission
to Empower 1 Million
Founders

[View profile](#)

Access My Premium

ACCOUNT

Settings & Privacy ←

Premium subscription settings

Help Center

Language

MANAGE

Next, go to **Privacy**, then scroll down, click **Connections**, then **Request archive**.

The screenshot shows the LinkedIn 'Download your data' section. At the top, there are links for 'How LinkedIn uses your data', 'Privacy' (with a red arrow pointing to it), and 'Ads'. Below that, a section titled 'Download your data' says 'Download an archive of your account data, posts, connections, and more'. It explains that LinkedIn data belongs to the user and can be downloaded at any time, with a link to 'visiting our Help Center'. There are two options: 'The works: All of the individual files plus more' (radio button) and 'Pick and choose: Select the data files you're most interested in' (radio button, which is selected, indicated by a red arrow). Under 'Pick and choose', there is a grid of checkboxes for selecting data types: Articles, Imported Contacts, Invitations, Recommendations, Rich Media, Connections (which is checked, indicated by a red arrow), Messages, Profile, and Registration. At the bottom, a blue button labeled 'Request archive' is highlighted with a red arrow, and a note says 'Your download will be ready in about 10 mins'.

You now have all the emails of your target prospects.

Step 3 v1: Get Targeted LinkedIn Profiles at Scale (Phantombuster Way)

Now you want to get the LinkedIn profile URLs of your target demographic at scale. There are two ways to do this. One is to use [Dux-Soup's](#) feature called Scan Profiles. If you're in Sales Navigator, it will return the Sales Navigator profile URL. Dux-Soup will enable you to get Sales Navigator profile URLs by the thousands because it doesn't visit the actual profile; otherwise, you'd get banned. The problem: you need the original LinkedIn URL, not the Sales Navigator one.

dux-store | planner | options | about | v5.11.7



636 profiles recorded

1 visit today

Robot & Recorder for this tab: ON

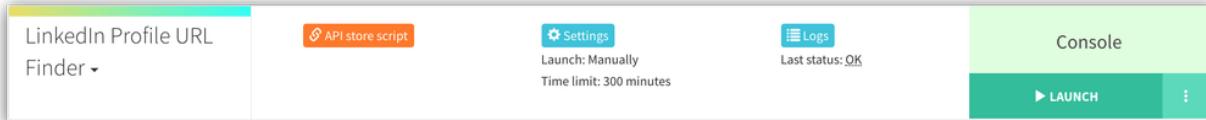
VISIT PROFILES	Visit profiles in the current result page, records their details too (*).
SCAN PROFILES	Record profiles without visiting.
STOP ROBOT	Stop the ongoing automated action.
DOWNLOAD DATA	Download the captured profiles.
REVISIT DATA	Upload a file for revisiting.
SEARCH BY TAG	Find previously tagged profiles.
CLEAR DATA	Reset the recorder. <i>(does not affect visit history)</i>

*: only available when the Dux icon colours green, indicating that the browser is displaying a People-search result. Hit Stop Robot to stop the automated action.

To get the original LinkedIn profile URL, you want to use a tool called [Phantombuster](#). Take all the data from Dux-Soup, then put it into a spreadsheet. It should look like this:

C	D	E
Full Name	Company Name	Full Name + Company Name
Aadil Shadman	propakistani	Aadil Shadman propakistani
Aaditya Khadka	wireowl	Aaditya Khadka wireowl
Aakash Kawale	hacked	Aakash Kawale hacked
Aap Dec	finance	Aap Dec finance
Aaron	thebrokebackpacker	Aaron thebrokebackpacker
Aaron A Day	investoffshore	Aaron A Day investoffshore
Aaron Aupperlee	triblive	Aaron Aupperlee triblive

Next, get the LinkedIn Profile URL Finder in Phantombuster. This tool works by scraping Google, then providing the first LinkedIn URL based on a search query of “name” + “company.”

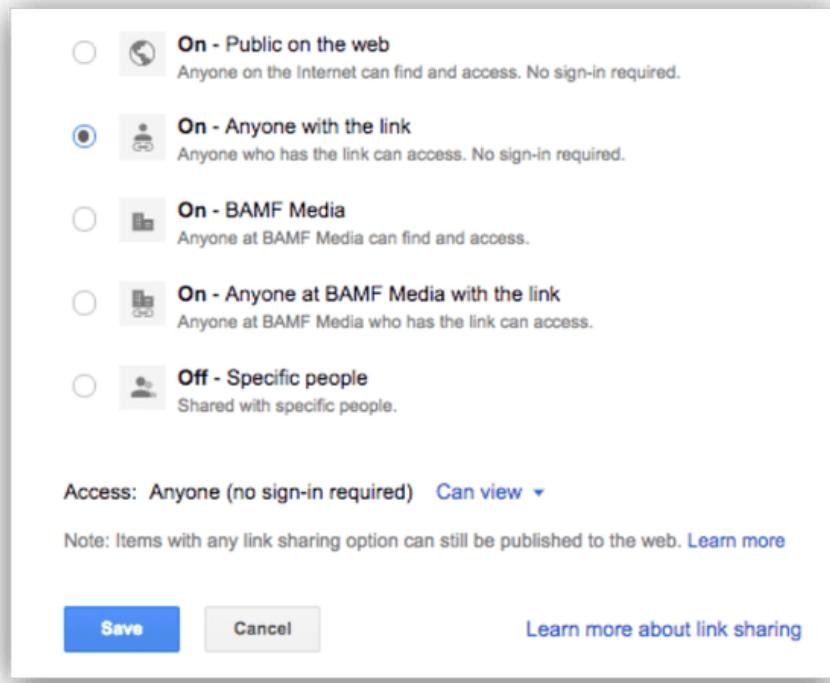


Click the three dots next to “LAUNCH” and a popup will appear:



Make sure these things are in order:

- “spreadsheetUrl” is the same URL as your Google Sheet
- Remove “/edit” and anything that comes after in your Google URL
- Go to your settings to make sure the Google Sheet is accessible to anyone with the link



- “columnName” matches the name of your sheet, in our case, it’s “Full Name + Company Name”
- Make sure the sheet we selected is the first sheet in the Google Sheet

Now, you’re ready to click “LAUNCH” and get started.

As the script is running, make sure that the first name extracted matches the first name in our spreadsheet. This is generally an indicator that the script is running successfully.

Once it’s done running, scroll down the page to this section:



The screenshot shows a file download dialog with the following details:

- File Name:** result.csv
- Date:** Tue Jan 23 2018
- Size:** 323.2 kB
- Actions:** Refresh, Download / get link, Delete

The content of the CSV file is a list of LinkedIn URLs, starting with:

```

linkedinUrl,query
https://www.linkedin.com/in/sean-m-donlan-cfp%C2%AE-chfc%C2%AE-clu%C
https://www.linkedin.com/in/janet-sherry-41167839,"Janet Sherry Fore
https://www.linkedin.com/in/lizalbritton,"Liz Albritton Monarch Ad
https://www.linkedin.com/in/timestescfp,"Tim Estes Estee Financial S
https://www.linkedin.com/in/jasonfeldman1,Jason Feldman Barnum Finan
https://www.linkedin.com/in/robertwolfecfp,"Robert B. Wolfe Integrat
https://www.linkedin.com/in/kyle-m-greenwell-cfp%C2%AE-46676a52,Kyle
https://www.linkedin.com/in/adamwhitesell,"Adam Whitesell Ameriprise
https://www.linkedin.com/in/mirama,Mira M. Ma Aspire Planning Associ
https://www.linkedin.com/in/johnacorey,"John Corey Ameriprise Financ
https://www.linkedin.com/in/jay-stokes-902bb423,Jay Stokes Stokes Fi
https://www.linkedin.com/in/joshua-lincoln-38424611,Joshua Melda Lin
https://www.linkedin.com/in/tim-mcnamara-cfp%C2%AE-256389a6,Tim McNa
https://www.linkedin.com/in/tadgray,Tad Gray Financial Solutions Adv
https://www.linkedin.com/in/michael-klonksy-91889b21,"Michael Klonks
https://www.linkedin.com/in/matthew-witter-cfp%C2%AE-aif%C2%AE-c-k-p
https://www.linkedin.com/in/dustinzahn,Dustin J. Zahn MassMutual Fin
https://www.linkedin.com/in/romanowleath,Steve Romano National Finan

```

Click “Download / get link” to download a CSV containing all the LinkedIn URLs. Copy the LinkedIn URLs into your Google Sheet.

Keep in mind that Phantombuster runs 60 minutes at a time and goes through around 2,000 rows.

If you have more than 2,000 rows of data, you will have to:

- Duplicate the spreadsheet
 - Delete the rows that we have already found LinkedIn URLs for
 - Run Phantombuster on the duplicated sheet
- ... rinse and repeat until we are done. Once you’re done, combine all the lists again.

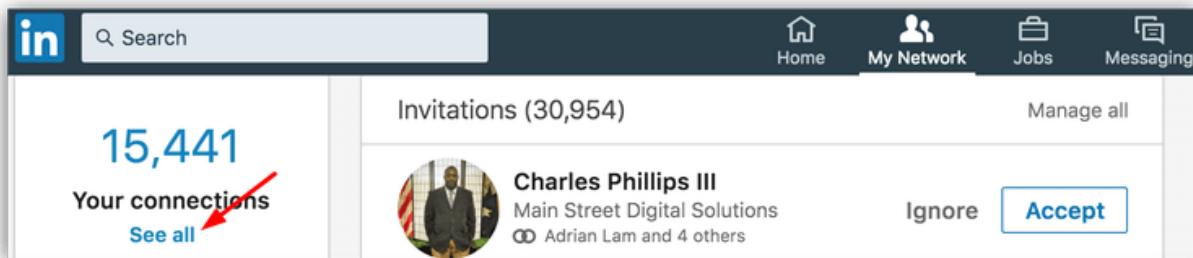
Step 3 v2: Get Targeted LinkedIn Profiles at Scale (Basic Search)

The second way to get LinkedIn profile URLs at scale is using LinkedIn basic search. It's less time consuming, but you get fewer filters when scraping the data. For example, with LinkedIn's basic search, you can't specifically target people with more than 50 employees in their company. You can only input their city and job title. This is why the Phantombuster way is preferable.

For the many that want a less complicated way, here's how you use LinkedIn basic search:

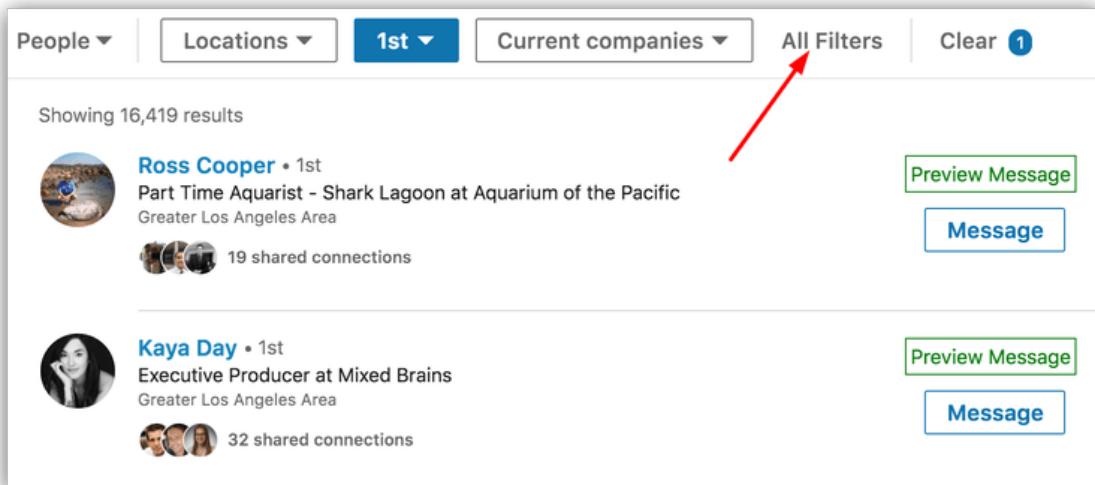


Step 1: Click My Network, then See all.



The screenshot shows the LinkedIn homepage. At the top, there's a search bar and navigation links for Home, My Network, Jobs, and Messaging. Below the header, a large box displays '15,441' connections, with a red arrow pointing to the 'See all' link under 'Your connections'. To the right, there's a card for 'Charles Phillips III' from 'Main Street Digital Solutions' with an 'Accept' button. A link 'Invitations (30,954)' with a 'Manage all' link is also visible.

Step 2: You'll now have access to LinkedIn basic search. Use Dux-Soup to scrape the LinkedIn URLs at scale.



The screenshot shows the LinkedIn basic search interface. It includes filters for People, Locations, 1st, Current companies, and All Filters (with a red arrow pointing to it). The search results show 16,419 results for '1st' connections. Two profiles are listed: 'Ross Cooper' and 'Kaya Day'. Each profile card includes their name, connection status, job title, location, shared connections count, and two buttons: 'Preview Message' and 'Message'.

As you can see, there aren't that many ways to filter in the LinkedIn basic search.

The screenshot shows the LinkedIn search interface with several filter options highlighted by red arrows:

- Title:** A text input field for specifying a job title or role.
- Locations:** A text input field for adding a location, with a dropdown menu below it showing options like United States, San Francisco Bay Area, Greater Los Angeles Area, etc.
- Industries:** A text input field for adding an industry, with a dropdown menu below it showing options like Marketing and Advertising, Internet, etc.

Keep in mind, you can grab up to 800 people/profiles per search. If you want more than 800 without overlapping profiles, then I recommend you switch between industries, location, and job titles.

Step 4: Personalize Your Emails

Before you get excited to email people, we need to organize the data. This means having columns of LinkedIn URLs next to the emails, names, and company titles you originally exported via your LinkedIn settings. The fastest way to do this in Google Sheets is to use an [Index + Match](#) function. Now your data is nicely organized.

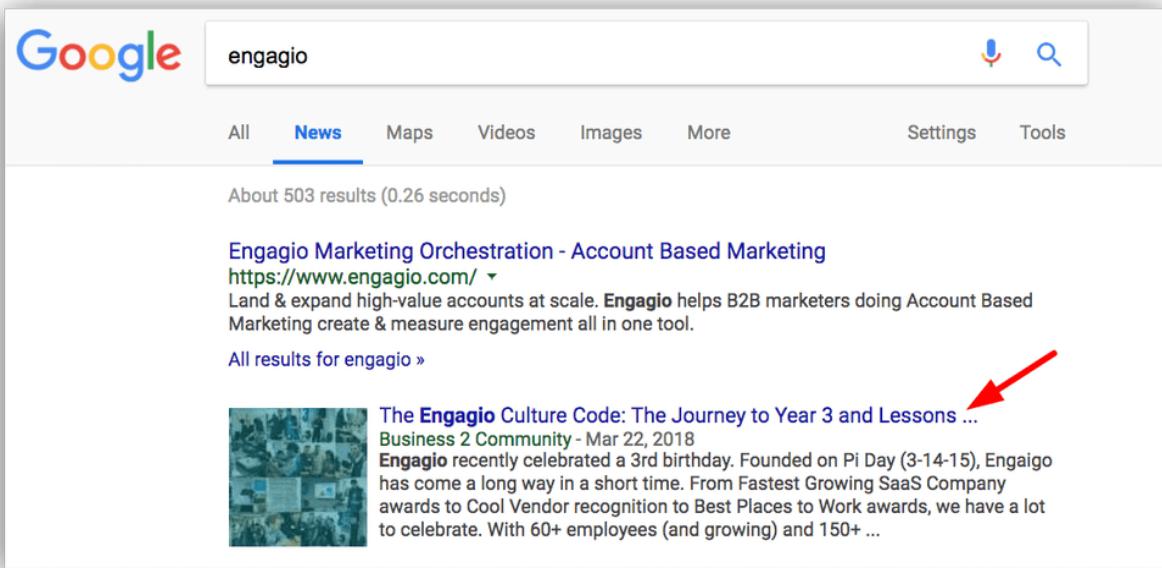
A	B	C	D	E	F	G	H	I	J	K
First Name	Last Name	Full Name	Email	LinkedIn Profile URL	Position	Company	Good News	Email Follow-Up	LinkedIn Follow-Up	Attending

Here's where it gets personalized. Create an extra column titled "good news." Now, hire a virtual assistant from Freelancer or Upwork to fill this column in with publication links referencing positive news about the company. Only take publication links less than two months old.





The easiest way to have a freelancer find these publication links is to have them use Google News, then plug in the name of the company. On average, it should cost 20 cents per a publication link.



A screenshot of a Google News search results page for "engagio". The search bar shows "engagio". Below it, the "News" tab is selected. The results section displays one news item:

Engagio Marketing Orchestration - Account Based Marketing
<https://www.engagio.com/> ▾
Land & expand high-value accounts at scale. Engagio helps B2B marketers doing Account Based Marketing create & measure engagement all in one tool.
[All results for engagio »](#)

Below this, there is a snippet of another article:
 **The Engagio Culture Code: The Journey to Year 3 and Lessons ...**
Business 2 Community - Mar 22, 2018
Engagio recently celebrated a 3rd birthday. Founded on Pi Day (3-14-15), Engagio has come a long way in a short time. From Fastest Growing SaaS Company awards to Cool Vendor recognition to Best Places to Work awards, we have a lot to celebrate. With 60+ employees (and growing) and 150+ ...

A red arrow points from the text "Well worth it." to the "Lessons ..." part of the snippet.

It took me a couple of seconds to find a positive piece about the company, Engagio.

If you're sending out 1,000 personalized emails, then this is an added \$200 cost.

Well worth it.

Step 5: Email Your Connections at Scale

You've downloaded all your LinkedIn connections' emails.

You have a positive press piece about each one.



It's time to send out emails.

My favorite cold email tool is [Mailshake](#) created by well-known growth marketer, Sujan Patel.



Mailshake gives you email sequences, spaces out your sends, syncs with Zapier, and gives you full reign on your cold email skills. Here's an example email:

Subject line: *LA event with 30 CMOs*

"Hey Sam,

We're connected on LinkedIn.

I run the largest community online for marketers and founders. To date, we've had 150 exclusive events.

I noticed you're also based in Los Angeles.

As the CMO of Soothe, it made sense to reach out, especially after reading [insert article title here].

I want to extend an invite to you for a rooftop mixer in Venice where we'll have 30 of the top CMOs in Los Angeles, including [credible name one] and [credible name two].

There will be refreshments, champagne, along with a beautiful view of LA. With that said, we only have a limited number of spots open.

The date is [X date and time].

Please let me know if you're interested.

If yes, I'll send you the link to the event page.

Looking forward to hearing back.

-Josh

P.S. If you have any questions, just book a time here: <https://calendly.com/jfechter/15>"

If you're targeting the upper echelons of exclusive people, then I recommend the primary call to action being a phone call for the event. Here's why: people aren't used to it. They're used to getting spammed with event invites. Also, it doesn't hurt to hop on a lot of calls with prospects.

The email template will look something like this:

Subject line: [Invite] LA event with 30 CMOs

"Hey Sam,

We're connected on LinkedIn.

I run the largest community online for marketers and founders. To date, we've had 150 exclusive events.

I noticed you're also based in Los Angeles.

As the CMO of Soothe, it made sense to reach out, especially after reading [insert article title here].

I want to extend an invite to you for a rooftop mixer in Venice where we'll have 30 of the top CMOs in Los Angeles, including [credible name one] and [credible name two].

There will be refreshments, champagne, along with a beautiful view of LA. With that said, we only have a limited number of spots open.

The date is [X date and time].

*Please find a time that syncs with your calendar to ensure this is the right fit for you:
<https://calendly.com/jfechter/15>*



Looking forward to speaking.

-Josh”

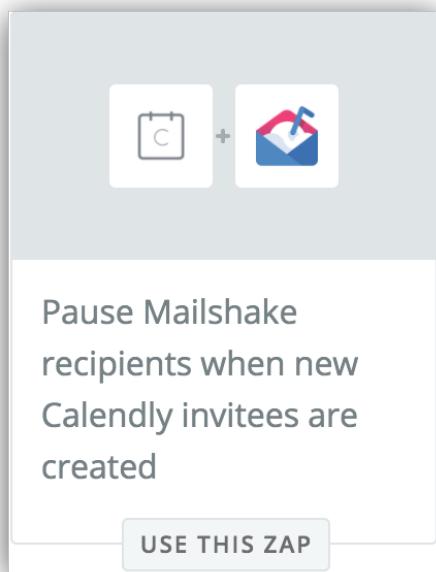
It's a subtle text change but makes a world of difference when reaching out. If you want to close top-notch people to attend events, you need to do what others won't. That means hopping on calls when your competitors are running Facebook ads with designs from Fiverr.

Step 6: Use Zapier and Trello to Follow-Up with Key People

What happens when they book a call?

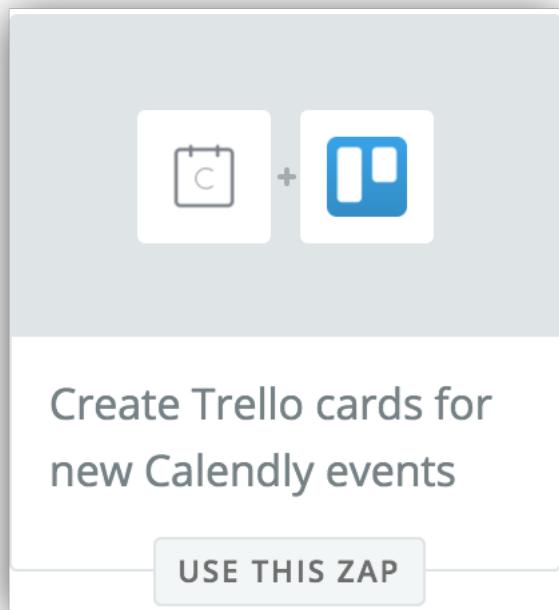
First, use Zapier to remove them from the sequence ASAP.

If you don't do this, then you'll make a bad impression – to say the least.



Next, sync all calls with Trello or an advanced CRM.

For young startups, Trello works great.



What I love about Trello is we have a VA update all the leads with more details. This way we know who we're hopping on a call with – everything from their marketing budget to where they were recently featured.

BAMF Media (Call) with todd (██████████)

Phone #: ██████████

Company Name:

Company Website:

Est Marketing Budget:

Recent News:

Event Meeting Start Date-Time: █████ - Wednesday, █████

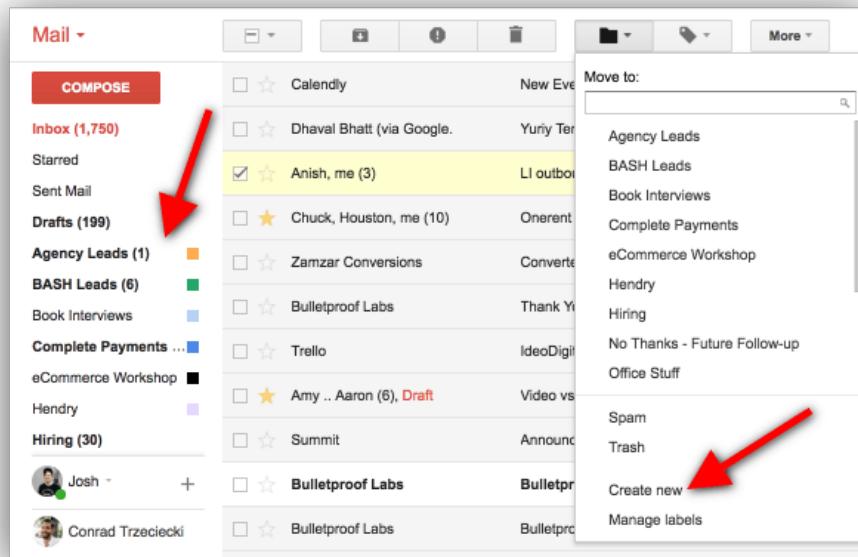
A screenshot of a Trello lead card. The card has a title "BAMF Media (Call) with todd" with a redacted URL. It contains several text input fields: "Phone #", "Company Name", "Company Website", "Est Marketing Budget", "Recent News", and "Event Meeting Start Date-Time". The "Event Meeting Start Date-Time" field shows a date and time with redacted details.

It's important to know these details beforehand to determine the effort to put into each call or whether they're even worth following up with if they're a no-show.

Step 7: Hire a VA to Organize Leads and Your Spreadsheet

Don't just keep the notes in Trello.

Make sure to update your primary spreadsheet with what prospects have booked calls using Calendly and have directly responded via email. This way you can find common patterns and prevent reaching out to a person who's already interested. The best way to do this is to have a virtual assistant bucket your leads into Gmail labels "respond ASAP," "not interested," "do not contact." This will save you a ton of time when replying.



So far we've covered a heck of a lot about cold email with event marketing.

What happens if they don't respond to cold email?

That's why we have their LinkedIn URL.

Step 8: Send LinkedIn Messages to People at Scale

Take all the LinkedIn URLs of people who haven't responded via your email sequence.

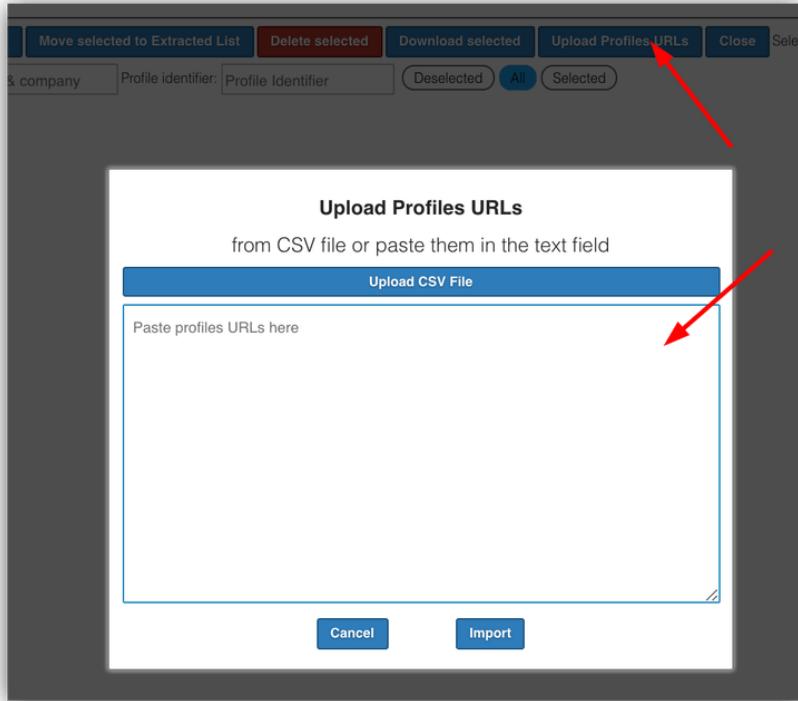
Now uploaded all those URLs into Linked Helper.

Click **View collected**.

The screenshot shows the 'Linked Helper' interface. At the top, it displays an 'Enterprise license expires in 62 days' message, the email 'josh@joshfechter.com', and the 'Inst. ID : 99075'. Below this, there are sections for 'Profiles Extractor' (with 'Collect' and 'Extract' buttons) and 'Invite 1st connection to join a group' (with 'Collect' and 'Invite' buttons). A sidebar on the left is titled 'Profiles extractor' and contains buttons for 'Collect', 'Extract', and 'Export'. It also shows statistics: 'Already extracted' (54) and 'In queue' (0). The 'View collected' button is highlighted with a red arrow. Other buttons in the sidebar include 'Collect contacts from search', 'Open lists manager', and 'Delete list'. At the bottom of the sidebar are 'Help', 'collapse', and 'User manual' links.

Click **Upload Profile URLs** in the top right-hand corner.

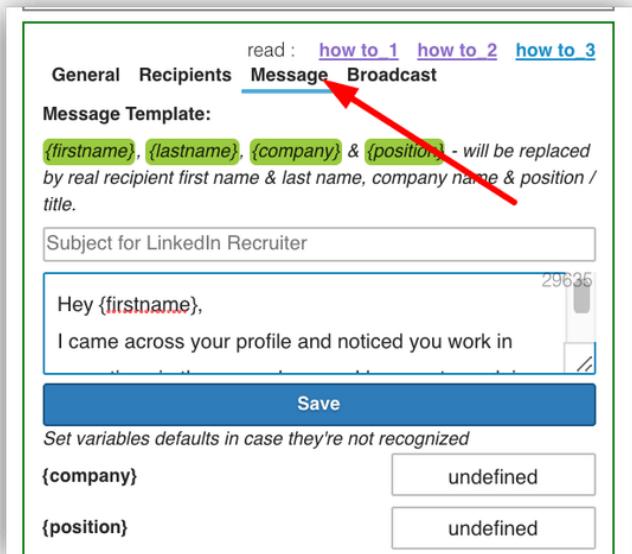
Upload the CSV of all the LinkedIn URLs of people who haven't responded.



Next, we want to message first connections with the invite.

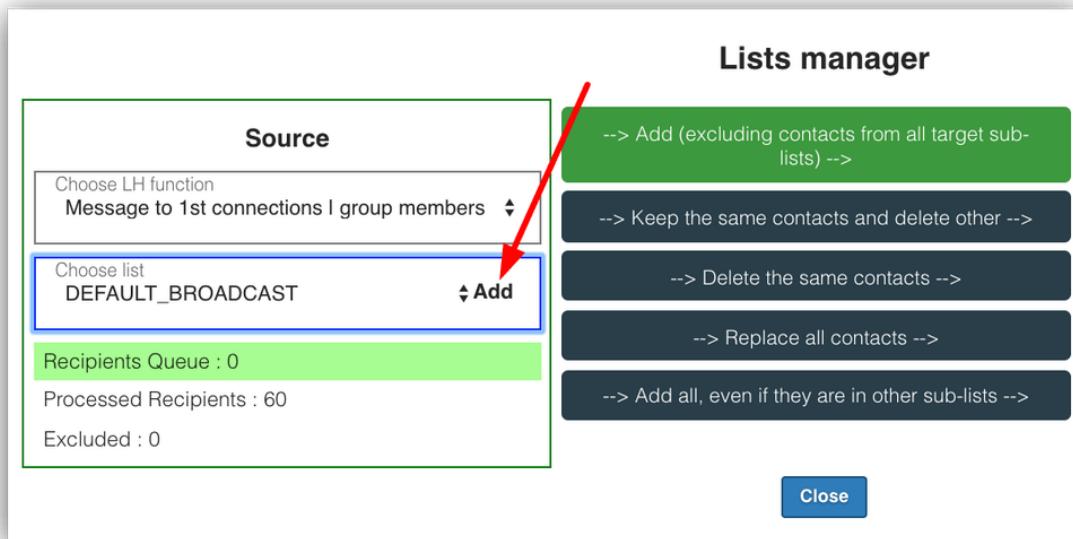
"Hey James,

I emailed you a few times. Haven't heard anything back, so I wanted to follow up here. We're having an event...."



Once you've written your message, then **Open lists manager** to choose the LinkedIn profile list you uploaded.

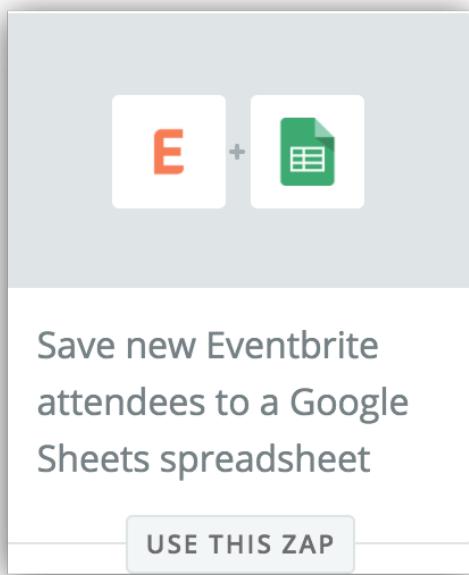
Select the right list.



Then use Linked Helper to auto message 40 people/day. This is not a lot of people, but it's important we keep the numbers low so we don't get your LinkedIn profile banned. You want to have a VA looking over everyone who responds to you via LinkedIn. Make sure they note who responds in your primary spreadsheet.

Step 9: Keep Automating with Eventbrite

Eventbrite enables you to auto-populate a spreadsheet based on who says they're attending. Sync this spreadsheet with your primary one that keeps track of all the follow-ups with your target profiles.



This way you're constantly updating the status of your event attendees without lifting a finger. The reason for this is it helps close the gap where people who say they're attending, actually attend. Plus, it shows where you're having the most success in acquisition and retention. There's no way to track what email or LinkedIn copy works best if you don't see where the conversions come from.

Step 10: A Couple of Extra Steps for Perfection

Want to induce a sense of FOMO?

Run Facebook and Instagram remarketing ads to everyone on your email list highlighting the best parts of past events. You can do this by uploading these emails into Facebook as a Custom Audience.

Josh Fechter
Written by Joshua Fechter [?] · December 30, 2017 · [...](#)

Hi, my name is Josh.
I'm the co-founder of BAMF Media.
I'd love for you to learn more about what we do to empower founders and entrepreneurs.

Join the Movement [Learn More](#)

This is an exclusive list.

Not a list of 1,000 people who are attending.

To make sure every who says they're attending shows up, send follow up emails to confirmed attendees using Mailshake. This way they look like they came directly from your Gmail. Use these emails to announce new attendees. This provides credibility for your event. I would only do this a couple of times before your event. Here's an example:

Subject line: New attendees

"Hey James,

I have exciting news.

[credible name] from **[credible company]** + **[credible name]** from **[credible company]** said they're attending. I dropped a couple of links to their LinkedIn profiles below so you can connect with them before the event.



Alex: [profile URL]

Josh: [profile URL]

Cheers!"

The most important email is sent on the morning of or the night before the event.

It's a small reminder that can increase your attendee rate by 20%.

Here's what it looks like:

Subject line: Coming to the event, tonight?

"Hey James,

I wanted to make sure you're still coming to the event.

We've prepared food, seating, and staff for exactly [X number] CMOs.

For a quick reminder, here are the details: [link here]

Looking forward to hearing back.

Cheers,

Josh"

Let's Party

"We see our customers as invited guests to a party, and we are the hosts. It's our job every day to make every important aspect of their customer experience a little bit better." -Jeff Bezos

If you're ready to throw exclusive events, you now have the playbook. Whether you're a marketer, founder, or someone who just wants to host get-togethers, now you can automate the entire process.

Time to party.



How to Get Leads from Events at Scale

Credit: [Ricardo Ghekire](#), Chief Fun Maker at [B2B Marketers & Founders](#)

People love attending events because they get to surround themselves with like-minded people. It allows me to connect on a human level, not a digital one.

In this guide, you'll learn how to connect with people before and during events.

Step 1: Get the Attendee List of an Event

Before you can get the most of your event, you need to know who is attending.

This is the hardest part since some of the event organizers are aware of the lurky marketeers like myself.

Which is great since it helps us stay on top of our game.

The goal in order to proceed to Step 2 is having a list of the following in a Google Sheet:

1. First Name
2. Last Name
3. Company name (optional but will increase the results dramatically)

To get this data you can scrape it or ask for it from the organizer.

	A	B	C	D
1	First Name	Last Name	Company	First Name Last Name Company
2	Ricardo	Ghekire	Fastforward	
3	Tom	Hofman	Django	
4	Luc	Geelen	VDAB	

If you receive the list in a Google Doc or PDF, copy it to a Google Sheet.

Don't worry about the structure of the names and companies. We'll take care of that later in this guide. If the attendee list isn't sent to you, it's always worth a shot to ask for the attendee list from the organizer.

Most of the time, the list isn't just given to you because they want you to buy the ticket in order to meet these "famous people." Case in point below.

BREAKTHROUGH AT BIO 2017		
JUNE 19-22 • SAN DIEGO		CONVENTION.BIO.ORG • #BIO2017
Sample Attendee List		
Company	Title	Country
ZZ Biotech, LLC	Chief Operating Officer	United States
Zynerba Pharmaceuticals	VP, Commercial	United States
Zymo Research Corp.	VP Business Development	United States
Zymo Research Corp.	VP Global Marketing	United States
Zymeworks Inc	Manager, External R&D and Alliances	Canada
Zymeworks Inc	Senior Manager, External R&D and Alliances	Canada
Zymeworks Inc	Associate Director, External R&D and Alliances	Canada
Zymeworks Inc	Project Manager	Canada
Zymergen, Inc.	CCO	United States

We are going to automate Linkedin searches on the terms you have in your sheet in order to find these people. You'll need to have a column with the "company + Title" like this:

	A
1	YposKesi CEO

Create a new tab and copy paste all the terms into the first column.

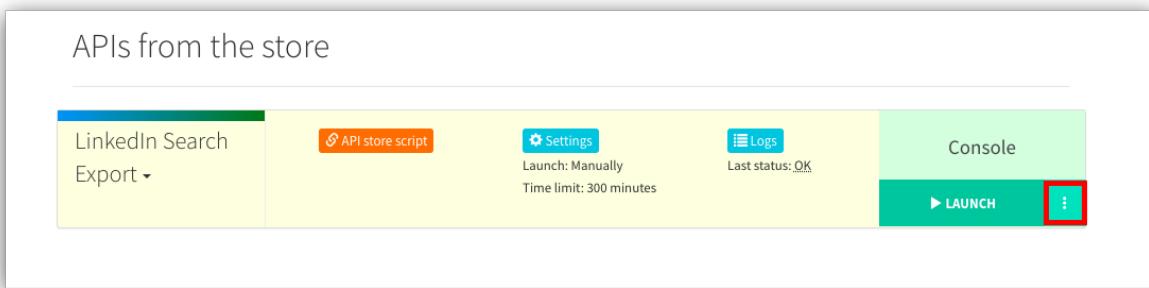
Once you have a Google Sheet with one column on your first tab as the image above, it's time to set up Phantombuster.

Step 1: Set up Phantombuster

Click on the orange button right [here](#).

If everything went right this is the screen you'll see:





Click on the three dots.

This screen will pop up:

The dialog box is titled "Configuration of LinkedIn Search Export". It contains the following fields and settings:

- *LinkedIn session cookie**: Input field containing "your_session_cookie".
- *LinkedIn search terms**: Input field containing "SpaceX engineer".
- Search options**:
 - Search in your 1st degree connections
 - Search in your 2nd degree connections
 - Search in your 3rd+ degree connections
- Number of pages to go through in the search results**: Input field containing "5".
- Instructions**:
 - Please be gentle.** This API will manipulate LinkedIn on your behalf. Browsing hundreds of pages in a short period of time is not recommended.
 - Write back your search query in the result CSV**: A checkbox that is checked.

Linkedin session cookie:

- Using Chrome, go to your LinkedIn homepage
- → Right click anywhere on the page and select “Inspect”

View Page Source

Inspect

- Locate the “Application” tab, this might be hiding these 2 arrows ‘>>’.
- Select “Cookies” > “http://www.linkedin.com” on the left menu.
- Search for “li_at”

The screenshot shows the Chrome DevTools interface with the "Application" tab selected. On the left, there's a sidebar with options like Local Storage, Session Storage, IndexedDB, Web SQL, and Cookies. Under Cookies, there are entries for https://www.linkedin.com, https://media.licdn.com, and https://radar.cedexis.com. The entry for https://www.linkedin.com is expanded, showing individual cookies. One cookie, "li_at", is highlighted with a gray background. A table on the right lists the cookie details: Name (li_at) and Value (AQJ2PTEmc2FsZXNfY2lkPTQ0OTc0MjMwNSUzQSUzQTEy...). Other visible cookies include lang, li_a, liap, and lidc.

Name	Value
lang	v=2&lang=en-us
lang	"v=2&lang=en-us"
li_a	AQJ2PTEmc2FsZXNfY2lkPTQ0OTc0MjMwNSUzQSUzQTEy...
li_at	AQEDAQ4hkbQC_WEOAAABY0t9-m0AAAFj3B2OuFYAo6X...
liap	true
lidc	"b=TB12:g=1851:u=1090:i=1527968257:t=1528053024:s=A..."

Copy the long code next to li_at as shown above (Double click on it then Ctrl+C) and paste it next to your “Session Cookie.”

Google Sheet URL:

Before copy-pasting the URL on the second line, make sure the settings are set to “Anyone with the link can edit.”

The screenshot shows the "Share with others" dialog in Google Sheets. At the top, it says "Share with others" and "Get shareable link". Below that, it says "Link sharing on" with a "Learn more" link. A dropdown menu shows "Anyone with the link can edit" is selected. To the right of the dropdown is a "Copy link" button. Below the dropdown is the shareable link: "https://docs.google.com/document/d/15c-NnLLk3m1Kbt1pX7v85vzlJbR1372F00jbG". There is also a "People" section where you can enter names or email addresses, with a "Done" button at the bottom left and an "Advanced" link at the bottom right.



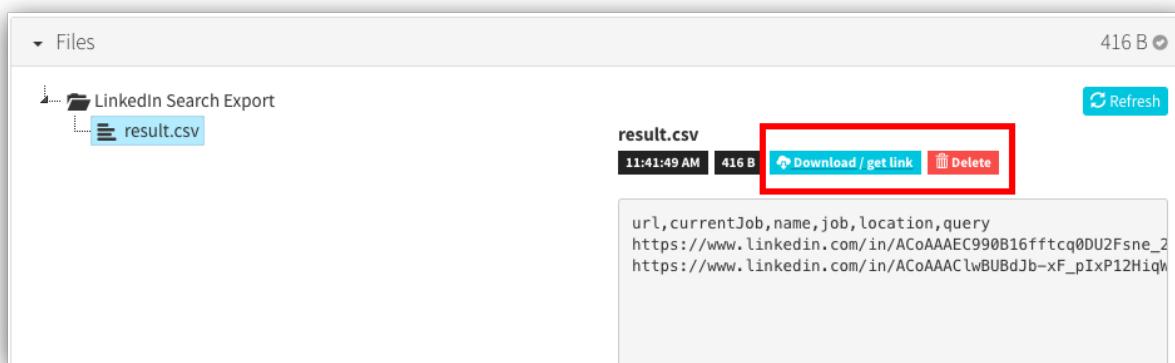
Search degree

Go to your LinkedIn search and ensure to check 1st connections, you never know if you already know them. Now let Phantombuster do the rest of the work.

Click "Launch."

Step 2: Import data in Google Sheet

Once the bot has stopped running, you can scroll down and download your data in a CSV file as in the image below:



Go back to your Google Sheet and press File → Import → upload → downloaded file → create new sheet.

Your data should look a little bit like this now:

	A	B	C	D	E	F
1	url	currentJob	name	job	location	query
2	https://www.linkedin.com/in/ACoAAEC990B16fftcq0DU2Fsne_2Bn7XxOBaSk/	CEO at Novasep Belgium	Alain Lamproc	Chief Executive Officer at Ypo Paris Area, France	YposKesi CEO	
3	https://www.linkedin.com/in/ACoAAAClwBUBdJb-xF_pIxP12HiqW/	President at Yposkesi	Frederic Revah	Chief Executive Officer at Gen Paris Area, France	YposKesi CEO	

Since you now have a list of people who are attending the event, you can skip Step 2 and 3 and head over to Step 4 to learn how to segment this audience. If you just have their name and company name, then proceed to Step 2.

Step 2: Format Your Data

Here's how to use your data to find peoples' LinkedIn URLs to connect with them before the event.

As said in step 1, you'll need the data formatted like this:

	A
1	Name + Company
2	Ricardo Ghekire Fastforward

1 column with the name of the attendee and preferably the name of the company.

Let's say you have 3 different columns and want to bring it all together in the 4th one.

	A	B	C	D
1	First Name	Last Name	Company	
2	Ricardo	Ghekire	Fastforward	

Step 1:

Go to the D column and paste the following code inside

```
=concatenate(A1;" ";B1;" ";C1)
```

Tip: in case you only have 2 columns (name + company) you can use this code:

```
=concatenate(A1;" ";B1;)
```

You'll see that the first, second and last column are now sitting together like this:

	A	B	C	D
1	First Name	Last Name	Company	First Name Last Name Company
2	Ricardo	Ghekire	Fastforward	

Step 2:

Click on the D column as in the image below to select to full column.

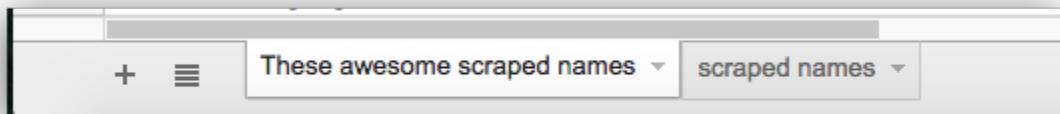
	A	B	C	D
1	First Name	Last Name	Company	First Name Last Name Company
2	Ricardo	Ghekire	Fastforward	Ricardo Ghekire Fastforward
3	Tom	Hofman	Django	Tom Hofman Django
4	Luc	Geelen	VDAB	Luc Geelen VDAB

Press **CMD + D (MAC) or Control + D (windows)** and watch the magic happen.



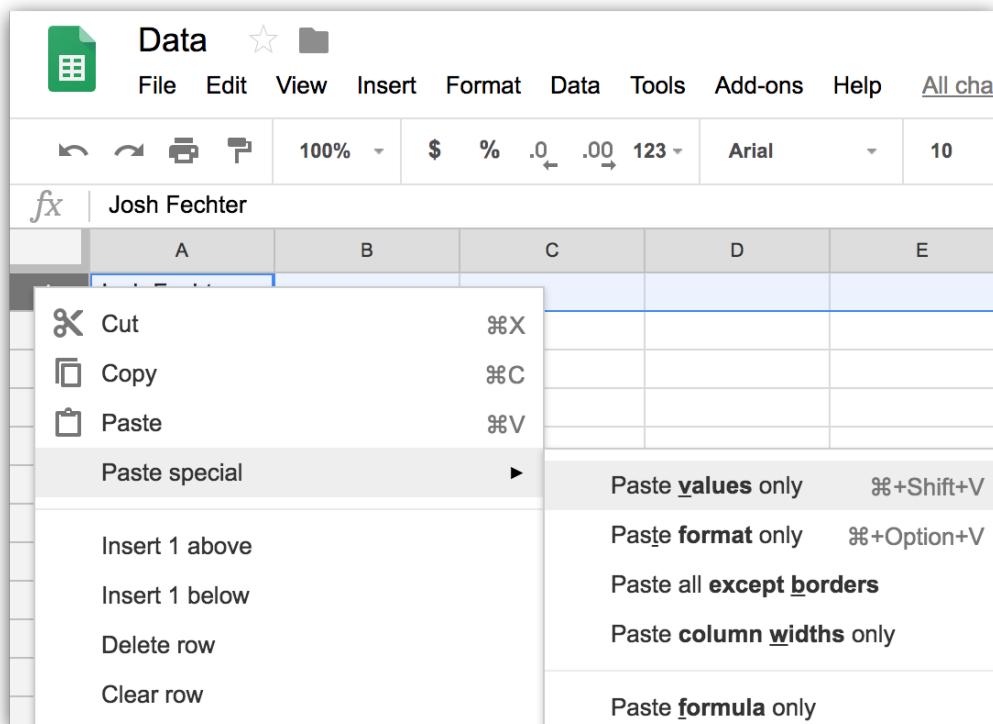
Step 3:

Now it's time to create a new tab and drag it to the first row. Name it: "These awesome scraped names." It's important that this tab comes before your scraped data.



Step 4:

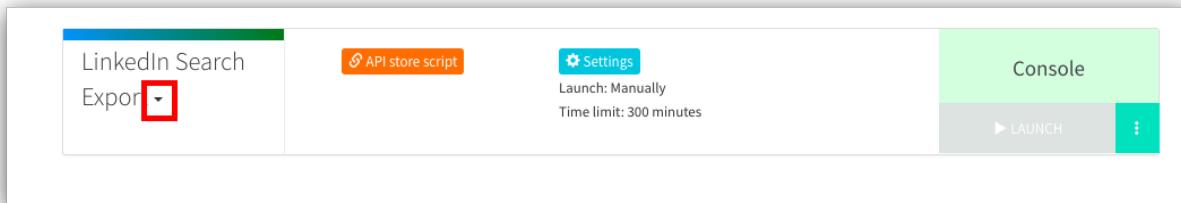
Copy the whole column (G) in your new tab. Make sure to copy it with the values.



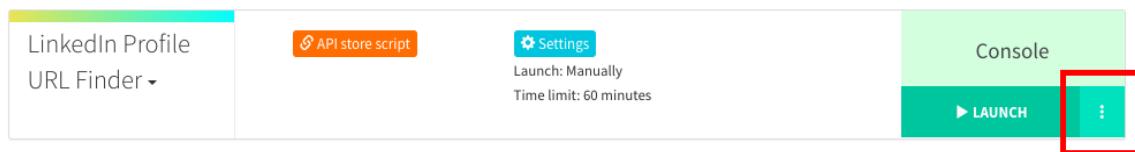
Create a new row, just above your first name (in this case Ricardo Ghekiere), and give it a name: "**Names**" → **important step**

Step 3: Get LinkedIn URLs to Connect at Scale

Time to find their LinkedIn URLs with Phantombuster.



Click [here](#) to start using Phantombuster and press “Use this API.” You’ll see the following screen.



It's time to hit those three green dots as shown in the example above.

This screen should pop-up:

The configuration dialog for the LinkedIn Profile URL Finder. It includes fields for 'Spreadsheet URL of names to find' (containing 'https://docs.google.com/spreadsheets/d/1nAqPZu16jyJWFNEhP1E020ghL2Q-dt_EyghWIpVKqIQ'), 'Column name from which to get first and last names' (set to 'Full name'), and 'Output CSV name' (set to 'result'). At the bottom are 'Cancel' and 'Save' buttons.

Configuration of LinkedIn Profile URL Finder

*Spreadsheet URL of names to find [\(?\)](#)

https://docs.google.com/spreadsheets/d/1nAqPZu16jyJWFNEhP1E020ghL2Q-dt_EyghWIpVKqIQ

Enter either a Google Spreadsheet URL or a CSV URL (make sure your file is publicly available)

Column name from which to get first and last names [\(?\)](#)

Full name

By default, we'll use the first column of your spreadsheet (column A)

Output CSV name

result

Cancel Save

It's asking for these two things:



1. The URL of the editable Google Sheet with all those attendee names and companies and;
2. The name of the column those names are in. If you have followed my steps above, this should be “Names”
3. As a final step, you’ll have to add the name of the column your attendee names are in. If you followed the steps above exactly, this should be: “Names” (watch the capital letter).

	A
1	Names
2	Ricardo Ghekere Founder Worcc

4. Save the settings. Click Launch
5. Download the the resulting CSV file

Files

LinkedIn Profile URL Finder

result.csv

01:10:55 8.1 kB

Download / get link Delete

6. Go back to your Google sheet and press File → Import → upload → upload your downloaded file → create new sheet. You now have a list of targeted Linkedin URLs.
7. Before reaching out, you’ll see that some of the Linkedin URLs weren’t found. No biggie. Before reaching out, let’s delete the ones that weren’t found.
 - a. Click on your column with the name ‘ Linkedin Url’ → click on the filter icon on the top right bar → click on the text Linkedin Url → delete → search for: “none” → press ‘ok’ → delete all rows. → click on the text Linkedin Url → Select everything → press ‘ok’.



You now have a proper list of Linkedin URL's from your Facebook Group.

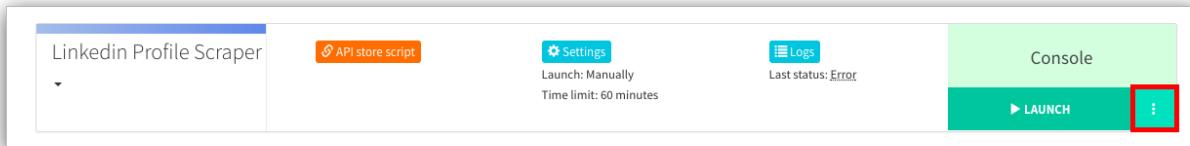


Step 4: Find the Most Relevant People

Now you have all those LinkedIn URLs, but we still have no clue if they hold any value for you in the near future. To find the most relevant people to connect with, we need more data about them. Luckily, people are willing to give this information for free online.

It's time to enrich our data of the profiles and see who's relevant and who isn't.

1. Use Phantombuster's [LinkedIn Profile Scraper API](#) to find more information associated with the LinkedIn URLs.
2. Click on the three dots



3. Fill in the relevant fields
4. Once it's finished, import the data in your Google sheet
5. You'll now see a beautiful list of people with data from their profile

	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P
1	imgUrl	firstName	lastName	fullName	subscribers	company	companyUrl	jobTitle	location	mail	phoneNumber	twitter	skill1	skill2	skill3
2	https://media-explicit-ricardo	ghekiere	@	ricardo ghekiere	4372	Worcc	https://www.linkedin.com/in/ghekiere/	Co-Founder	Kortrijk	ricardo.ghekiere@hotmail.com			Marketing	Multilingual	Selling Skills

It's time to rock n' roll with messaging them.

Step 5: Find People's Email to Use in a Sequence

To find emails, you'll use this data you got from the previous steps.

1. First Name
2. Last Name
3. Company Names

Or, you just need their LinkedIn URL for Anylead.

[Anylead](#) allows you to get as many emails as you want for a monthly pricing of \$99 dollars, which is great if you have a huge database to run. You can also use [Contactout](#) to find their emails on their LinkedIn profile and [Hunter.io](#) to process the data you already have (First Name, Last Name, Company Names) into emails at scale.

Step 6: Send Messages to Your Segmented Audience

Now let's connect with all those segmented people.

1. We use the Phantombuster's [LinkedIn Network Booster API](#) to do this for us.
2. Click on the three dots. Fill in the relevant fields.
3. Head over to your Google Sheet with all the data of the LinkedIn members.
Always make sure that the tab with the LinkedIn URLs are in the first column and on the first tab.



4. Create a new row above all your LinkedIn URLs and give it the name: "Names." Input that column title into Phantombuster's appropriate field.
5. Craft a compelling message to all those awesome people, click save and launch Phantombuster.

Let me help you out.

LinkedIn is about building connections with people you would never had the chance to meet in a non-digital age. People who have different stories and challenges to solve.

The beautiful part is people love to talk about themselves and we love it when people listen to us doing so. This is exactly what we will be asking of them.

Example:

"Hey #Firstname#,

I noticed your name on the attendee list of (event name).

[This is the reason I wanted to reach out already and get to know you]

I'd love to learn more about what you do. Do you have 15 minutes to talk?

(your name)"

Pro tip: Explaining the reason you want to connect is one of the key factors of getting a reply back.

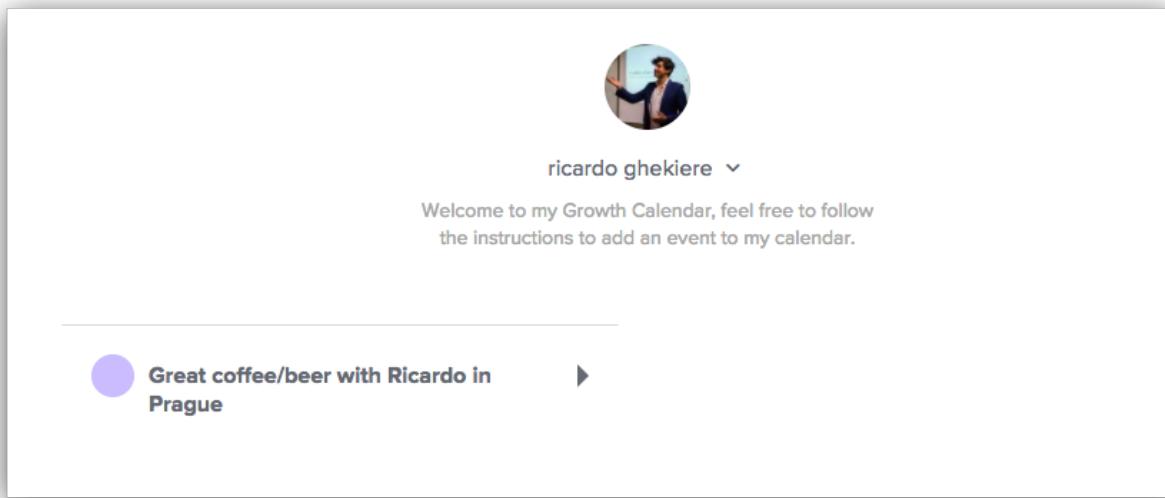
Pro tip 2: Before sending out messages to all those awesome people, optimize your profile headline to have a better acceptance rate (things like: “Meet me at (event name)” works great.

Pro tip 3: Most people will accept your invite but will forget about your message. Make sure to follow up where needed.

Now click Launch.

Step 7: Get People to Commit to Your Meeting

The key to meeting relevant people is to make sure they book a meeting with you during the event (breaks). My way to set up meeting is by creating a Calendly account and having people book slots at times that work for the both of us.



This let's your invitees choose their preferred time and let's you ask extra questions such as “things you would like to talk about” and contact details.

Let the Momentum Roll

Events are a way to knock out enough business meetings to save you a month of time. It takes skill to ensure you use every part of an event to your advantage, including the breaks, attendee list, and speaker list. If you can take advantage of each, then events can quickly become one of your most profitable avenues to growing your company.

Use These 9 Growth Hacks for Your Online Marketplace

Credit: [Josh Fechter](#), Co-Founder of [BAMF.Media](#)

Want to create the next Uber?

How about the next Airbnb?

If you're in love with online marketplaces, then you're in luck.

As the former head of growth for one, I've learned most marketplaces work similarly in regards to ad copy, landing pages, personalization, and data.

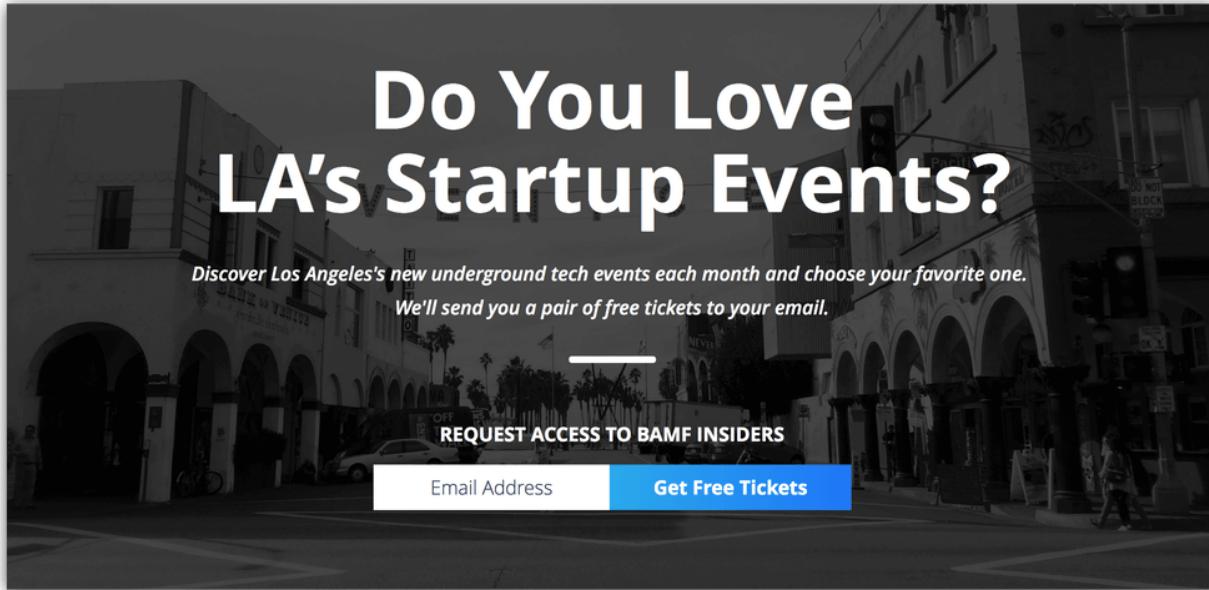
To give you get a head start, here are nine tips that helped scale our marketplace from zero to over a million dollars ARR:

1. Use a Personalized Landing Page for Each City

If you're running ads, then personalization is key. If you're running ads to a city that means showing pictures of the city and mentioning the name multiple times. That's exactly what we did here.

We have a famous picture of Venice Beach in the background and mention "LA" or "Los Angeles" twice.





We make sure to darken the background so people can focus on the call-to-action. This personalized landing page converts 11X better than the one that's not. Powerful.

2. Use Software to Personalize Your Website

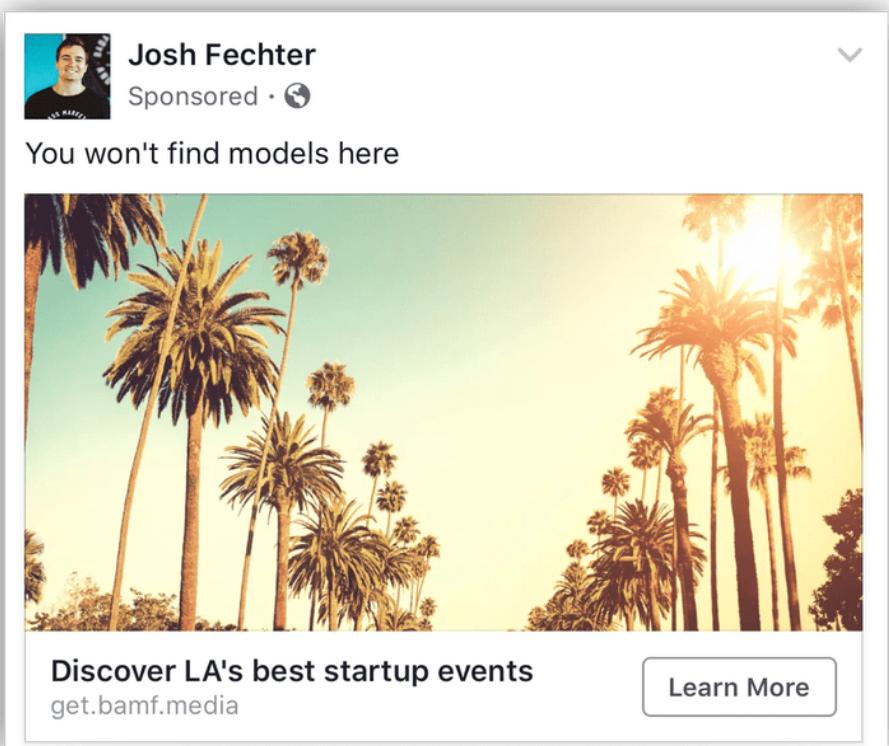
What about the rest of your website?

How do you personalize it for different audiences? You can't show the same page to people in Chicago as you would San Francisco. That'd hurt your conversion rates.

The good news is you can personalize your website for the different cities based on the visitor's IP address. Many tools help you do this. Two renowned tools include [Geo Targetly](#) and [RightMessage](#) which can personalize any page based on your visitor's location.

3. Use the City Name and Picture in Your Ads

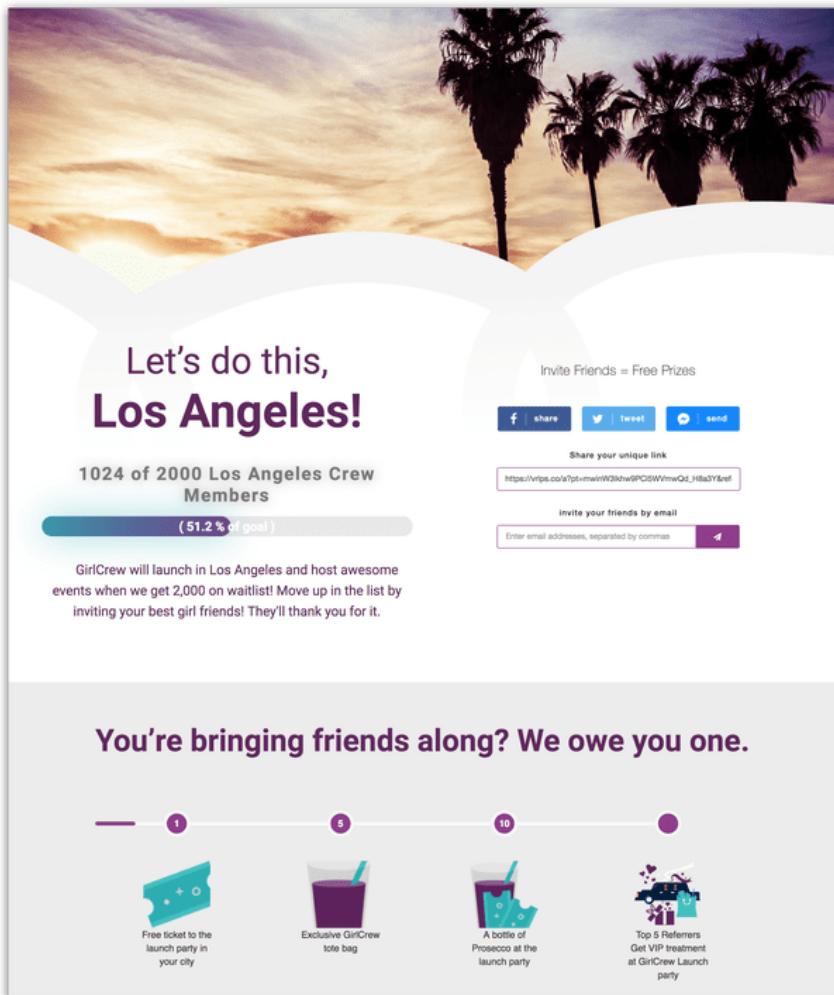
You want to keep all your paid media streamlined with the look and feel of your landing page. So if your landing page and homepage focus on Los Angeles, then make sure your ads have a picture of the city and the words "LA" or "Los Angeles." Ideally, you can throw in some humor as well. For example, this ad says "You won't find models here." Perfect humor for startup entrepreneurs.



When driving traffic from paid ads targeting a hyper-local area, it's important to broaden your audience size. After all, the audience you're now marketing to will be much smaller than if you were targeting nationwide. If the audience is too small, you'll experience a high cost-per-click and cost-per-lead. To mitigate the cost, aim to keep your audience to, at least, 40,000 people per a city.

4. Have a Strong Referral Program

Below is a referral program we implemented for our client, GirlCrew. It's critical to have a referral program present throughout the pages after the prospect becomes a lead. The reason is that marketplaces are community-based and referral programs work better when a community is one of the benefits of joining.



It's important to make the rewards as clear as possible. In the picture above, you can see all the rewards and even get your referral link in the first fold. This means the visitor doesn't have to scroll in order to find out why they should be referring people. As a result, rather than losing a quarter of your traffic that won't scroll down to see the referral offer, they'll now see it.

5. Use Scarcity to Drive Acquisition

Scarcity offers drive more action when the benefit is community-based. Perfect for marketplaces.

A couple of examples:

"Last five seats to join the community."

“We only accept 1/10 people.”

There becomes a huge amount of FOMO.

These phrases drive action.

Play-up scarcity in most of your copy to push people through your marketplace funnel.

Few marketplaces do this, but it makes a world of difference.

6. Have Several Traction Channels Before You Expand Cities

The number one killer of marketplaces is expanding to more cities too fast.

Resources become thin and each city is growing at snail's pace. Then a couple of traction channels stop working...and it's all over. If you're growing a marketplace, you need more than paid acquisition.

Smart marketplaces put an emphasis on other channels such as Instagram. When I was the head of growth for UpOut, I created an entirely automated Instagram strategy to drive us an additional \$200K ARR for each city we were in.



You can also try cold email.

One of my favorite tools for cold email is called [Mailshake](#).



It sends email at scale from Gmail accounts.

It has sequences, great opt-out functionality, syncs with Zapier, and much more.

The idea here is to test many avenues, then scale the ones that work.

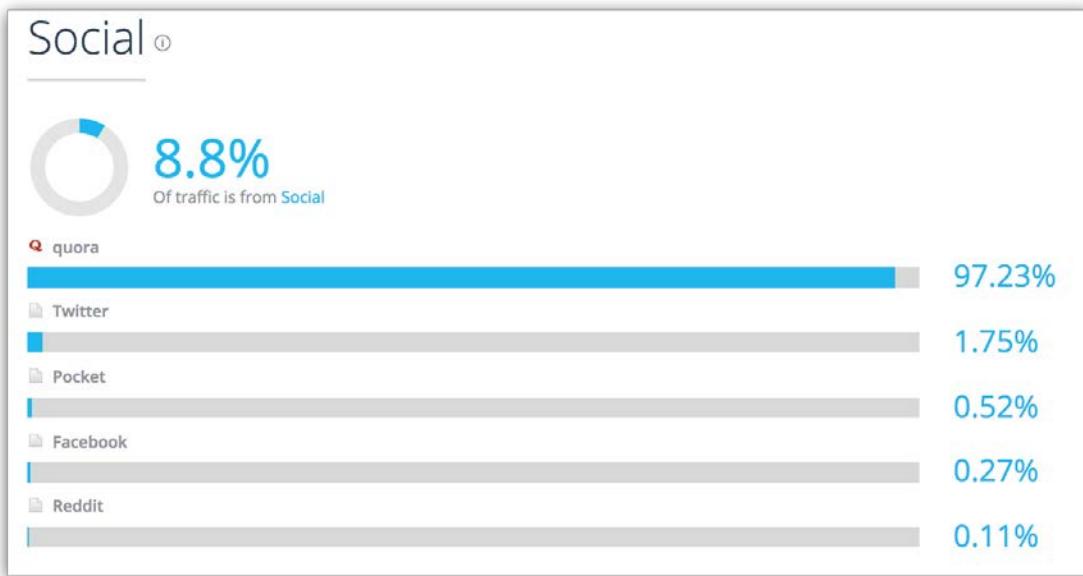
7. Don't Be Afraid of Content Marketing

Founders of marketplaces get scared when they hear the words “Content Marketing.”

To them, they feel it's a slow way to grow a business that needs to expand fast. This is not always true, especially in the more niche B2B marketplaces like law. In the picture below, notice how [Raad Ahmed](#) has written over 2,000 Quora answers about law to drive more people to his website.

A screenshot of Raad Ahmed's Quora profile. At the top, there's a red arrow pointing to the 'Answers 2,160' section. The profile includes a photo of Raad, his title 'CEO of LawTrades.com | Top Quora Writer of 2017', a bio mentioning LawTrades, Draper Associates, Angel List, 500 Startups, Graph Ventures, and Social Capital, and logos for Inc. and The Huffington Post. Below the bio, there are buttons for 'Follow 4.7k', 'Turn On Notifications', and 'Ask Question'. The 'Answers' section shows 2,160 answers, 8 questions, 32 posts, 3 blogs, 4,758 followers, 722 following, 169 topics, and 7,041 edits. A specific answer titled 'How do I register my startup company?' is shown, with Raad's response explaining the process. A 'Startup' button is visible on the right.

If you take a look at the data, it's working.



Now this is a lot of work. I recommend outsourcing a writer to publish this content for you. The trick is to get one writer to ask SEO optimized questions and the other to answer. If you can do that, then you got a golden ticket to Quora content marketing.

8. Use Online Groups and Remarketing for Retention

Only half the battle is the acquisition.

The other half?

Retention.

There are a couple of ways to increase retention besides email and SMS notifications when users take particular actions. These ways include following them, interacting with their content, and creating a Facebook Group.

As you notice below, Uber has a Facebook Group for each of their cities where they educate and update drivers. This helps keep the drivers active on their platform.

**Uber & Lyft Drivers
Los Angeles**

Closed Group

About

Members

Shortcuts

- Content Ninjas
- Fit Founders 2
- Austin's Badass Market...
- Los Angeles's Badass ...
- San Francisco's Badass...
- Facebook Power A... 20+
- BAMF Influencers

About This Group

Description

If you need a car to drive for Lyft and Uber rent one here www.ridesharerental.com referral code: alva192 Address: 6600 Sunset Blvd LA CA, 90028 Phone # 310-734-7406

This group is for Uber and Lyft drivers to share their rid... [See More](#)

Group Type

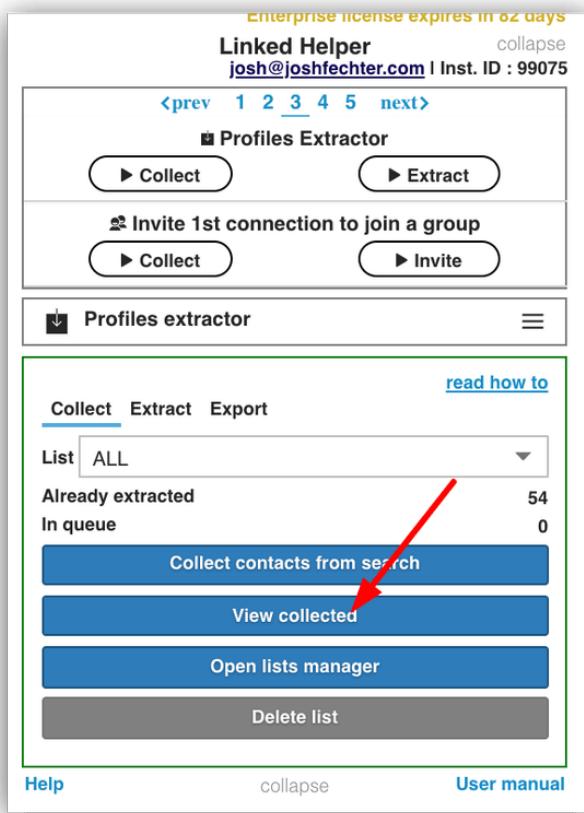
Custom

Another way is to grab their user profile URLs from other platforms they're already active on. For example, if your customer base is active on LinkedIn, then ask a question in the funnel that grabs their LinkedIn profile URL. You can now use LinkedIn to auto-connect with them with personalized messaging.

Now uploaded all those URLs into Linked Helper.

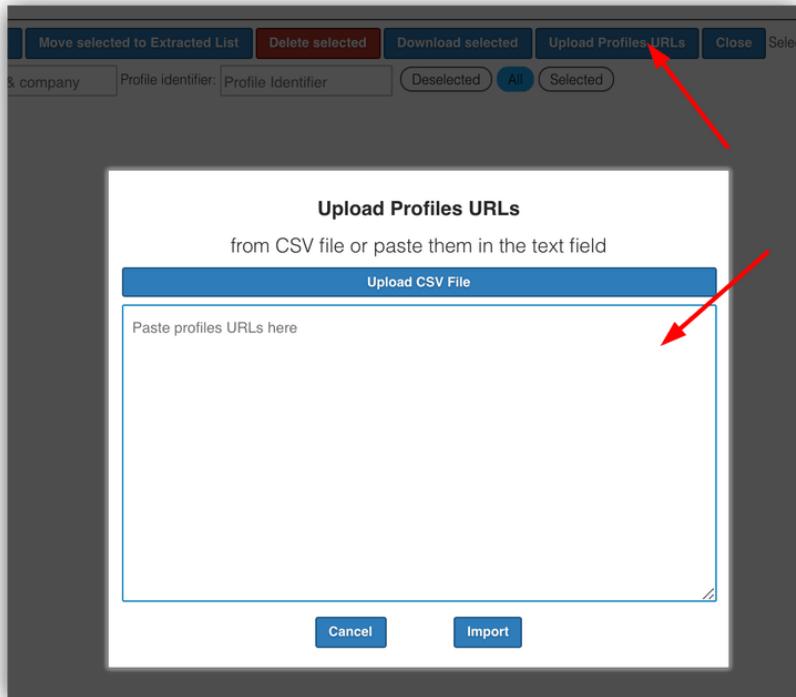
Click **View collected**.





Click **Upload Profile URLs** in the top right-hand corner.

Upload the CSV of all the LinkedIn URLs of people who haven't responded.



Next, we want to auto-connect with personalized messages like this one.

"Hey James,

I emailed you a few times. Haven't heard anything back, so I wanted to follow up here. We're having an event...."

Enterprise license expires in 18 days

Linked Helper [collapse](#)
josh@joshfechter.com | Inst. ID : 99075

<prev 1 2 3 4 5 6 7 next>

Saves Add my signature to manual messages [▶ Add](#)

Connects Connect all 2nd connections from search [■ Connect](#)

Connects Connect all 2nd contacts in search [≡](#)

[read how to](#)

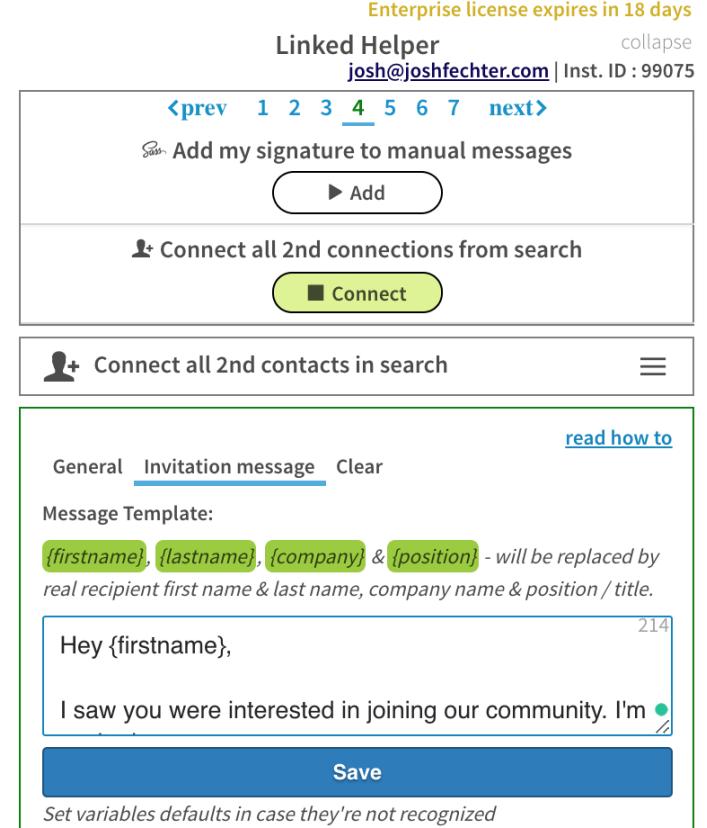
General Invitation message Clear

Message Template:

{firstname}, {lastname}, {company} & {position} - will be replaced by real recipient first name & last name, company name & position / title.

Hey {firstname},
I saw you were interested in joining our community. I'm [Save](#)

Set variables defaults in case they're not recognized



Once you've written your message, then **Open lists manager** to choose the LinkedIn profile list you uploaded.



Enterprise license expires in 82 days

Linked Helper collapse
josh@joshfechter.com | Inst. ID : 99075

<prev [1](#) [2](#) [3](#) [4](#) [5](#) next>

Invite 2nd & 3rd connections

[▶ Collect](#) [▶ Invite](#)

Message to 1st connections | Group members

[▶ Collect](#) [▶ Send](#)

Message to 1st connections | group members

read : [how to 1](#) [how to 2](#) [how to 3](#)

[General](#) [Recipients](#) [Message](#) [Broadcast](#)

Current broadcast :

DEFAULT_BROADCAST

[Open lists manager](#)

Recipients found : 0

Messages sent : 60

Messages sent in current period : 56

Current broadcast state : STARTED

[Delete broadcast](#)

[Help](#) collapse [User manual](#)

Select the right list.

Lists manager

Source

Choose LH function
Message to 1st connections | group members

Choose list
DEFAULT_BROADCAST [Add](#)

Recipients Queue : 0
Processed Recipients : 60
Excluded : 0

--> Add (excluding contacts from all target sub-lists) -->

--> Keep the same contacts and delete other -->

--> Delete the same contacts -->

--> Replace all contacts -->

--> Add all, even if they are in other sub-lists -->

[Close](#)

Imagine joining a marketplace, then getting a personalized message from the CEO on another platform with a simple thank-you message. The chances of you becoming a more active member increase dramatically.

Another way to decrease churn of new members is to remarket them in the funnel. This means encouraging people to take the next relevant action whether it's finishing setting up their profile or selecting the seller to buy from. Always remember, it's 10X cheaper to encourage a current member to take action, then acquiring a new one.

9. Implement Proper Tracking for Attribution

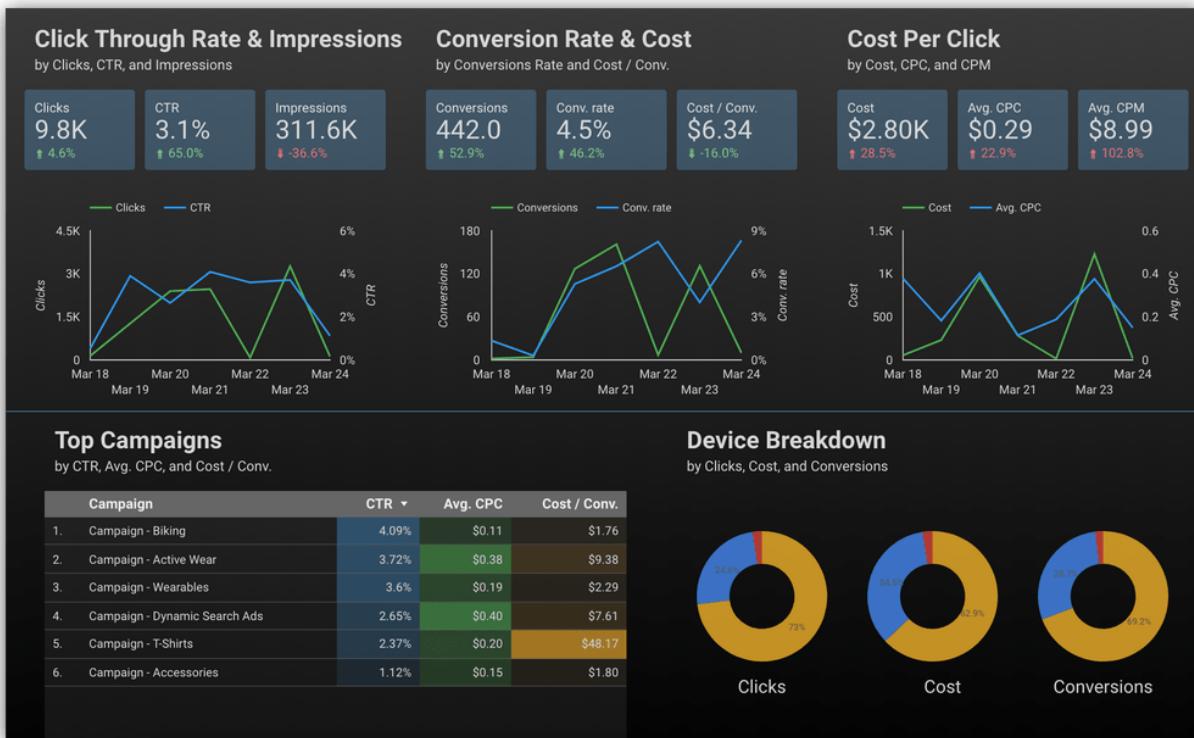
Before you expand cities, know that you need an excellent tracking and attribution process in place. I'm talking everything from proper UTM tagging, Google Analytics dashboards, SQL database, and Tableau set up. If you don't have proper attribution to scale, then your traction channels will turn into a mess. You need an expert handle on multi-attribution funnels.

Did they see a Facebook ad, then a piece of content, then a Google Ad before they converted?

You need to know the answers to these questions.

If you can't afford expensive software like Tableau, then use tools like [Google Data Studio](#) to showcase your acquisition data to your team. Here's an example of a Google AdWords report:





When I was the head of growth for the marketplace, UpOut, we had a strong attribution process in place which allowed us to scale from zero to five cities fast. If you have excellent processes for one city, it'll likely scale across the next fifty.

That means any improvement has a 10X factor to the overall growth of the company.

That's the fun in marketplace marketing.

The Content Framework We Used to Get 13,000 Messenger Subscribers in Three Months

Credit: [Josh Fechter](#), Co-Founder of [BAMF.Media](#)

It took me a year to get 1,000 subscribers.

It took me another three months to get 14,000.

For the second, I applied a framework to leverage content that gets subscribers.

Over the same three months, we used it to drive over a thousand website leads.

This is not any framework, it's a repeatable framework.

This means you can use it to get the same results.

Here's how you can set it up:

Step 1: Put the Right People in Your Network

When producing content, you need an audience.

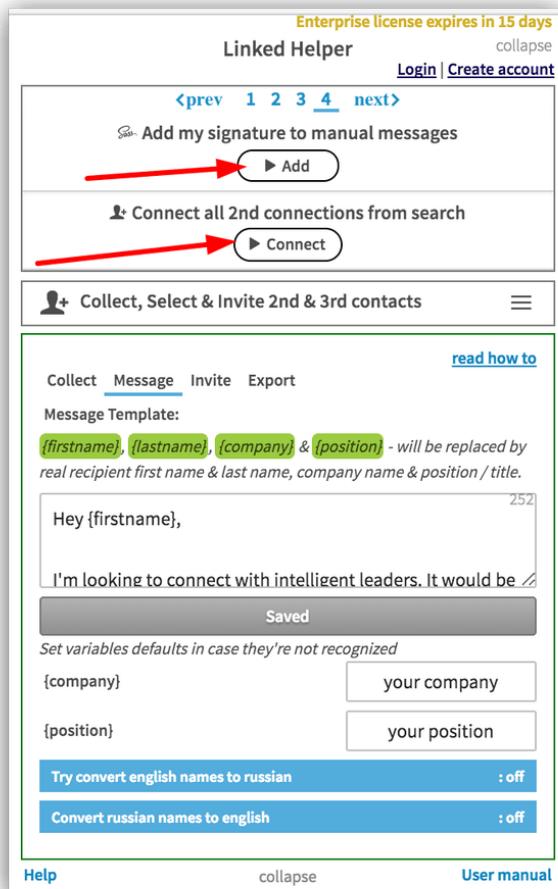
It starts with optimizing your profile for a high add-back rate.

You can find instructions on how to do so in our book, [LinkedIn Influencer](#).

Next, you want to skip over the pain of manually connecting to people who'd be interested in your content. Tools like [Linked Helper](#) and a custom Facebook auto adder will automate this for you.

For Linked Helper, you can connect to a couple of hundred people a day on LinkedIn if you have a Sales Navigator account.





You can get granular – searching by job title, company, or keywords in their profile.

The next tool is a Facebook auto adder.

You need to outsource it.

The good news is it only costs a couple hundred dollars to do so via [Upwork](#).

You upload a list of Facebook profile URLs, then it sends out friend requests.

I recommend sending 150 friend requests every day.

The screenshot shows a web application interface with two main sections: "ADDFRIEND" and "CHECK".

ADDFRIEND Panel:

- Buttons: Upload a new .csv, Clear list, Export csv.
- Settings: Intervals between invites in minutes (1), Stop after sending # of requests (119).
- List of profiles (1-15):

Rank	Facebook URL	Status
1	/anish.dassarma	request sent
2	/anna.degtoreva.9	request sent
3	/anna.naveed	request sent
4	/annaontheweb	request sent
5	/anthonyeden	request sent
6	/antonio.inocencio	request sent
7	/anupama.panchal	request sent
8	/anushr	request sent
9	/aric.haut	request sent
10	/ariklinger	request sent
11	/arjun59	request sent
12	/aronbohl	request sent
13	/arterburn	request sent
14	/artpapas	request sent
15	/atavus	request sent

CHECK Panel:

- Buttons: Upload a new .csv, Clear list, Export csv.
- Settings: Intervals between checks in minutes (5), Stop after sending # of requests (10).

To get Facebook URLs, there are three ways:

1. You can extract members from a Facebook Group
2. Extract friends from Facebook profiles
3. Export a custom list from Crunchbase

For the first two, you can use [my custom Facebook Group extractor](#).

For the third, you need a Crunchbase account. I prefer this method because it provides the highest quality Facebook URLs of influencers, and there's a lot less data to sort through.

Once you have your LinkedIn and Facebook automation set up – you're adding hundreds of relevant people to your audience every day.

It's time to nurture them with content.

Step 2: Create an Audience with High-Value Statuses

Let's pretend you have zero subscribers.

All you have are new connections.



To build rapport with these new connections to turn them into subscribers, you need to write statuses that pull their attention.

To help, I wrote an [entire guide on how to stylize your statuses](#) for engagement.

This guide helped me get over 100 million views on my content.

Here's an example status:

Josh Fechter
Co-Founder of BAMF Media | Growth Agency | 3X Author | Top Quora Writer of 2017 | ...
2w · Edited

I'm a 26-year-old founder.
And I won't listen to your advice. [...see more](#)

11,002 Likes · 694 Comments

Like Comment Share

2,709,843 views of your post in the feed

You should aim to write an engaging status a couple of times a day.

Post it on your LinkedIn profile, personal Facebook, and your Facebook Group, too.

This brings me to my next point: You need a Facebook Group.

There are four ways to drive traffic to a Facebook Group.

1. Emailing people after an in-person event
2. Inviting your existing Facebook network
3. Emailing your LinkedIn connections
4. Cold emailing targeted people

Once you have a Facebook Group, it's important you establish yourself as an authority.

This happens by producing ridiculously helpful and original industry content.

This comes mostly in form of step-by-step tutorials.

Ideally, you should produce 1 – 2 of these pieces every week.

Josh Fechter shared a link.
Admin · Yesterday at 11:23am

"Josh, how do you write copy?"

For the first time ever, I'm sharing everything I know about writing copy for statuses.

The same copy that helped me get over 100 million views.... [See More](#)

After posting close to five thousand pieces of content in the last three years, I've honed the process of creating engaging copy.

For the first time, I will release the step-by-step playbook in this post.

This way you can write stories that get viewed by millions.

Are you ready?

Let's go:

1. Mobile Optimized

More than half of all engagement with LinkedIn, [57% in fact](#), takes place via mobile.

However, people still don't understand how to write mobile-optimized content.

They stick with chunky paragraphs that make it hard to read.

How I reached 100 million views on LinkedIn

How I Reached 100 Million Views on LinkedIn I reached 100 million views on LinkedIn. And today, I have 42,000 followers. Not all the views are mine. I ghost write for founders to help tell their stories. All of these founders started with...

DOCS.GOOGLE.COM

Like Comment

Amiya Moretta, Ravi Vadrevu and 157 others

[View 24 more comments](#)

This tutorial gets tons of engagement.

And I don't even put a lead magnet on it – it's pure value.

I also include it in a Google Doc so people can add it to their drive in a couple seconds.

I repurpose each one of these tutorials for my company blog and LinkedIn Pulse:



LinkedIn

How I Reached Over 100 Million Views on LinkedIn in 5 Months

Published on November 21, 2017

[Edit article](#) | [View stats](#)



Josh Fechter

Co-Founder of BAMF Media | Growth Agency | 3X Auth...

[17 articles](#)

1,726

278

29

18

I reached 100 million views on LinkedIn.

The best part about these how-to articles is they drive traffic back to your website.

Never give them all the tips on your LinkedIn Pulse. Leave the last few on the full-written piece on your blog.

And this is where most writers fail.

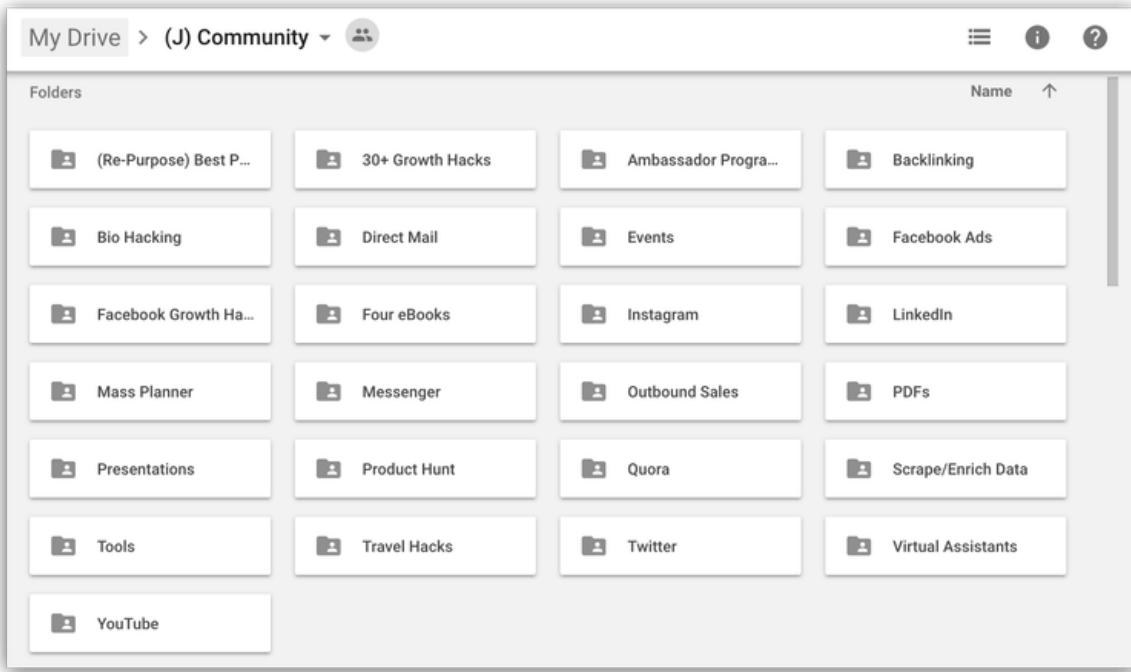
Don't be one of them.

For the last five tips, you can read the entire post here:

<http://www.bamf.media/linkedin-views/>

With enough guides, you can create a drive folder like this one below.

This is a powerful way to establish your credibility.



It's not all about posting value.

It's about giving people the opportunity to create their own.

In the status below, I present the opportunity for people to connect with each other.

A screenshot of a LinkedIn post from Josh Fechter, Admin, dated July 19. The post reads: "Who are you looking to partner with to help take you to the next level? Co-founder, specific companies, venues, and more. Let's build relationships. Comment below." Below the post, there are 294 comments. A red arrow points to the 'Comment' button. At the bottom, there are 'Like' and 'Comment' buttons, and a link to 'View previous comments'.

If you post enough valuable industry content, you will create an audience who will buy from you. When they see the Facebook or LinkedIn notification – they'll click it.

Then they'll like, comment, and share...

Before they even read it.

Because they know you post valuable content consistently.

Step 3: Leverage Traffic into High-Value Weekly Content

You finished the hard part.

It's time to leverage this engaged audience into your initial subscriber base.

This will take a few posts – that's it.

Here's an example LinkedIn post that leads to an optin to get notified of my book release.

You can copy it, then do the same.

 **Josh Fechter**
Co-Founder of BAMF | Full-Stack Growth Agency | Over 25+ Million Views | Created a ...
2w · Edited

Hey LinkedIn friends,

I need your help with choosing a book cover.

I've already written the book (300+ pages)

It's the most comprehensive book ever written on growth hacking case studies from the best marketers and founders.

And this is the last piece.

Comment with which cover you like the most.

If you want to keep up to date with the launch next week, I can send you a notification here: <https://lnkd.in/gj-59tY>

#1



ing consumers into creators."

#2



THE BAMF BIBLE
Top 25+ Growth Hacks from 2017
BY JOSH FECHTER

#3



"Turning consumers into cre

THE BAMF BIBLE
Top 25+ Growth Hacks from 2017
BY JOSH FECHTER

489 Likes · 1,413 Comments

 Like  Comment  Share

 311,592 views of your post in the feed

Here's another example post of me asking people to join my Messenger to get viral post templates.



 **Josh Fechter**
August 5 at 4:35pm

You guys know that outline I released on how to create viral LinkedIn posts?

Thirty plus people used the outline to create their own viral posts.

Do you want two more outlines?

Get them via Messenger here:
<https://manychat.com/l3/joshuafechter123>

This is the last time I will give my outlines for free.

P.S. We've decided to launch the growth hacking book on Product Hunt (date TBA). If you don't have an account, then create one now 😊

P.P.S. The book > 300 pages - all case studies. We have one chapter left.



Like Comment 

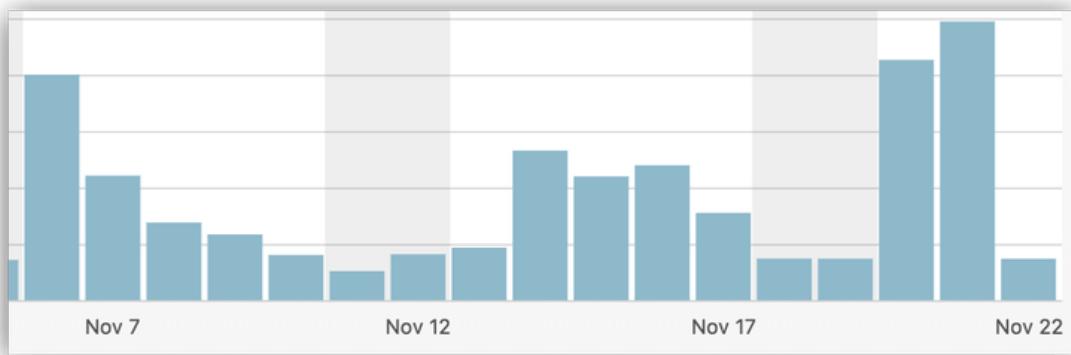
  Hailey Friedman, Usman Maqsood and 96 others

With several more posts, I hit a subscriber base of 1,000 people.

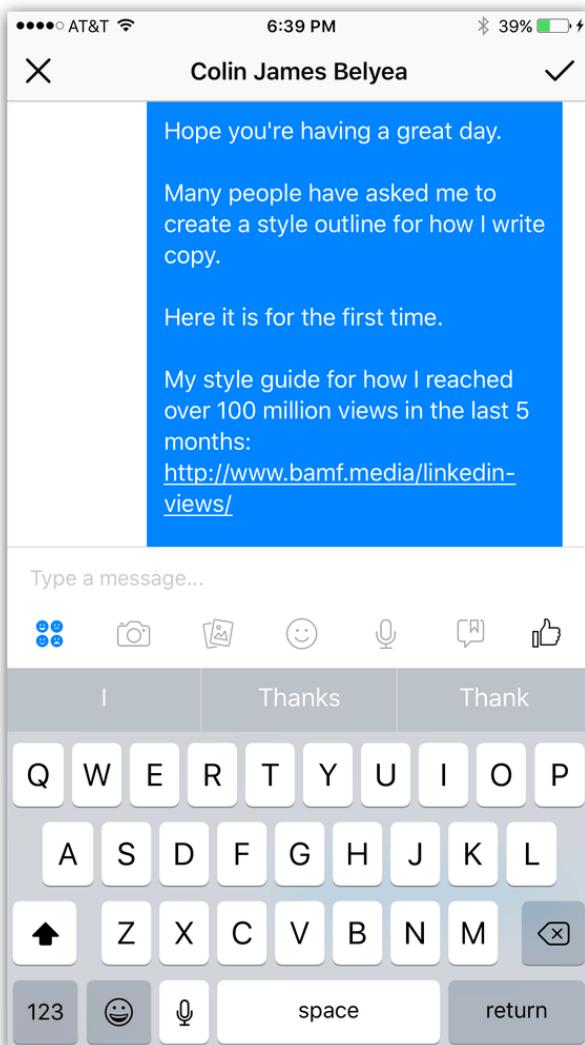
This initial amount gave me the momentum I needed to leverage another 13,000. To keep the list active, I distribute my weekly tutorials via Messenger every week.

In particular, I link them straight to the blog posts on our website. You can see the weekly spikes in website traffic from the Messenger blasts:





This is what a Messenger message looks like on mobile:



It's just like a normal text.

The difference is I see over an eighty percent open rate – that's insane.

The [average email open rate](#) is 24.71%.

And the average click-through rate is 4.19%.

We're seeing 4X those numbers.

Hey , I just got back from t...	14 Nov 2017 09:00	11228	8657 (81.21%)	0
Hey Hope all is well! I wa...	06 Nov 2017 08:36	11088	9260 (86.65%)	0
Hope all is well. We rece...	31 Oct 2017 12:57	10982	9550 (89.66%)	0

For a Messenger blast, keep the message short and sweet.

People don't like reading long texts.

I send out my Messenger blast every week.

I haven't skipped one yet.

Because consistency makes you memorable.

It's the one skill most people lack with content creation.

Step 4: Leverage Your Audience for Virality

Congrats.

When you post on social media, you get engagement.

When you send out a Messenger blast, people respond.

It's time to leverage this base into more subscribers at scale.

How?

Viral platforms.



In this example, we use Product Hunt.

However, it could also be sites like Reddit or Hackers News.

As long as the site promotes content with momentum, then you have an opportunity to shine.

Not just any promotion, but if your content does well, then thousands – or even hundreds of thousands – will see it.

First, study the platform.

What do they like that's inexpensive?

And what do they like enough to exchange an email for?

For our industry (marketing and entrepreneurship), they want books about growth hacking. I went ahead and pieced together a 300+ page book about growth hacking. Submitted it to Product Hunt. Followed this [Product Hunt launch formula](#). Then received over 8,000 new subscribers.

The screenshot shows a Product Hunt submission for 'THE BAMF BIBLE'. The top navigation bar includes 'THE BAMF BIBLE' with a dropdown arrow, 'AND', '25+ Growth Hacks from 2017', and categories 'SALES', 'EMAIL MARKETING', and '+ 3'. A badge indicates '#3 Product of the Week' submitted on August 16, 2017, with a '+1' button. The main content area features two columns: 'CONTRIBUTORS' on the left and 'INDEX' on the right. The 'CONTRIBUTORS' section lists six individuals with their names and roles: Josh Fechter (Co-Founder at BAMF Media), Houston Golden (Co-Founder at BAMF Media), Hailey Friedman (President at BAMF (SF)), Juan Campos (Co-Founder at NomadApp.co), Jeremy Gillespie (Founder at Built To Scale), and Dana Severson (Director of Marketing at Promoter.io). The 'INDEX' section contains a table of contents for 'FACEBOOK' growth hacks, including 'How to Get Emails from Facebook Groups', 'Facebook Targeting Hacks', 'How I Made \$200,000 from One Facebook Group Post Without Selling', and '10 Ways to Use Custom Audiences to Dominate Facebook Marketing'. To the right of the index is a sidebar for 'Hey Josh Fechter' with tips to drive more users to the product, a progress bar for '4 steps left', and optional fields for 'Include a Description', 'Add company social link', 'Add related article to your product' (optional), and 'Add video' (optional). Below the sidebar is an 'EDIT' button. At the bottom right is a box showing '▲ UPVOTED 1,868' with a small icon of three people.



Then I repeated it a month later with a new growth hacking book.

And I received another 4,000 subscribers.

By then, I'd also done more giveaways resulting in 14,000 subscribers.

The screenshot shows a LinkedIn post for the book "LinkedIn Influencer" by Josh Fechter and Houston Golden. The post includes the book's cover image, a table of contents (index), and several social sharing links for the book's website, Facebook group, LinkedIn company page, and official page.

LinkedIn Influencer

Step by Step Guide to LinkedIn Hacking in 2017

MARKETING GROWTH HACKING + 2

#3 Product of the Day October 17, 2017

▲ UPVOTED 1,470

Website book.bamf.media/linkedin

Learn More facebook.com/groups/growthm...

Learn More linkedin.com/company/18054847

Learn More bamf.media

SOCIAL

Whenever we release a tutorial, we're no longer promoting it to the 1,000-person list.

We're hitting 14,000 people.

That's powerful.

Because we include opt-ins on all our blog posts and around our site, this wave of direct traffic from Messenger will generate organic traffic via direct referrals, sharing, and better SEO.

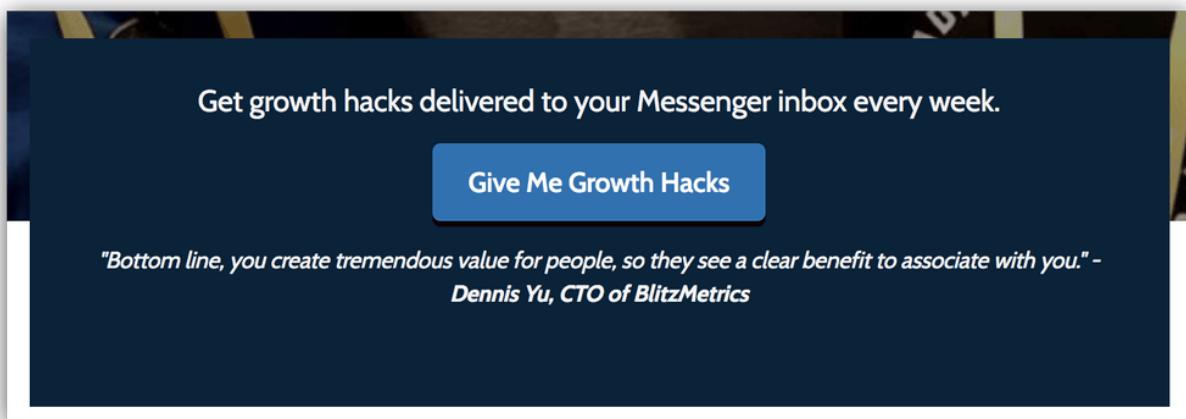
Direct referrals: People sending the blog post link to friends via Messenger and email

Sharing: Sharing the post on Facebook, LinkedIn, or Twitter

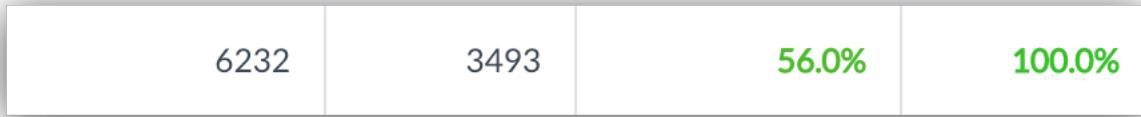
SEO: Increased backlinks, ranking on Google overtime



Here's an opt-in I use on my personal website.



This led to over 3,000 new subscribers.



You never know where they're coming from.

The next step is to do one viral release every month on the right platform.

Even though I release books, it doesn't mean you need to do the same.

You can use physical products or services. It's up to you to find out what your audience wants. Then innovating with a unique twist.

Let's add some fuel to your content machine.

Step 5: Create Content Faster

To keep an audience excited, you need to realize one thing:

You're competing for attention.

Not only against people who sell the same product.

But the reason they should read your LinkedIn status over visiting their Facebook News Feed. If you want to create an audience, you'll need to produce valuable content often.

I'd set these numbers as your monthly metrics:

- 6 long-form tutorials
- 30 social media statuses
- 1 big product release on a viral platform

This sounds like a lot of content.

Not true!

This doesn't have to be all you.

You can have a team help you make it a reality.

And broken down, you're creating only a status and part of a long-form tutorial once a day.

That's the easy part.

The hard part is testing different aspects of your industry.

If you like fitness, then test a different diet every month.

If you like designing, then test out different software and design workflows.

Meg Wehrlen, our designer at BAMF Media, does this.

She has over 15,000 views on her [YouTube videos](#).

By testing, you create the content worth writing about.

Use the Pressure to Perform

This is the most common question I get asked, "How do you produce so much content?"



By creating tutorials, it frees up creative space to think of new content.

An excellent read on how this works is [*The Organized Mind*](#) by James McGill, Professor of Psychology and Music at McGill University.

The pressure to perform will have you testing every part of your industry.

For my industry, I've tested every social media platform to discover content worth writing about. As a result, I've found untapped channels for high growth, including LinkedIn statuses. That channel alone helped me accumulate 100 million views on my writing in less than six months.

You never know which test will give you the home run. So never take your foot off the content creation pedal. And you'll build an audience faster than you've ever imagined.

Are you ready?

How to Automate an Entire Hyper-Local Membership Funnel

Credit: [Josh Fechter](#), Co-Founder of [BAMF.Media](#)

Want to take over a city?

You're in luck.

I've built a couple of hyper-local membership models.

I've even managed seven city memberships at one time.

Number of members?

Over 5,000 people.

If you want to do the same, here's how you can make it happen:

Step 1: Start with a Facebook Ad

It all starts with a Facebook ad.

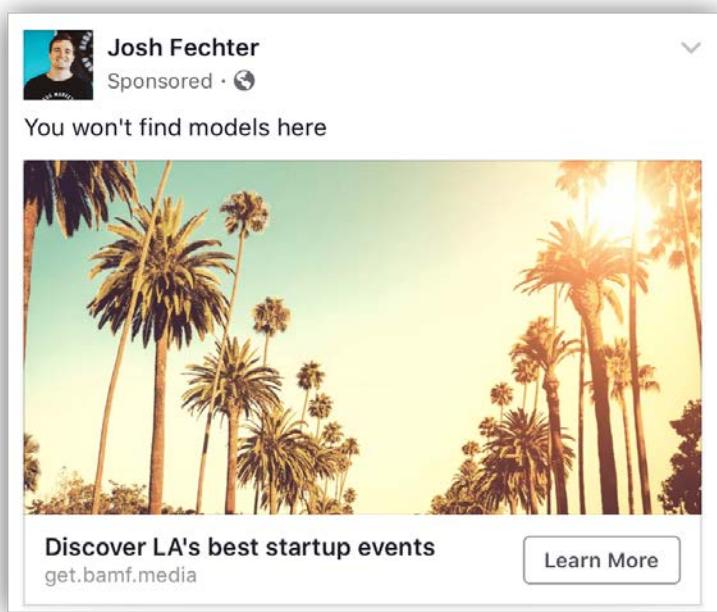
In this example, I'm selling a startup membership.

You'll notice that there's no picture of startup events, only the city. This works because the audience has a higher affinity toward their city than startup events.

In other words, they take more pride in their city – in this case, it's Los Angeles. We also play to humor that startup entrepreneurs would enjoy "You won't find models here."

This works perfect because it also plays to LA's vanity culture, too.





The audience: we target people interested in Y Combinator, 500 Startups, Startup Weekend, and much more. The result: an audience of 50,000 people 😊

The placement: we're not expecting people to pay. We only want emails for a drip sales campaign. So we target only the mobile news feed. That's where we get the lowest cost-per-conversion.

Cost-per-lead: \$2

Step 2: Design a High-Converting Landing Page

The next step is to create a landing page that explains the benefits well.

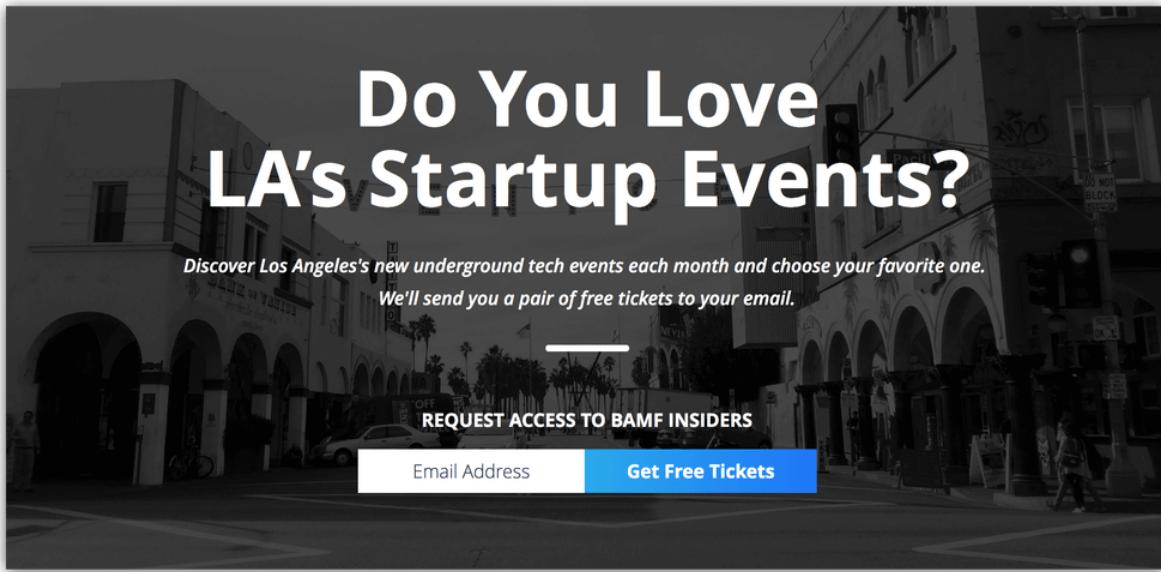
Because we're only looking to collect an email and the benefits are clear, we don't design a long landing page. We stick to a one-fold design.

And rather than use a background picture of an event, we stick with a picture of Los Angeles because it converts up to 3 times higher. Notice how the copy places an emphasis on exclusivity with "underground," and where they'll get the tickets "your email."

These words help increase the conversion rate by upwards of fifty percent.

Why?

People want to believe their special while knowing where they'll receive the benefit.



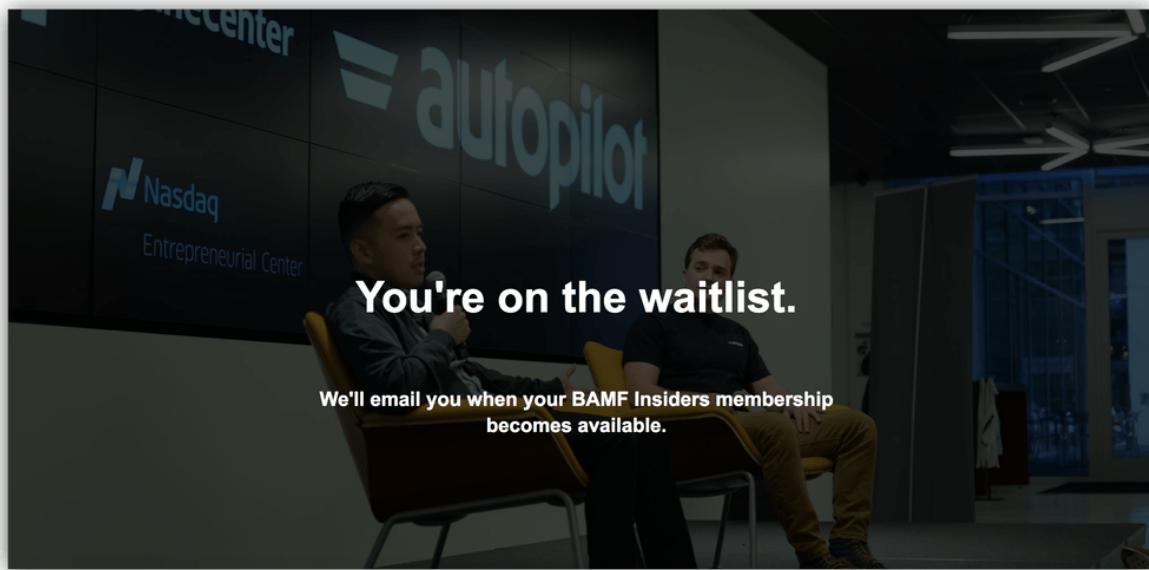
We're almost ready to drive traffic.

But first we need a thank-you page to complete the entire landing page experience.

Step 3: Make it Exclusive

When visitors hit the thank-you page, they can't get the benefit right away. This adds value to the membership by making it more exclusive.

And then we make it clear that we'll notify them when a spot opens up.



The main difference?

We use a picture of a startup event hosted at the Nasdaq to add credibility.

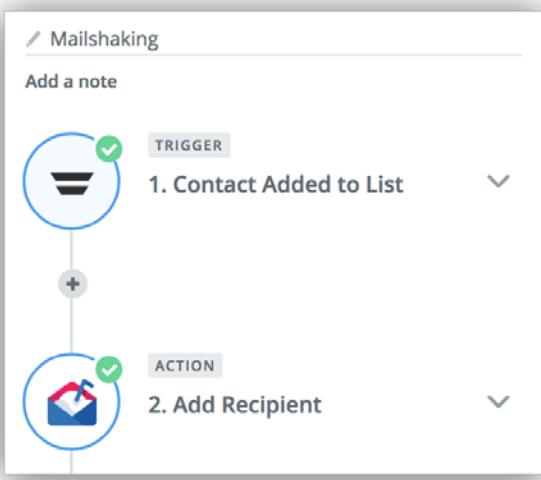
Keep in mind, we haven't used a picture of startup event until they hit the thank-you page.

Step 4: Deliver Emails Straight from Gmail

If you're receiving less than a hundred leads a day, then send your follow-up emails right from your Gmail to increase your deliverability rate.

To do this, I sync Autopilot with Mailshake using Zapier.

When I have a new lead, they get added to my Autopilot mailing list. Rather than send the immediate follow-up emails from there, I have it "zap" the contact information right into a Mailshake campaign.



By sending through Mailshake, it triggers emails in my Gmail account. As a result, the emails the lead receive look more organic.

The best part: I can send reply emails.

This means I can send replies to previous emails to create a thread. As a result, this increases the click-through, open, and reply rate. Magic!

Step 5: Create Follow-Up Emails

Once someone becomes a lead, I send out three emails to them in the next week. Each of these emails outline the benefits and make the membership sound exclusive.

IMMEDIATE EMAIL

This email goes out right away.

The secret: We don't give them access.

We play up the exclusivity.

Subject: Hey {{first_name}} you're Invited to BAMF Insiders

"Hey there {{first_name}}

I'm Josh the CEO at BAMF Media.

We got your request for an invite to Los Angeles's BAMF Insiders and think you'd enjoy



the experience.

We're opening up 50 spots in Los Angeles – first come, first serve.

What is BAMF Insiders exactly? It's the best way to explore LA's startup scene without the touristy vibe.

- Each month, we curate a list of LA startup events for you
- You choose your favorite two
- Instantly receive complimentary tickets to each in your inbox

Be warned: *If you're not at least a little entrepreneurs, Los Angeles's Insiders may not be for you.*

It's only for people who want to try new things, and meet new people.

We've sent Los Angeles startup adventurers to meet the founders and execs from Quora, Snap, YouTube, VC firms, and more.

You can think of us as your own personal and exclusive startup club that will give you the nudge to try something new.

Interested? Be on the lookout for another email from me TOMORROW morning containing a special link to claim one of the Los Angeles Insiders spots.

Have an awesome day :)

Josh

CEO

BAMF Media

P.S.

Space is limited and our spots tend to fill up quickly, so please be on the lookout tomorrow to ensure you don't miss out!"

SECOND EMAIL

In this email, our goal is to get the reader to click through on "Join Insiders FREE"



This will take them to a landing page that “warms” them up before they enter their payment information.

Subject: Hey {{first_name}} your BAMF Insiders invitation [inside]

“Hey there {{first_name}}

My name is Josh and I'm the CEO here at BAMF Media.

We received your request to join Los Angeles's Insiders and think you'd enjoy the experience.

We're opening up 50 spots in Los Angeles – first come, first serve.

What is BAMF Insiders exactly? It's the best way to explore Los Angeles's underground & secret events.

-Each month, we curate a list of LA startup events for you

-You choose your favorite two

-Instantly receive complimentary tickets to each in your inbox.

WARNING: If you're not at least a little adventurous, Los Angeles Insiders may not be for you.

It's only for people who want to try new things, and meet new people.

To ensure LA Insiders is a good fit for both of us, we're giving you a 30-day membership – completely FREE.

Here's How To Join BAMF's LA Insiders For FREE:

Use the code “growthhacking”

after you click the link below to get a full month of Insiders for FREE.

Think of it like a test drive – but one where you get to go to some really cool startup events.

During this month, you get to claim at least a pair of tickets worth between \$50 to



\$300 to events to see the founders and execs of many top Los Angeles companies.

...plus you have the chance to get another set of bonus tickets as well!

If you love your experiences at Los Angeles's best startup events and want to continue with BAMF Insiders, dues are only \$29 per month.

If not, no worries, you are welcome to cancel at any time hassle-free.

Click the link below now to try Insiders free for a full 30 days.

Join Insiders FREE

If you have any additional questions you can email me back.

In the meantime, have a great week!

Cheers,

Josh

CEO, BAMF Media

P.S.

There is absolutely no risk to join. You get a full 30 days of Insiders for FREE, but to make sure we can give our members first class service, we can only accept a limited number of new members at this time. Don't miss your spot."

WEDNESDAY

For this email, we keep it simple by making it a reply email. This way it looks more organic.

The body copy:

"Hey!

Did you see my email yesterday?"



Step 6: Add Extra Love Mid-Funnel

For a higher conversion rate, you can send LinkedIn connection requests to new leads.

Ask for their LinkedIn URL on the thank-you page.

Follow instructions to use this URL at scale on section #8 of chapter *Use These 9 Growth Hacks for Your Online Marketplace*.

I recommend sending them this LinkedIn personal invite:

“Hey {{first name}},

I noticed you were interested in our exclusive LA startup community.

We'd love to have you join. ”

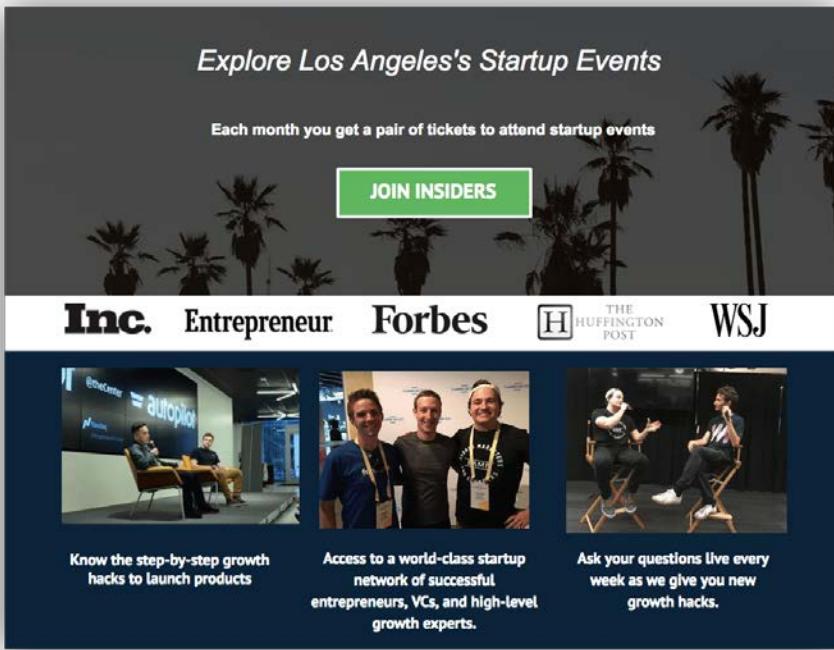
Step 7: Design a Benefits Page

Once they click through to the landing page from the email, this is what they see.

You'll notice there's social validation EVERYWHERE. You can't escape it.

Plus, we outline the benefits one more time.





On this page, they'll click "Join Insiders."

Step 8: Design the Payment Page

"Join Insiders" takes them to a payment page.

On this payment page, they review the membership benefits on the right (if on desktop). And because many were not expecting to pay even though we outlined that fact in the email copy, we add details on why they need to input their credit card information.

Join BAMF Insiders in 3 Easy Steps

A Los Angeles startup community

MEMBER INFORMATION

First Name

Last Name

Email Address

PAYMENT INFORMATION

Payment Method Credit Card Paypal

Coupon Growthhacking 100% discount

Why do you need my credit card for a free 1 month trial?

We ask for your credit card to allow your membership to continue after your free 1 month trial, should you choose not to cancel. This also allows us to reduce fraud and prevent multiple free trials for one person. This helps us deliver better service for all the honest customers.

Remember that we won't bill you anything during your free 1 month trial and that you can cancel at any moment before your trial ends.

After your free 1 month trial ends, your price will be \$29 per month.

Card Holder's Name

Card Number 

YOUR MEMBERSHIP INCLUDES

(CLOSED)

Two Complimentary Tickets Every Month

We personalize new adventures. You pick two Insider events and we put you and your +1 on the guest list.

Members-Only Access to a World-Class Startup Network

Join a private Facebook Group that includes a network worth over 1 BILLION, hundreds of successful entrepreneurs, and expert growth hackers.

Live Influencer AMAs Every Week

Have your questions answered live and get the latest edge in social media hacks.

What the Best Say

"Bottom line, you create tremendous value for people, so they see a clear benefit to associate with you." – Dennis Yu

"...must be putting out the best content in the growth hacking space that I know of." – Vincent Dignan

We've Been Featured

Forbes Entrepreneur Inc.

Notice how we make the process sound easy with the headline "...in 3 Easy Steps". We also include logos and testimonials to provide more social validation.

Another benefit we provide is that we accept Stripe AND PayPal. By only accepting one, we turn off many would-be customers.

The integration only takes a little coding.

And boom! There you have it.

Implement Today

I used Unbounce to create most of the landing pages.

I then outsourced the payment page for a couple hundred dollars.

If you copy these steps, it will take you less than a day to create the funnel and drive new leads. Now if you want to build a hyper-local membership community, there's no excuse not to do it. Take the reins.



How to Hack SEO and Content Marketing with Ahrefs

Credit: [Si Quan Ong](#), Content Marketing Manager at [ReferralCandy](#)

Are you struggling to find content ideas you can write about that will get tons of organic traffic with (almost) ZERO difficulty?

Here's a quick hack that will solve that problem for you:

Step 1: Go to [Ahrefs Content Explorer](#)

The screenshot shows the Ahrefs Content Explorer interface. At the top, there is a search bar with the placeholder "Enter topic" and a dropdown menu set to "Everywhere". Below the search bar, a sub-placeholder says "For example content marketing". The main content area displays a table titled "Top 10 most shared content of the last 24 hours". The table includes columns for the title, source, date, and various social sharing metrics (Twitter, Facebook, LinkedIn, Reddit, Total, Median). The data is as follows:

Rank	Title	Source	Date	Twitter	Facebook	LinkedIn	Reddit	Total	Median
1	Parkland student Kasky bows out of debate with Kashuv	www.foxnews.com	27 Mar '18	1.9K	29K	0	4	31K	1882
2	EXO's Suho, Ha Yeon Soo, And More Attend Ceremony Of Good Luck For "Rich Man, Poor Woman"	www.soompi.com	23 h	1.1K	1.5K	0	2	2.6K	1096
3	Stray Kids Tops iTunes Album Chart In 10 Countries With Official Debut	www.soompi.com	27 Mar '18	1.1K	3.1K	0	1	4.1K	1051
4	"While You Were Sleeping" Co-Stars Lee Sang Yeob And Lee Jong Suk To Reunite In New Drama	www.soompi.com	27 Mar '18	912	7.7K	0	1	8.6K	912
5	MONSTA X Ranks High On iTunes Album Chart Worldwide With "Jealousy" Comeback	www.soompi.com	24 h	878	1.8K	0	1	2.7K	878
6	Appleの重役がiTunesの音楽ダウンロードが終了することを認める	fmnn.tn	23 h	1.7K	822	0	0	2.5K	822

Step 2: Type in a keyword relevant to your niche or industry (in the example below I used "beard"), and hit search.

The screenshot shows the Ahrefs Content Explorer interface. The search bar at the top has 'beard' typed into it, with a red box highlighting the search term. Below the search bar, the title 'Most Popular Content for beard' is displayed. The results list three articles with their titles, descriptions, social sharing counts (Twitter, Facebook, LinkedIn, Pinterest), domain rating, referring domains, organic traffic, and a 'Who tweeted' button. The first article is 'The Best Type of Beard for Your Face' from mashable.com. The second is '8 Quick Tips for Optimizing Your Beard by Birchbox' from syndicate.details.com. The third is 'How to Grow a Beard Faster' from www.wikihow.com. The interface includes filters for publish date, language, shares, domain rating, referring domains, organic traffic, number of words, and one article per domain. It also shows a total of 665,433 results, sorting by relevance, and export options.

Step 3: Under the "Organic Traffic" drop down, enter "1,000" into the From field, and hit apply. Content Explorer will only show you articles that receive >1,000 organic traffic per month.

This screenshot shows the same Ahrefs Content Explorer interface as above, but with a specific filter applied. An orange arrow points to the 'Organic traffic' dropdown menu, which has been set to 'From 1000'. The 'To' field is empty. The rest of the interface is identical to the first screenshot, showing the same three articles and their metrics, but now limited to results with organic traffic greater than 1,000.

Step 4: Next, under the "Referring Domains" drop-down menu, enter "0" into the To field, and hit apply. What happens is...



Content Explorer will show ALL the articles that:

- receives more than 1,000 organic traffic/month
- have ZERO backlinks

That means these articles are receiving tons of search traffic... without even putting in any effort in link building!

Tom Hiddleston has grown a full beard and you'll hav... [www.cosmopolitan.com/uk/entertainment/a15162056/tom-hiddleston-beard/](#)
 He looks... different, edge appearance. The **beard** has gone down well with fans so far, with one writing, "Tom Hiddleston with **beard** and glasses is so

110 words Dusty Baxter-Wright 15 Jan '18

Difference between beard oil, wax and balm you shou... [beardoholic.com/difference-between-beard-oil-wax-and-balm/](#)
 Beard oil, beard wax, beard balm. What are they? What's the difference? Difference between **beard** oil, wax and balm you should know about Pinterest **Beard**, **beard** wax, **beard** balm. What are they? What's

608 words 24 Mar '15

Sons of Anarchy Ryan Hurst shaves his beard Charlie... [www.youtube.com/watch?v=bgTNyHE0H4](#)
 Can't stop watching the's video You're viewing YouTube in French . You can change this preference now. Fermer Oui, Je veux la garder.

43 words 14 May '13

Why You Should Be Putting Coconut Oil On Your Beard [www.askmen.com/grooming/appearance/using-coconut-oil-for-your-beard.html](#)
 The best grooming products don't always come from the drug store or apothecary. If you haven't heard about the benefits of... com Woody's **Beard** Balm A bushy **beard** is not always a great look. If yours tends to fizz, you might want to try a **beard** balm. Woody's

1,326 words Jennifer Ryan Jones 7 Dec '16

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How To Grow A Beard If You Can't - Steps Needed F... [beardoholic.com/how-to-grow-a-beard-if-you-can't/](#)
 Facebook Twitter Pinterest Everyone covets the opportunity to show off a long and luxurious beard that will give them the... in your **beard** growth. **Beard** Oil **Beard** oil comes with a ton of incredible benefits that can help you throughout your **beard** growing

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The Best Anime Characters With Beards [www.ranker.com/list/best-anime-characters-with-beards/ranker-anime](#)
 Ever notice how some of the most badass anime characters have facial hair? Anime characters with beards are usually older... as well as full **beards**. Ever notice how some of the most badass anime characters have facial hair? Anime characters with **beards** are usually

119 words Ranker Anime 2 Oct '17

17 Blonde Beard Styles | Men's Hairstyles + Haircuts ... [www.menshairstylestoday.com/blonde-beard/](#)
 A blonde beard can be the perfect way to stand out in a crowd. In fact, the best blonde beard style can even provide contrasting... Reviews 17 Blonde **Beard** Styles A blonde **beard** can be the perfect way to stand out in a crowd. In fact, the best blonde **beard** styles can even

191 words 2 Apr '17

33 Best Beard Styles for Round Faces You'll Want to ... [www.betrendsetter.com/beard-styles-for-round-face/](#)
 Wondering which beard styles for round faces are in style this season? Don't look any further because we have got you covered... cool **beard** style is easy to maintain and only requires you to grow a **beard** for a couple of days. In order to maintain this **beard** style

942 words 19 Sep '17

English Domain Rating 42 Report bug

(WHAT!!!)

All you have to do is to scroll through the list of articles and start generating ideas.

In fact, using only a couple of minutes, I've already discovered a ton of content ideas I can write about (if I was in the beardsmen niche, or am selling beard products):

- *Difference between beard oil, wax and balm*
- *Why you should put coconut oil on your beard*
- *How to grow a beard if you can't*
- *Best beard styles for round faces*

Happy content creating!

How to Find Your Competitor's Guest Posts

Credit: Unknown

Method 1: Use Google search queries

Your starting point for finding competitor guest posts should be Google search. There are several queries you can try, but this is the one I find most effective:

"Author name" + "guest post" –site:competitordomain.com –site:<https://twitter.com>

Method 2: Look for author pages

Technically this is another search query, but I'll list it here separately as it can often surface additional results.

"Author name" + inurl:author

Method 3: Use reverse image search

You can use Google's reverse image search (right click an image while using Chrome) to find posts containing the author's headshot.

Method 4: Use Ahrefs Content Explorer

You can also use Ahrefs Content Explorer to find content written by a particular author. Just enter the following query:

author:"Author name"

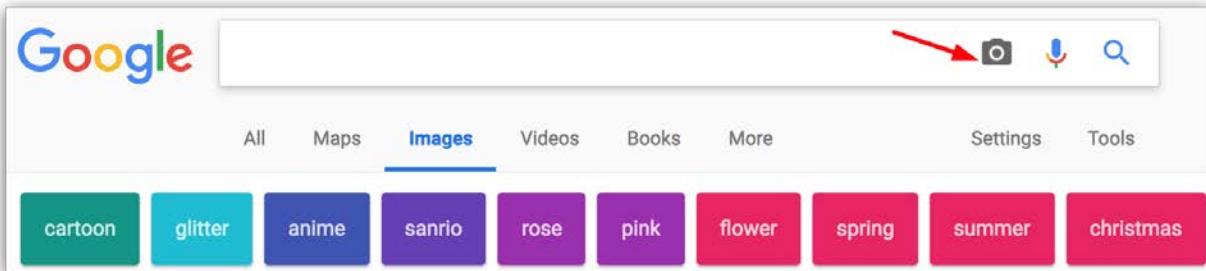
Happy Hunting!



How to Reverse Image Search to Get Backlinks

By [Jakub Gorajek](#), Co-Founder & CEO of Unstock

1. Go to Google Image Search and click on the little camera icon.



Enter a URL of one of the images of your website and click search.

As you can see, there are other websites using this image.

2. Contact the webmaster of the website that's using your image and ask them to link back to you.

It works because it's your image and they are using it without giving you any link (credit).

Here is a reach out template that might help you:

"Hey [Name]

I found out that you are using my image on [article name].

The image link is: [Image Link]

Thank you for using my image as a resource to your blog readers. But I found that you haven't given a credit link for the image.

I would love if you give a link back to my website for the image credits.

Thank You

[Your Name]

Happy hunting!"

Bonus hack:

Create your profile and start uploading quality pictures on [UnSplash.Com](#)

Check every day your statistics and do the image reverse search on Google for your most popular pictures.

Shoot an email to the blogger who used your picture and ask him politely to add credits to your picture with your website link.

I get around 30% response rate and usually, they add the link afterward.



2018 Instagram Marketing Magic

All the New, Cutting-Edge Sh*t They Don't Want You to Know!

Credit: [Gian Pepe](#), Co-Founder of [Jumper Media](#)

There is A TON of information on Instagram marketing out there.

Most of it is about as practical as a Masters in Fine Arts.

I'm talking about articles like:

- 100 Free Ways to Increase Your Instagram Followers
- 11 Ways to get more (real!) Instagram Followers
- How to Get More Followers on Instagram: A Guide to Earning Your First 1,000 Followers
- How to Get 300, Real, Targeted Instagram Followers Per Month

At best, these guides will give you last years' knowledge on Instagram marketing, and the "tips" they give? They're all the same!

You probably know what I'm talking about...stuff like:

- Post Consistently.
- Use the right hashtags.
- Post photos at 2 a.m. or 5 p.m.
- Write descriptive captions

Instagram has changed a lot over the past year—getting followers is harder, engagement rates have tanked—but all the advice out there is stuck in the past.

Except for this epic, in-depth guide.

In *this* guide, we'll equip you with 2018 knowledge—the insider strategies, tactics, and growth hacks that all the top influencers use to grow accounts to 10,000, 50,000, even 1,000,000 followers, *faster than ever*.

Read it quickly, bookmark it, and come back to it often.



For best results, you'll want to start using these growth hacks immediately. This is the stuff that's working right now on Instagram, but in another year it could be a totally different story.

CLOUDS: High-Level Conceptions You Need to Understand to Succeed on Instagram in 2018

Concept #1: The IG Algorithm Cheat Sheet: Incentives, Known Factors, and Explore
Page 101

In April 2016, Instagram debuted the now famous algorithmic feed. Previously posts were shown in reverse chronological order. Now, like Facebook's feed, Instagram has a really complex algorithm to determine what it shows you.

If you're starting to roll your eyes, I get it.

I'm sick of all this algorithm talk too.

But listen up, kiddo.

If you try to growth hack Instagram and you don't understand the algorithm, *you're going to have a bad time*.

We'll go into a little detail on the algorithm right here — focusing on the high-level concepts you should know so you can game it.

Incentives. Incentives. Incentives.

Understand them and you'll understand the algorithm.

Instagram (and their parent company Facebook) makes money selling ads. Businesses advertise on Instagram (and Facebook) because people spend time there. The more time people spend, the more ads Instagram/Facebook can sell. More time = more *advertising inventory*.

Write that down.

The algorithm is designed to maximize the time IG users spend in the app.



Instagram also releases new product features (think Stories, or Gallery Posts) to keep users engaged. Often it prioritizes new features via the algorithm to encourage adoption.

These are the known factors that influence the IG algorithm.

- Engagement: # likes, comments, video views, saves, shares via DM, etc.
- Relevancy: the genres of content you like and interact with most.
- Relationships: your BFFs, and anyone else you interact with most.
- Timeliness: How recent the post is.
- Content-Type: Pics, Gallery Posts, Videos (which always do better)

When you think of the algorithm you probably just think of the order of posts and stories on your feed.

Stop that right now.

It's 2018, and you should also think about the [Instagram Explore Page](#) - which is the golden ticket to growth hacking Instagram in 2018.

If you can game the algorithm and reverse engineer the explore page, your content will go viral and you will become Instafamous *fast*.

Concept #2: The 10/10/10 Hashtags Strategy and How You Should Think About Hashtags in 2018

Stop your eye rolling right now! You should know by now that I'm not going to give you the same generic advice you keep reading.

Yes, hashtags still help expand your reach.

Yes, you can [hide hashtags in the first comment](#).

No, that's not the best advice I have for you today.

Instead, I'm going tell you about the 10/10/10 hashtag strategy that's working really, really well right now. But first, context.

Your goal with hashtags used to be to reach the top posts section when people search that hashtag. Thing is, no one searches for #armeniancoffeebeans, which is probably the only hashtag you've got a decent chance of hitting the top posts on ;)

Ok, some people do -- I still see a handful of random likes come in when I get on the top posts, but a really insignificant amount. Like 10 max on decent sized hashtags like #pacificbeach.

So your new goal with hashtags is to reach the explore page. That's how you bring in hundreds, if not thousands of new likes and followers from a single post.

To maximize your chance of hitting the Explore Page using hashtags, listen up...

Introducing the 10/10/10 hashtag strategy...

Instagram allows up to 30 hashtags, so use all 30. Choose:

- 10 Smaller Hashtags (10,000 to 50,000 total posts)
- 10 Mid-size Hashtags (50,000 to 200,000 total posts)
- 10 Large Hashtags (200,000 - 2,000,000 total posts)

Going “viral” is still statistically difficult. But if you use this method with the right content, and get a little lucky, you can “scale up.” You’ll get a handful of likes from being on the top posts of the smaller hashtags, a few more from the mid-size ones until you have so much *engagement* that *the algorithm* decides to try you out on the Explore Page.

When using this strategy, you’ll still need to do good hashtag research. The right hashtags can make or break your virality.

These are the three best ways to research hashtags in 2018:

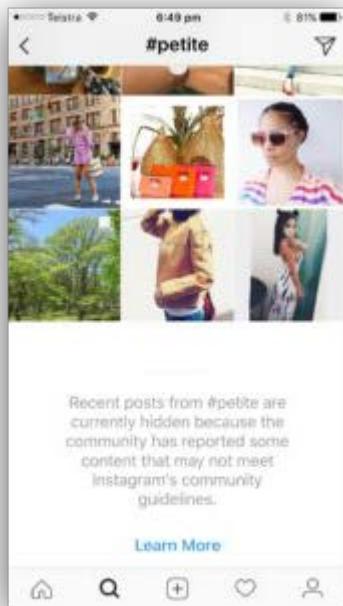
- Hashtag research tools - we like [Display Purposes*](#)
- Find influencers in your niche that have hit the explore page and take inspiration from their hashtags.
- Find one hashtag you like, search for it on Insta, then check out the “related hashtags” underneath.

One of the reasons we recommend Display Purposes is because it excludes banned hashtags from its search results. Banned hashtags are a relatively new thing on Instagram that you should understand if you’ve made it this far.



Instagram is always fighting “spam” and some of those big hashtags get really “spammy” (filled with porn and violence, mostly). Instagram occasionally “bans” certain hashtags to avoid this.

Instagram doesn’t talk about this publicly, and it’s not that big of a deal if you use a banned hashtag. All it means is when a hashtag is banned is that Instagram hides recent posts under that hashtag. It looks like this:



When possible you want to avoid using banned hashtags. Not only will you not get the added reach (since you don’t show up on the hashtag), you may get penalized by Instagram for using these.

That’s why you should always rotate your hashtags. After you’ve done your research, save a few different lists of 30 hashtags as notes on your phone so you can keep them fresh (and avoid any penalties IG may or may not be dishing out).

Instagram *just released* the ability to [follow hashtags](#) so they show up in your feed, and everything you thought you knew about hashtag strategy is about to....well it probably is...maybe...almost definitely...going to change a little bit.

How?

That’s anyone’s guess :)

One thing to keep a close eye on is the hashtag recommendations that IG shows you in your own feed. For example, Instagram knows I like wine so they recently recommended that I follow the hashtag #winegasm.

Notice that #winegasm is a relatively small hashtag, with only 25k posts. If Instagram surfaces that recommendation to me, it might surface it to others. I am going to make a note of that and next post of mine that involves wine I'm going to use that hashtag.

Also keep an eye on the photos that appear in your feed after you've followed a hashtag. These photos are *highly* curated. This is like the 1% of the 1%.

How do you get your post there?

One thing that I've noticed is that the posts from hashtags in my feed are all geometric. Lots of angled lines, like this:



Concept #3: Consistency is more important than ever, just don't be too consistent.

I read Instagram news articles like your grandma watches Jeopardy.

EVERY DAMN DAY.

And I've heard A LOT about consistency over the past few years:

- “Instagram rewards consistently like no tomorrow”
- “If you don’t post for a few days, you’re compromising your account’s potential for organic growth.”
- “Sometimes not posting for a few days can even stop organic growth permanently,”
- “Big accounts like @Nike post 3+ times per day, so you should too.”

And it's all a bunch of baloney!

Or is it?

I've said over and over again how “posting consistently” isn’t enough these days. It’s practically our company’s slogan at this point. But I think it’s time to revisit the issue of consistency.

In particular, I want to go back to the algorithm. We already know that Instagram’s algorithm is designed to get people to use the app, stay a long time, and return to it often.

So if you were Instagram, would you reward users who posted consistently with increased engagement (aka more fun for individual users, and more impressions/brand awareness for business users)?

I would.

But if you’re trying to grow your Instagram account and get more followers, you still shouldn’t post more than once per day.

You’ll get less engagement per post, which means less of a chance at going viral.

Moreover, you will *actually lose followers* by posting too often.

It’s like when we send our email newsletter.

Jumper Media has a newsletter of 5,000 subscribers.



Every time we send an email blast we lose like 20 subscribers. This is normal, and we're totally cool with it. And every time we post on Instagram we might lose a follower or two as well. This is normal. Get over it.

Concept #4: Forget about the Best Time to Post on Instagram. In 2018 it Doesn't Matter...Much

If "post consistently" is the #1 most overused piece of Instagram advice, then "post at the right time" is a close second.

(I'm about to blow off some steam here, so just skip to the next section if your New Year's resolution was "Be Positive," or if you describe yourself as "spiritual" on Bumble.)

First off, there is no universal best time to post. Second off, Instagram hasn't had a chronological feed since 2016, so y'all should know better.

Timing is less important than ever. A recent IG algorithm change you may or may not have noticed has IG posts a few days old frequently appearing on people's feeds. It doesn't matter what hour those were posted; IG shows them to you because they know you'll engage with them.

Viral content is viral content.

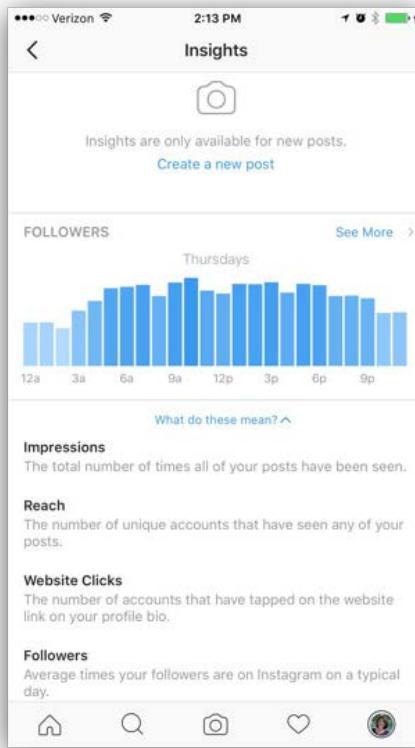
If your shit is the bomb, then it will be seen no matter what.

Timing still matters *a little*. It's just like the 19th most important thing you should be thinking about.

Instagram's algorithm that determines how engaging a post is, takes time into account. A post that gets 100 likes in the first 10 minutes will have a better shot at trending, the Explore Page than a post that gets 100 likes in 2 hours.

Still try to post when the maximum number of followers are on the platform. To figure this out, check your analytics (if you have a business page).

More often than not you'll find that your followers are on Instagram pretty much all the time, and there's not that much of a difference between 7 a.m. and 10 p.m.



Concept #5: Why You Must Become a Professor of the Jungle to Create Great, Viral IG Content

The whole IG system is rigged. But you know the game, so play it.

You play by stepping up to the plate again and again and again and taking a huge fucking swing at creating content that gets people to react, engage, tag their friend, or save it to a collection.

Write this down and circle it:

Great content makes you feel something.

How do you create that kind of content?

When I was writing this article, I got stuck on this section. I spent 30 minutes thorough research on what content types get shared and what don't, which emotions tend to go viral, etc., etc.

I wrote almost 500 words of awesome, well-written, research-backed WORTHLESS GARBAGE.

And then I erased it all.

Because if you want to create great, viral content, you can't get academic about it.

You don't become a great baseball player by reading about it.

You become great, by *playing the game*.

Oh yeah, and you should play to WIN.

So instead of giving you a long list of types of viral content—that would inevitably be fundamentally incomprehensive—I'm going to tell you a story that I love from Nike founder and CEO Phil Knight's autobiography, *Shoe Dog*:

In 1997 Nike had 4 large factories in Vietnam, and the government honored Knight by hosting him as their special guest.

During the trip, Knight met General Võ Nguyen Giáp, former commander of the Vietnam People's Army who beat back the Japanese, French, Chinese, and Americans in the Vietnam War and is now considered one of the greatest military strategists of the 20th century.

"How did you do it?" Knight asked.

The corners of Giáp's mouth flicker. A smile? Maybe?

General Giáp thought. And thought. "I was," he said, "a professor of the jungle."

In other words, Giáp won because he understood his environment better than anyone else. Your jungle is Instagram.

If you want to win, if you want to go viral and beat out all the other competition, you need to understand Instagram better than anyone else.

No shortcuts.



Study the accounts in your niche that are doing well. Spend time on the Explore Page. Work. Study. Learn. Test. Analyze. Repeat.

Become a professor of the jungle.

DIRT: The Exact Strategies & Tactics that are Working Right Now to Get More Instagram Followers

First clouds, then dirt.

Here are the exact strategies and tactics (read, growth hacks) that work for getting more followers for growing your Instagram in 2018.

Growth Hack #1: Tag Hashtags/Locations in Stories and Get Twice the Views

It is still easy to make it on any given location's Story in 2018.

Stories let you tag locations and hashtags. Use them!

When you're tagging locations, you can tag a specific location, like "Mimi's Tacos" and you will still have a chance at being included in the story of any larger encompassing area location -- like "Pacific Beach" or "San Diego."

Getting on a location story will get your Story more views. When I've made it on the Pacific Beach story, my Story gets about 100-400 more views. But this rarely translates to followers.

Why?

Content. Content. Content.

If you want this growth hack to work well, you're going need to up your story game. Your Story has to be exceptional, surprising, and stand out. Turn that camera around and talk directly into it. Or, use your story to tease your latest post or run a giveaway to drive people to your main profile.

Growth Hack #2: Targeted Follow/Unfollow: How to Grow Your Followers Consistently in an Hour per Day

Follow/unfollow is a controversial growth strategy, but you can't deny it's effectiveness.



Find large influencers who already in your niche, go into their followers list and follow around 100 of their followers. Following them sends a notification to their phone. They see it and ask themselves:

*Who the f*ck is [@gianantoniopepe](#)?*

They go to your page. Then they might say:

Oooooh he's cute.

Or

Wowwww. I really like his food pictures!

And if you're lucky, they might follow you back.

The idea is that if they've already followed large influencer A (who has similar content to you), they'll be interested in yours too, and follow you back.

Wait 1 day, then unfollow the 100 people that you followed yesterday, and follow another 100.

If you do this, you will consistently get 10-25 new Instagram followers *per day!*

Growth Hack #3: Powerlikes; or, the Secret Trick to Hacking the Explore Page

While "fake likes" have been around forever in the Instagram growth hacking world, Powerlikes are relatively new.

Powerlikes are likes from large, influential accounts (usually with, at least, 20k followers) in the first few minutes after a post goes live. The idea is to game the algorithm and maximize the posts chance at getting on the Explore Page where it will get more organic engagement.

In CONCEPT #1, we discussed how the Instagram algorithm is partly based on number of likes, and timeliness (how quickly the post receives the likes). While powerlikes help in this regard, they are no different from fake-likes, which we'll define as likes that come in automatically from spam accounts that are designed to look like regular people (and are often foreign).



The difference with Powerlikes is that they also affect the relevancy part of IG's algorithm equation. This is HUGE for hitting the Explore Page.

Want proof?

Go to the explore page right now and click into a few photos. These photos are most likely not from accounts you follow, but they are probably about topics that you find interesting.

I get a lot of food and wine pics, and Instagram is almost definitely using advanced AI photo recognition technology that Facebook has developed to categorize these photos and videos.

Now look at the likes on each photo. When I scrolled my Explore Page, I clicked into 10 photos and 3 of them were liked by someone I was following. Aha!

If you follow someone and they like a photo, the chances of it showing up on your explore page skyrocket. So by getting likes from accounts with tons of followers, you maximize your chance of hitting the Explore Page, especially for their most engaged followers.

Make sense?

If you're using Powerlikes or thinking about it one takeaway from this is to make sure you are rotating the accounts you're getting the Powerlikes from every few months. It is likely that your photos show up on explore for the same people over and over again if the same accounts like your photos every time.

Growth Hack #4: Use Telegram for Engagement Pods

Instagram pods started after the dreaded switch to the algorithmic feed in 2016.

Instagram influencers found a sneaky way to hack the algorithm by banding together in "pods" and solemnly swearing to like *every single darn photo* anyone in the pod posted.

Now no one dares to run a pod via DMs. Instagram caught onto that one fast. Facebook groups have also shut down for the same reason.

Now the place to be for IG pods is [Telegram](#), a messenger app that is the wild west.



It is popular for a few reasons. Not only are messages encrypted, but also Telegram's code is open source and the whole thing is programmable. What that means is that people have found a way to automate certain parts of the actual management of IG pods.

For example, you can join an engagement group on Telegram such as InstaGainz Dx10 (name is fictional). The rules of engagement are posted as a pinned message at the top:

1. Comment + Like on the links in the 10 messages above you.
2. All comments must be high quality, related to caption, and 3+ words.
3. Drop a link to your latest IG post as a message
4. Wait for the likes/comments to roll in

Sounds great, right?

Until someone tries to game the system, and just posts a link without engaging with the 10 posts above them.

But on Telegram, these engagement groups have built in bots that check to make sure that every person follows the rules.

Growth Hack #5: Why Giveaway Loops are the Only Instagram Contests that Matter in 2018

Loop giveaways? Giveaway loops? However you phrase it, if you've spent any time on IG this year stalking your favorite travel/fashion/beauty blogger, chances are you've seen these (and maybe even participated in one).

More than just a regular giveaway, giveaway loops are a great, viral way to partner with other accounts in your niche and get a lot of followers for cheap.

How do they work?

To enter, participants have to take a few steps, then go to the next influencer and repeat the steps. When they get to the next influencers page, they will be asked to go to another influencers page, etc. etc. This could happen 20 or more times!

The beauty of this for influencers is that they can partner with other folks in their niche and attract their followers. Moreover, they can split the actual cost of the prize between all of the giveaway participants.



If you have a small budget to play with, and are in a niche that is popular for influencers (think beauty, fashion, puppies, etc.) then you should consider running a giveaway.

If you do this right you can get thousands (i'm not kidding...thousands!) of followers for pennies on the dollar.



How I Launched the #1 Book on Product Hunt

Credit: [Josh Fechter](#), Co-Founder of [BAMF.Media](#)

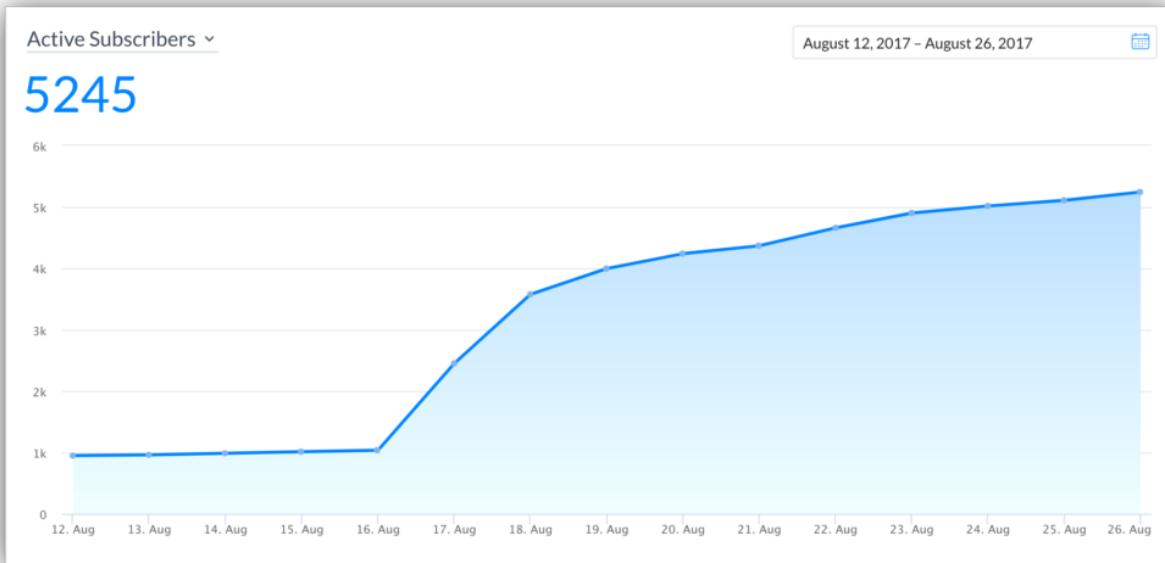
Product Hunt is where MVPs and startups go to die or thrive.

Which one are you?

If you launch successfully on Product Hunt, you can get thousands of subscribers and customers.

If done wrong, you'll realize you never had a product people wanted or took the time to build an audience.

We did it the right way when launching the book, [THE BAMF BIBLE](#) which led to over 4,000 new subscribers and thirty high-quality leads for my agency - all within nine days. To date, it's now over 10,000 new subscribers and 80 agency leads.



Before reading on, ask yourself:

"Should I launch on Product Hunt?"

If you check off these requirements, then yes:

1. You have a product targeted at an early adopter market in the tech startup scene
2. You have a product people are willing to pay for
3. You're not pitching a pure enterprise product



4. You have consistent value once they opt-in
5. You have an audience ready to engage

THE BAMF BIBLE is a book with 25+ growth hacking case studies from 2017. It fits the early adopter demographic because growth hacking implies you have a new secret sauce to grow startups. Moreover, people expressed over and again that they'd be willing to pay us for the book. And, most importantly, we had #4 and #5 covered.

This is where most Product Hunt launches fail.

They gather thousands of subscribers.

Then what?

They get a generic thank-you email, then there's no follow-up.

If you don't have an email or Messenger update that consistently provides value every week - don't launch.

Otherwise, you'll lose the people who visit your website and opt-in. Most people who launch on Product Hunt don't have a valuable follow-up - that's why most fail even with a thousand plus upvotes on their product. *Ouch.*

You can't guarantee upvotes either.

You need momentum and that comes from a community who will engage with your launch.

"I launched my super awesome AI-driven GIF creator on Product Hunt. I'm guaranteed to go viral." - Said no one ever.

You need to post on Facebook, LinkedIn, Twitter, and send out email and Messenger blasts. If you're not active on social or run an engaged subscriber list, then your chances of success are almost zero.

You can always spam many Facebook Groups and Facebook friends, then ask people to promote you for free, but this will make you look like an asshole and you won't get results :)



Rather than rely on bad marketing, let's rely on what works - systems with proven results.

I'll take you step-by-step of how to create an audience, have a successful launch, and take care of your subscribers afterward:

Step 1: Assemble Your Team & Create Trust

One of the main factors that contributed to my book's success were the people involved.

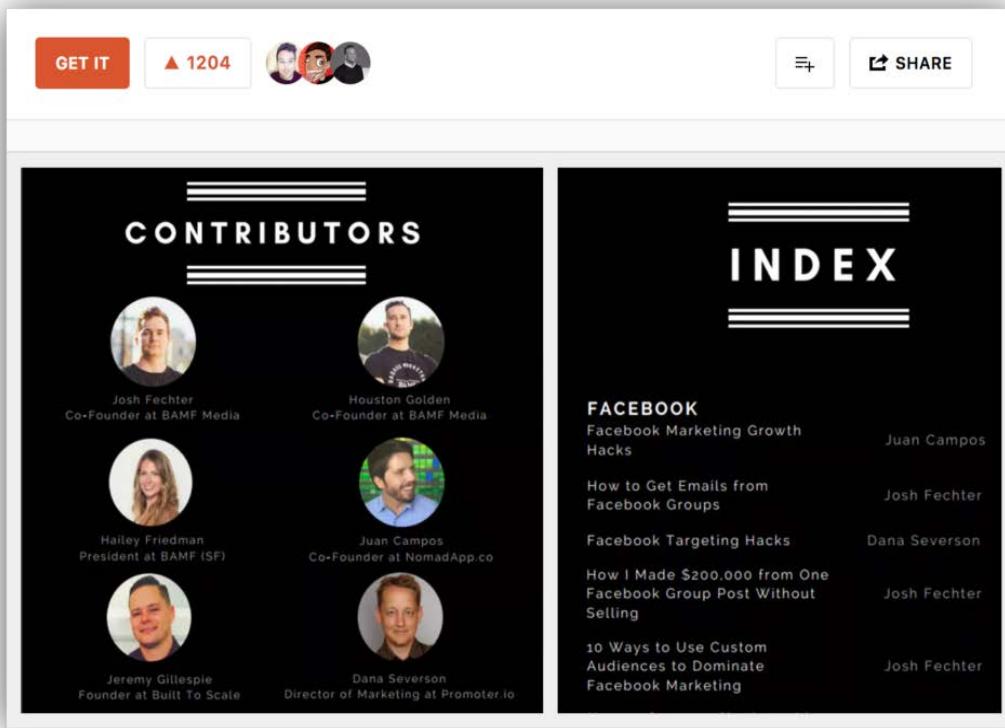
I had many high-level entrepreneurs, marketers, and founders who contributed. As a result, upon release, they'd share it with their communities.

Who's involved in the making of your product?

Whether it's beta testers or a huge community, ensure they're the right people for when you launch. You don't want them pretending to love what you do, then dropping out right before the finish line.

To highlight our contributors, we gave them a dedicated section at the beginning (NOT THE END) of our book. We wanted them to know we genuinely cared about their contribution. Then we used that page as one of the first pictures on Product Hunt.





Did it work?

Each one of them shared.

Plus, it better reflected the vision of those who wanted to engage - a product that represents the communal aspect of [Badass Marketers & Founders](#).

The second half, I needed people to trust that this would be an epic book of growth hacks. People don't have a reason to upvote unless you've given them tons of value beforehand. Imagine you're on Product Hunt and never heard of Badass Marketers & Founders.

Would you upvote the book right away?

Of course not.

You haven't even read it.

And we can't expect people to upvote the book a month later once they've finished reading.



We needed people who trusted the value we were providing, so they'd upvote us before reading. This was a critical piece to our success.

By publishing growth hacks over the previous year, we had built that trust.

It takes time. There's no way around it.

Step 2: Collect Emails & Subscribers

I took a different approach than many Product Hunt launches. Rather than building my email list beforehand, I built my Messenger list.

Why?

A small two-hundred person sample size on Messenger gave me ridiculously-awesome results:

An eight-times higher click-through rate and three-times higher open rate than email.

Looking at the data, my 1,000-person Messenger list before launch engaged as powerfully as a 10,000-person email list. To build my Messenger list, I used [ManyChat](#) because they have many landing page features that enable me to catch subscribers.



Not ready to jump one hundred percent into using Messenger, I promoted both my email and Messenger list. First, I promoted my Messenger list on my email list. This got me an initial several hundred subscribers.

Then I turned the [home page](#) of my website into a Messenger opt-in. I also created a Messenger opt-in specifically for my Quora following.



Josh Fechter

Co-Founder of BAMF Media | Author | Advisor

I'm the co-founder of [BAMF Media](#).

I also run Badass Marketers & Founders, a community of 18,000 members.

Do you want my new startup growth tactics every week via Messenger?

Go here: [Get Startup Growth Tactics](#)

Feel free to connect with me on other social channels:

[Facebook](#)

[LinkedIn](#)

35,080 Followers

ooo

Within a month, I had seven hundred subscribers.

Next stop: LinkedIn.

For four months, I'd been publishing many engaging statuses on LinkedIn to build a following. Then I began to promote my upcoming book with teasers. For instance, I took a screenshot of possible book covers and posted it on LinkedIn asking which one they liked the most.

I kept a low barrier to entry to comment and made sure my audience knew I valued their opinion. All they had to do was type "1," "2," or "3" to select a book cover. As predicted, the post took off.

I ended up not using any of these covers, but I did get several hundred subscribers interested in keeping up with the launch. (A huge thank-you to [Patrick Lyver](#) for the final book cover).



Josh Fechter

Co-Founder of BAMF | Full-Stack Growth Agency | Over 25+ Million Views | Created a ...
2w · Edited

Hey LinkedIn friends,

I need your help with choosing a book cover.

I've already written the book (300+ pages)

It's the most comprehensive book ever written on growth hacking case studies from the best marketers and founders.

And this is the last piece.

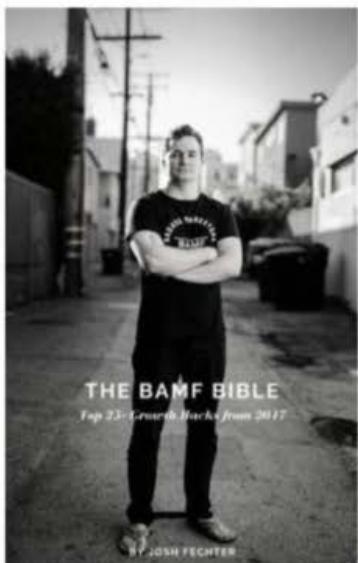
Comment with which cover you like the most.

If you want to keep up to date with the launch next week, I can send you a notification here: <https://lnkd.in/gj-59tY>

#1



#2



#3



489 Likes · 1,413 Comments

Like Comment Share

311,592 views of your post in the feed

Then I promoted my Messenger list in my Facebook Group by giving away viral LinkedIn outlines. This gave me three-hundred-and-fifty Messenger subscribers. A nice jolt to get my list above a thousand people.



Page | 254

 **Josh Fechter**
August 5 at 4:35pm

You guys know that outline I released on how to create viral LinkedIn posts?

Thirty plus people used the outline to create their own viral posts.

Do you want two more outlines?

Get them via Messenger here:
<https://manychat.com/l3/joshuafechter123>

This is the last time I will give my outlines for free.

P.S. We've decided to launch the growth hacking book on Product Hunt (date TBA). If you don't have an account, then create one now 😊

P.P.S. The book > 300 pages - all case studies. We have one chapter left.



Like Comment

Hailey Friedman, Usman Maqsood and 96 others

I felt confident the launch would go well if I continued collecting subscribers.

The problem: I didn't have much time left.

I needed to create the *hype train*.

Step 3: Start the Hype-Train Announcements



The book had been planned for a year, but I wanted the extra push to finish it. I also wanted to gauge the demand for the book.

After the announcement, it was clear people wanted it - and they wanted it now. Many were excited to pay for it and didn't realize I was releasing it for free.

I got a lot of engagement on the announcement because I'd been documenting my growth hacks online for an entire year while connecting to people in the industry. People knew, liked, and trusted me.

Hey BAMF,
I know the number of growth hacks in here can get overwhelming (250+).
If I get 150 comments saying, "let's ride," I'll take the 25 best growth hacks and put them into an eBook for you.
Drop a comment

Like Comment

Daniel Gefen, Molly Montgomery and 238 others

View previous comments 2 of 479

Many times I had talked about publishing a growth hacking book, but it never happened. Growth hacks get outdated fast.

I had enormous pressure to keep the book current which meant replacing thirty-page chapters with up-to-date growth hacks. A four-month hype-train writing process turned into an entire year.

Step 4: Find a Hunter

Having an invested Hunter will help drive more engagement.

If you're new to Product Hunt, know that a Hunter is someone who uploads your product to the site with images, a link to your website, and tags the Makers (creators of the product). Once he hits publish, the product is officially live.

[Jack Smith](#), one of the top hunters on Product Hunt, had been a part of my community for awhile. As a result, he had an incentive to spread the launch via word-of-mouth or sharing online. I'm not sure how much of a difference this made, but anyone who has a loyal startup following and loves what you do will help make a dent in engagement.



When I reached out to ask him if he would hunt our book, he gave the okay. We did change the date several times, but he stuck with us. Thanks, Jack!

Step 5: Oil the Hype Train with Pre-Announcements

The day before launch, I wanted everyone to know when the launch would go live. We didn't have the book entirely finished. It took us until 7 a.m. in the morning - an hour before launch.

Still, we decided to go all in and put pressure on ourselves to perform. With that said, it's better to launch right after midnight because you only get one day on the front page. At midnight - every night - the front page of Product Hunt refreshes with new launches. By waiting until 8 a.m. to post, we lost eight hours of being live on the front page.

The good news: We still kicked ass.

We had the first pre-announcement in our [Facebook Group](#). We tagged all the book contributors and I used a live stream to make sure I hit as many people in my community as possible with the message.

 **Josh Fechter** was live.
August 15 at 11:32am

The OFFICIAL book launch is tomorrow at 8 a.m. PT on Product Hunt.
Get ready 🤘☀️

Look out for the group announcement tomorrow 😊

Book includes:

- Over 25+ growth hacking case studies.
- 300+ pages of pure how-to tactics.

Thank you to all the book contributors: Juan Felipe Campos, Dana Severson, Houston Golden, Hailey Friedman, Jeremy Gillespie, Gilles DC, Vaibhav Namburi, Jakub Gorajek, Jordan Crawford,



129 29 Comments 1.4K Views

Like Comment Top Comments ▾

Ten minutes later, I announced it on my Facebook profile. This drove an insane amount of engagement.





Josh Fechter
August 15 at 11:46am · 

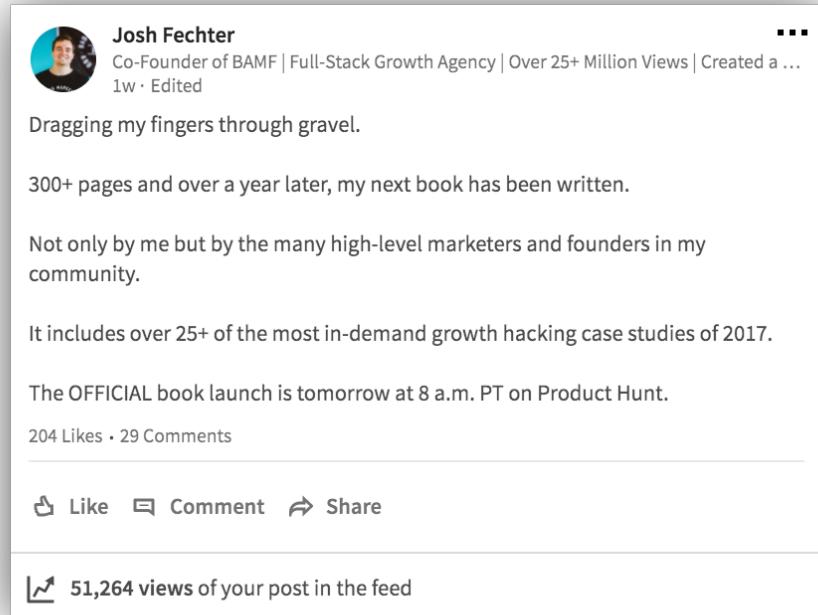
It's done.
300+ pages and over a year later, my next book has been written.
Not only by me but by the many high-level marketers and founders in my community.
It includes over 25+ of the most in-demand growth hacking case studies.
The OFFICIAL book launch is tomorrow at 8 a.m. PT on Product Hunt. Get ready .
Look out for the announcement tomorrow 😊

 Like  Comment  Share  Embed

   Daniel Gefen, Tommy Pavia and 279 others [Top Comments](#) ▾

2 shares

And, of course, I posted on LinkedIn to keep the hype wheels moving.



Josh Fechter
Co-Founder of BAMF | Full-Stack Growth Agency | Over 25+ Million Views | Created a ...
1w · Edited

Dragging my fingers through gravel.
300+ pages and over a year later, my next book has been written.
Not only by me but by the many high-level marketers and founders in my community.
It includes over 25+ of the most in-demand growth hacking case studies of 2017.
The OFFICIAL book launch is tomorrow at 8 a.m. PT on Product Hunt.

204 Likes • 29 Comments

 Like  Comment  Share

 51,264 views of your post in the feed

Then came the Messenger blast:



"Hey [First Name],

Tomorrow @ 8 a.m. PT we're launching our free eBook on Product Hunt with 25+ growth hacking case studies from the best marketers and founders.

It took us an entire year to create!

Please share the book upon its release. We'll notify you via Messenger. Let's make the world a better place for marketers and founders."

The message received a 95.2% open rate!

In total, thousands of people knew about the launch. We were ready for takeoff.

Step 6: Build out a Funnel

I have this labeled as step six because we didn't build the funnel until after the pre-announcements.

Not the best idea, but it worked.

At around 1 a.m., we finished the GIF for the preview image (you can [see it here](#))

This preview image needed to stand out - hence why we created a GIF (thanks for the tip, Gilles De Clerck). We also included the benefit in the GIF, "25+ Growth Hacks You Can Use Today." This helped us catch people's attention to drive them to our Product Hunt landing page.

We did have to select a few categories for the book. I didn't have any bright ideas, so I copied what other successful campaigns did. No point in reinventing the wheel.



The screenshot shows a blog post titled "THE BAMF BIBLE" with the subtitle "25+ Growth Hacks from 2017". The post is categorized under "SALES", "EMAIL MARKETING", "MARKETING", and "+ 2". It includes a "GET IT" button, a "▲ 1186" counter, and social sharing icons. Below the main title, there are two sections: "CONTRIBUTORS" and "INDEX". The "CONTRIBUTORS" section lists six individuals with their names and roles: Josh Fechter (Co-Founder at BAMF Media), Houston Golden (Co-Founder at BAMF Media), Hailey Friedman (President at BAMF (SF)), Juan Campos (Co-Founder at NomadApp.co), Jeremy Gillespie, and Dana Severson. The "INDEX" section is organized by topic under "FACEBOOK": "Facebook Marketing Growth Hacks" by Juan Campos, "How to Get Emails from Facebook Groups" by Josh Fechter, "Facebook Targeting Hacks" by Dana Severson, "How I Made \$200,000 from One Facebook Group Post Without Selling" by Josh Fechter, and "10 Ways to Use Custom Audiences to Dominate Facebook Marketing" by Josh Fechter.

The first step included writing the copy for the pinned post. I had no idea what to write, so I asked myself: "*What's the opposite of my book?*" Well, it's *Hacking Growth* by Morgan Brown and Sean Ellis.



Morgan Brown **MAKER**

@morganb · Author, Hacking Growth

Thanks for sharing Hacking Growth, [@hnshah!](#)

Hey everyone, Sean and I have spent the last couple of years trying to put together a definitive playbook on how to create sustainable growth. Hacking Growth is the outcome. It's not a recipe book of hacks but rather an overview on how to build your company for growth and run the high-tempo experimentation process necessary to drive growth.

The book is broken down into two parts:

Part I: The Method, which covers building a growth team, ensuring your product is a must-have, finding your growth levers and experimenting at a high tempo.

Part II: The Playbook, which shows you how to apply rapid experimentation to drive growth across your entire customer journey: acquisition, activation, retention and monetization.

It's received really great early feedback from lots of people we respect, and we hope you'll check it out. If you pick it up, email us the receipt at hackinggrowthbundle@gmail.com for an invite to a special live Q&A Sean and I are doing in a couple of weeks. 

I saw Morgan's pinned post for their launch and wrote something similar while focusing on everything they wanted to stay away from.

He writes, "*It's not a recipe book of hacks...*"

I write, "*This is the complete recipe book of growth hacks...*"



Josh Fechter MAKER

@joshuafechter · Founder of Badass Marketers & Founders

Thanks for sharing THE BAMF BIBLE, [@jacksmit](#)!

Hey everyone, I have spent the last couple of years creating one of the largest growth hacking communities, Badass Marketers & Founders (15,000+ members).

This is a compilation of the best growth hacks from the hundreds we ran - all of which still work today.

This is the complete recipe book of growth hacks (300+ pages of how-to tactics)

The book is broken down into these growth hacking sections:

- Facebook
- Affiliate and referral
- Events
- LinkedIn
- Quora
- Backlinks
- Instagram
- Cold Email
- Twitter
- YouTube
- Product Hunt
- Software
- Content Marketing
- Growth Hacking Tools

It's received excellent early feedback from many people we respect, and we hope you'll check it out.

▲ UPVOTE (46) ← REPLY SHARE · 9 DAYS AGO ...

Here's where I took the risk: I directed the "GET IT" button to a landing page where people could get the book by subscribing to my Messenger list. I made sure to include Product Hunt in the headline copy, so people visiting felt extra special.

I also focused on the benefits in the sub headline, added a few testimonials by influencers, and a clear call to action. This page was A/B tested with other campaigns, so we had confidence in it. The result: 36% conversion rate.



Hey Product Hunt, Here's Your 25+ Case Studies of the Best Growth Hacks From 2017

Create predictable revenue across Facebook, LinkedIn, Quora, Instagram, B2B cold email, event marketing, and more.

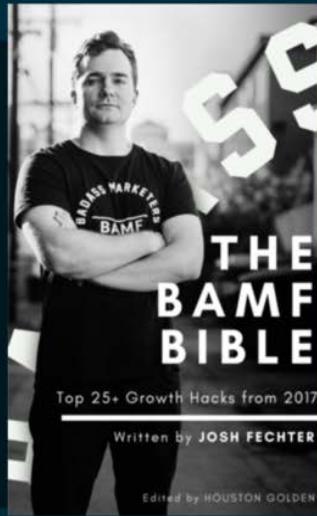
Testimonials:

"Bottom line, you create tremendous value for people, so they see a clear benefit to associate with you."

- Dennis Yu, CTO of BlitzMetrics

"Knowing cool growth hacks doesn't make you a great marketer. Josh also practices what he preaches, both for his own brand and for various clients."

- Julius Baron, Founder of JumpKit



Get your free eBook by Facebook Messenger.

 Send to Messenger

 [Send to Messenger](#)

Using Messenger led to two huge unforeseen benefits:

1. We didn't get fake email addresses

Product Hunt is notoriously known for people plugging in fake email addresses to get free offers. By using Messenger, they couldn't use a work around. They had to subscribe.

2. We had free PR

People thought our use of Messenger was innovative, so they shared the landing page in many relevant communities online. This led to a huge influx of subscribers. Once they opted-in to get THE BAMF BIBLE, we sent them this message via Messenger:

"Hey [First Name]!

Thank you for requesting *THE BAMF BIBLE*.

Here you go: [insert book link]

In the meantime, feel free to join our startup community of over 15,000 marketers & founders: <https://www.facebook.com/groups/growthmarketers/>



P.S. If you ever want to unsubscribe just type "stop."

This is what a new request to join our community looks like:

The screenshot shows a Facebook membership request for a group. At the top, there's a profile picture of a man in a blue jacket, followed by the name "Milun Stankovic". To the right are three buttons: "Approve" (blue with a checkmark), "Decline" (gray with an X), and "Block" (gray with a circular arrow). Below the name, it says "Joined Facebook on Jun 09, 2013" and "Member of WordPress Srbija Poslovi, WordPress Srbija and 4 other groups". A large text area contains the following message:
(Answer required) What's your LinkedIn Profile URL?
<https://www.linkedin.com/in/milun-stankovic-815096133/>
(Answer required) How did you find out about BAMF? What are your business pain points?
I found this group on producthunt
(Required) Go here for weekly growth hacks: growth.chat/hacks
Yes, please give me weekly growth hacks

Below this, there are four status updates with icons:
🎓 Studied at Gimnazija Svetozar Marković
🎓 Went to Gimnazija "Svetozar Marković" Niš
🏡 Lives in Niš
📍 From Niš

We had over one thousand people request access to my Facebook Group over a period of nine days since the launch. Even if they unsubscribed from Messenger, they'd still see us in their Facebook notifications and Facebook feed every time we post in the group.

The best part: I require their LinkedIn URL to gain group access.

I have my assistant add all the high-level professionals who request access to my LinkedIn network. This way they'll see my updates there. In a few steps, they went from Product Hunt to becoming fully entrenched in my marketing ecosystem.

We're not looking to market to everyone, only the people who want to play ball where we play ball, Facebook. If they don't want to connect further on Facebook, then we don't mind them jumping out of the group or subscriber list. You don't need everyone to be a part of your community - only enough people to make it worthwhile investing in.

Step 7: Launch it

Launch day is rather easy compared to creating the product.

We had one goal in mine and it wasn't upvotes.

We wanted comments.

Comments stir people's attention, and people who comment will likely upvote. By switching the call-to-action, we found this to be a huge driver of our campaign's success. Within all our copy, we had a call-to-action to comment in exchange for a bonus growth hack.

Here are all the announcements we made the day of our launch:

We posted on my Facebook profile with a link directly to the Product Hunt BAMF BIBLE page:



Then we posted on LinkedIn using a link in the first comment to improve click-through rates:





Josh Fechter

Co-Founder of BAMF | Full-Stack Growth Agency | Over 25+ Million Views | Created a ...

1w · Edited

...

Hey LinkedIn friends,

We officially launched THE BAMF BIBLE on Product Hunt.

It took us over a year to create with contributions from the top marketers and founders in the world.

It includes 25+ growth hacking case studies across every major traction channel. All these growth hacks still work today! :)

Please click the link in the first comment to grab your free copy.

If you comment with feedback on our Product Hunt page, then we'll DM you a surprise growth hack tomorrow.

Thank you for all the support.

294 Likes · 50 Comments

Like Comment Share

87,833 views of your post in the feed

And lastly, in our Facebook Group:





Josh Fechter

August 16 at 8:05am

Hey BAMF,

Today we celebrate over a year of keeping this community active with launching THE BAMF BIBLE on Product Hunt.

We took contributions from the most badass marketers and founders to create this book, including [Jeremy Gillespie](#), [Hailey Friedman](#), [Juan Felipe Campos](#), [Gilles DC](#), [Jakub Gorajek](#), [Vaibhav Namburi](#), [Leo Gamayunov](#), and [Dana Severson](#).

It includes 25+ growth hacking case studies across every major traction channel. All these growth hacks still work today!

Please go here to grab your free copy:

<https://www.producthunt.com/posts/the-bamf-bible>

If you comment with feedback on our Product Hunt page, then we'll DM you a surprise growth hack tomorrow.

Thank you for all the support 😊

Love you guys!

Like

Comment



Avery Ratz, Sakis Triantafillakis and 182 others

[View 27 more comments](#)

The icing on the cake was sending out a blast to our Messenger and email list subscribers.

Email:

Subject: A little help

"Hey there,

Have you ever wanted to write a book?



Most of us do.

We don't because it's painful.

After I wrote my first book about Facebook marketing, I swore I'd never do it again.

It felt like dragging my fingers through gravel.

But it also opened up one of the best opportunities in my life - a head of growth position in San Francisco.

Out of my labor of love to help others, I did it one more time.

After getting zero sleep last night, we officially launched THE BAMF BIBLE on Product Hunt.

It took us over a year to create with contributions from the top marketers and founders in the world.

It includes 25+ growth hacking case studies across every major traction channel.

All these growth hacks still work today!

Go here to grab your free copy in seconds: <https://www.producthunt.com/posts/the-bamf-bible>

If you comment with feedback on our Product Hunt page, then we'll DM you a surprise growth hack tomorrow :)

I appreciate all your help.

Cheers,

Josh"

Looking at the stats, the push from this email paled in comparison to the Messenger blast.

Here's the copy from the Messenger message:



"Hey [First Name]

We're live on Product Hunt :)

We stayed up all night perfecting THE BAMF BIBLE with 25+ growth hacks.

Here it is: <https://www.producthunt.com/search?q=bamf+bible>

If you comment on our Product Hunt page with feedback, we'll toss you a surprise growth hack tomorrow ;)

Just respond to this message with "done" after you comment."

Results: 94% open rate

Click-through rate: Unknown

ManyChat only measures the click-through if you include a button.

We didn't.

After we sent the message, we realized our mistake of not using a Bitly link. Still, we were seeing an 46% average click-through rate at this time, so we know it sent a ton of traffic.

The results from the call-to-actions for comments?

224 comments.

To that date, no other book launched on Product Hunt has received more than 100 comments. We crushed our competition by stirring the pot with conversation rather than upvotes.

Step 8: Avoid Fuck-Ups Unless They Help You

Finishing the book the night before had its downsides.

All of the links broke during the exporting process. That night after the launch, I had to spend several hours manually replacing them. Then I followed up with a message the next day to calm everyone down. It also happened to be the perfect opportunity to send people the extra growth hack to reward those who commented:



"Hey [First Name]

Thank you for your support on Product Hunt.

The original book we gave out had many broken links - a problem during the exporting process.

Here's the updated version with working links: <http://bit.ly/2w9lUbw>

*Plus!!! An extra growth hack because you guys engaged with the campaign:
<http://growth.chat/hack>*

Any questions? Hit reply - I'll answer :)"

At the time, I didn't even know what this *extra growth hack* would be. I sent out a prayer for some inspiration to hit me and it did.

Step 9: Celebrate to Create FOMO

A day later, we began celebrating to create FOMO.

If people missed out, this would be their second opportunity to jump on board.

I posted a celebration status on my Facebook profile linking directly to the Product Hunt page. This drove a wave of traffic from people who didn't take the campaign seriously.



Josh Fechter
August 17, 2017 ·

I FUCKEN LOVE YOU GUYS!

A huge thank you for helping us get THE BAMF BIBLE to become one of Product Hunt's most upvoted books ever.

We're looking to break the 1,000 barrier mark in the next several days 😊

Product Hunt loved the book so much, they featured it in their newsletter to 500,000 people this morning (screenshot).

If you still haven't grabbed it, here's the link:
<https://www.producthunt.com/posts/the-bamf-bible>

THE BAMF BIBLE is a free eBook with **2017's most effective growth hacking tactics** (300+ pages). This is fantastic, and there's even a useful section on Product Hunt hacks.

Harsh Jani, Lamar Letts and 298 others 79 Comments 2 Shares

Like Comment Share Embed

Notice how I mentioned we got featured in Product Hunt's newsletter?

This was key to driving another hundred to two hundred upvotes from their audience. It also gave the book a huge amount of validation.

Getting featured in the newsletter only happens if you drive enough engagement on the first day to where they deem you're worthy.

We continued to ride the momentum with a tactic post in the Facebook Group. This helped drive more traffic, but we made a mistake by not including a link directly to the Product Hunt page.

You can see the [entire post here](#) (have to be in the [Facebook Group](#)):



Plus, it builds virality with our landing page getting shared.

"Did you see they used Messenger on their Product Hunt launch? Check it out."

The best part is we made sure they were willing to play ball where we play ball - Facebook.

Why?

We want them to join our community. This way we can add even more value. Over the last day, we've had 500+ more group join requests.

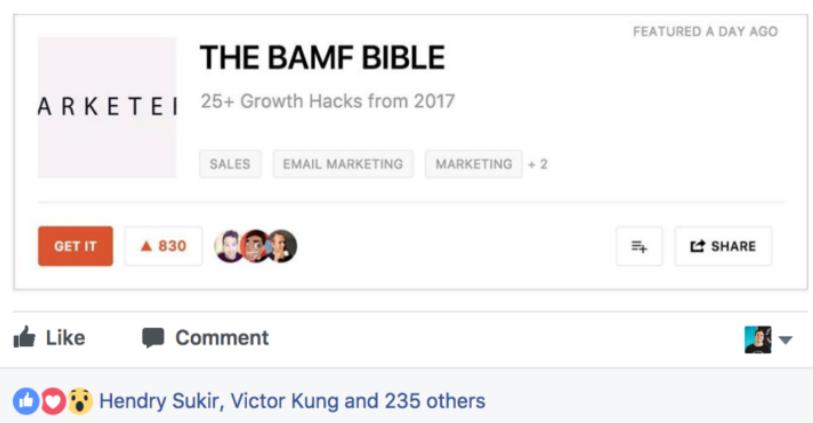
Keep in mind, we ask all new members for their LinkedIn profile = my connection base expands there.

Now, they'll see our content in three places (Messenger, Facebook Group, and LinkedIn) rather than one.

Thank you for helping us have one of the most upvoted books on Product Hunt of all time. This community deserves it!

P.S. For those new to BAMF, realize we do things differently here.

We're the first to test, and we do it on the biggest platforms because why not 😊



Because we were strapped on time, we didn't post a celebration status on LinkedIn. Another mistake. If you write the copy ahead of time, then you won't run into the same problems :)

Step 10: Drive them Back to Product Hunt

It's bigger and better!

Over the coming weekend, we made updates to the book based on reader feedback.

We announced a new version via a Messenger blast that sent people back to the Product Hunt page. We also included a brand new guide on growth hacking LinkedIn.



The plan: Drive more upvotes and comments.

It worked.

This is the message copy:

"Hey [First Name],

Big update. We recently wrote a growth hacking guide on how I went from 1.5K followers to 26K followers on LinkedIn in 4 months.

You can read it here: <http://bit.ly/2xt1es>

We also updated the BAMF BIBLE on Product Hunt with a new version (feel free to leave us feedback).

The old link now re-directs to the new one as of an hour ago:

<https://www.producthunt.com/posts/the-bamf-bible>"

As long as you keep updating the product, you can keep pushing people back to your Product Hunt page. It works wonders.

Nurture Your New Leads with Bomb Content

If your campaign performs as well as mine, then you'll have a wave of traffic, 10,000+ more Messenger subscribers, and new customers.

Keep in mind, 99% of your success will come from how well you follow-up with your leads. Don't let them sit there.

Provide value.



The Secret Growth Hack to Building an Affiliate Marketing Program

Credit: Hailey Friedman, Head of Marketing of [Improvado.io](#)

I had an epiphany about life that led me to the secret growth hack that grew our affiliate marketing program 9X year over year.

What's an affiliate marketing program?

For those who don't know, building an affiliate marketing program means building partnerships with bloggers and influencers in your space who have an online audience and paying them per lead/customer they send to your product/service.

Often, you both sign an agreement at a set cost per conversion on your site. The partnership is mutually beneficial in that they benefit by monetizing traffic to their site, and you benefit by having an influencer vouch for your product and send you qualified traffic.

Affiliate marketing traffic is “friendly” traffic

Bloggers who have a loyal following, have readers who return to their site time and time again. These readers have established trust with the blog and content they find there.

Therefore, when a blogger writes about your company and can recommend it to their readers in a genuine way, that blogger is sending a “warm lead” to your site. This is someone who’s already been primed and pre-qualified by learning a bit about your site and is interested enough to click through to learn more.

Why do affiliate marketing relationships matter?

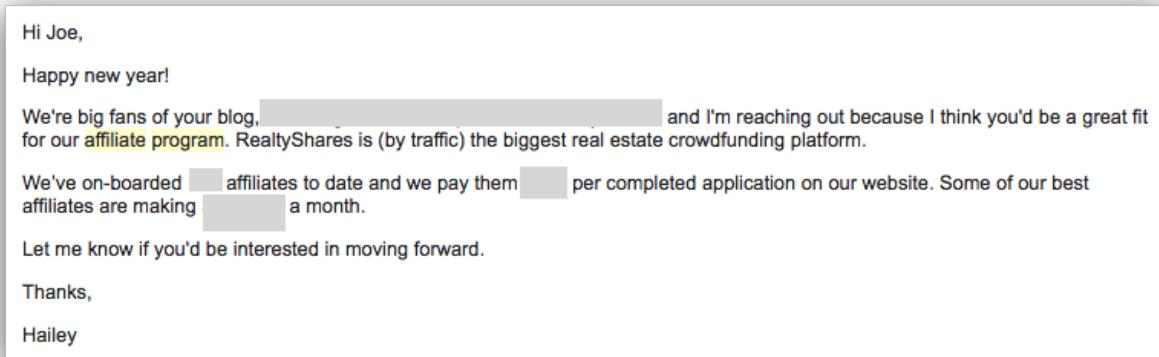
An affiliate marketing lead is comparable in quality to the type of lead you’d get from a referral program - when a current customer refers a friend.

To give you an idea of how strong affiliate leads are, here’s a snapshot of my Google Analytics page showing that affiliate leads signup at a conversion rate that is more than 4.4X the average site visitor.



When I joined RealtyShares in 2015 as the second marketing hire and 20th employee at the company, among the many things on my plate, I was tasked with building an affiliate program from the ground up.

The first thing I did was research and create a list of all the FinTech/investing bloggers in our space and reach out to them via email to invite them to join our affiliate program.



I sent out 50 emails and got 12 responses. All of which did not think the partnership would be a fit or were not interested at this time. That effort produced zero affiliate partnerships.

It wasn't until I was working on a side project of mine, when I unlocked the secret to building affiliate relationships.

How I discovered the secret to building affiliate relationships

www.topfivecityguide.com (no longer exists) is a blog where I aggregated survey responses from hundreds of New Yorkers and San Franciscans about their absolute

favorite restaurants in various categories. Each week I'd post a new blog post based off the data I collected "Top Five Brunch Spots in NYC", "Top Five Burgers in NYC", "Top Five Coffee Spots in NYC".

Each time I wrote something I also posted about it on Facebook and Twitter, tagging every restaurant or company that was mentioned in the blog post.

To my surprise, these renowned restaurants and food brands were extremely flattered by the mention and over 50% of them "liked", "re-posted" and "shared" my tweets.

Caviar San Francisco @TryCaviarSF · 28 Jan 2016
Love the list @TOPFIVE(CG)! We're delivering the best SF eats on Super Bowl Sunday!

TOPFIVE CityGuide @TOPFIVE(CG)
#TopFive Spots that Deliver Great #SuperBowl 🏈 food in #SF : bit.ly/1SajJs0 

1 1 1 1

Heart icon: Caviar San Francisco liked your Tweet 28 Jan 2016
22 Jan 2016: #TopFive Spots that Deliver Great #SuperBowl 🏈 food in #SF : bit.ly/1SajJs0 pic.twitter.com/IHH9Y7TEIH

Follow icon: Caviar San Francisco followed you 28 Jan 2016

Carvel Ice Cream @CarvellIceCream · 11 Apr 2016
@TOPFIVE_CG Thanks for including us! PS mark your calendars - April 21st is #FreeConeDay at Carvel! facebook.com/events/2097529...

Eataly NYC Flatiron liked your Tweet · 10 Apr 2016
10 Apr 2016: IT'S HERE- The NYC 2016 Summer Ice Cream Checklist! How many of these spots have you tried? bit.ly/1oHNYLU pic.twitter.com/ZxTGYoPRmv

16 Handles @16Handles · 8 Apr 2016
Proud to make the top 5 list of best ice cream places in NYC, beating out many places that actually serve ice cream!

TOPFIVE CityGuide @TOPFIVE_CG · 8 Apr 2016
IT'S HERE- The NYC 2016 Summer Ice Cream Checklist! How many of these spots have you tried? bit.ly/1oHNYLU

It was at this point that I came to a realization about life that helped to drive my growth marketing career forward.

People love being recognized.

I took this concept and ran with it at RealtyShares. I put together content: “Top 60 Real Estate Investing Blogs,” “Top 76 Alternative Investing Blogs,” “Top 75 Real Estate Blogs,” “Top 14 Personal Finance Blog” and many more. As many categories as I could possibly think of that related to FinTech or the Real Estate industry. All together we ended up mentioning over 373 different blogs, podcasts, books and influencers within these “Top” lists that we posted to the RealtyShares blog.

Next, I reached out to every single person that was mentioned in one of our blog posts, taking a slightly different approach than the first time I reached out via email- **I didn't mention our affiliate program at all.**

Gave you some love on our blog Import Compose Inbox X

 Hailey Friedman [REDACTED] to Joe Down arrow 1/14/16 Star

Hey Joe,

My name is Hailey Friedman and I'm reaching out because we love what you're doing over on your blog [REDACTED]

We just created a list of the Top 60 Real Estate Investing Blogs for 2016, and we ranked you at the top of our list! As far as I can tell, it is the most comprehensive one ever created:
<https://www.realtyshares.com/blog/top-real-estate-investing-blogs/>

I was hoping that you might be willing to

1. Consider sharing this with your readers if you think it would be helpful to them
2. If for any reason, you notice that I'm missing any blogs, please let me know and I will add them.

Thanks!

Hailey

Here's the response I got this time around...

Joe Import Compose Inbox X 1/14/16 Star Forward Down arrow

 Joe [REDACTED] to me, Joe Down arrow 1/14/16 Star

Holy! I didn't realize there were so many sites out there. Thanks for including me, I'm happy to share.

Here's one you missed - [REDACTED]

Best,

Joe

...

 Hailey Friedman Import Compose Inbox X 1/14/16 Star Forward Down arrow

to Joe, Joe Down arrow 1/14/16 Star

Thanks, Joe! There's a ton of great content out there :)

In case you're interested, I've been working on putting together our affiliate program for 2016 and I think you'd be a great fit. RealtyShares is (by traffic) the biggest real estate crowdfunding platform.

We've on-boarded [REDACTED] affiliates to date and we pay them [REDACTED] per completed application on our website. Some of our best affiliates are making [REDACTED] a month.

Let me know if this is something you might be interested in and we can discuss further.

Thanks!

Hailey

Joe Import Compose Inbox X 1/14/16 Star Forward Down arrow

 Joe [REDACTED] to me Down arrow 1/14/16 Star

Hi Hailey,

Yes, I'd be very interested and I'm quite familiar with RealtyShares. I've had a few friends do deals with you.

Do you have more details on how to get set up?

Best,

Joe

...

By first giving recognition to the blogger for their fantastic content, I was able to "warm up" the relationship, and therefore Joe and the rest of the bloggers I spoke to were far more open to learning about our affiliate program.

Not to mention all the shares and backlinks we gained when these 373 influencers shared our post with their followers.



Out of the 373 influencers we emailed, 66 of them ended up signing up for our affiliate program. **That's an 18% conversion rate!**

By utilizing this strategy alone, I was able to grow our affiliate program 9X year over year.

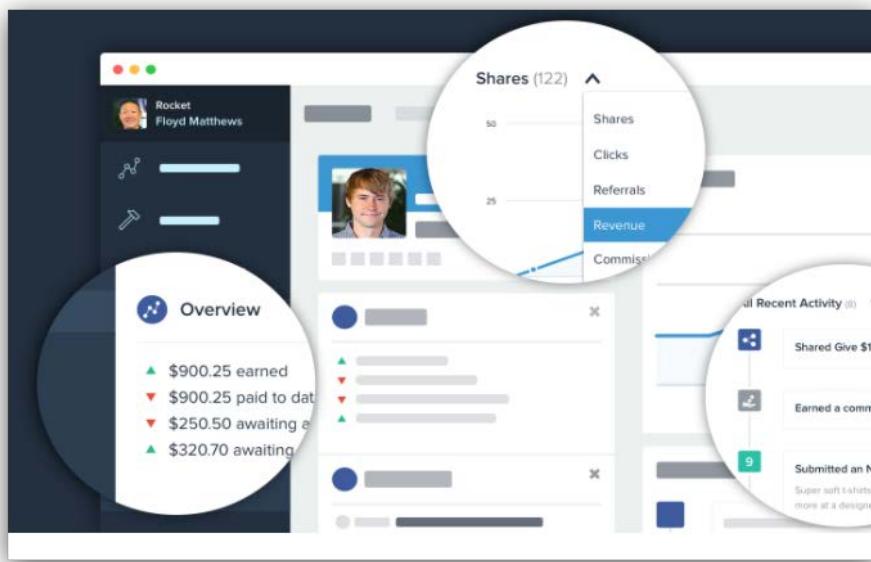
Not only did affiliate traffic grow exponentially- but the quality of the leads proved to be among the strongest relative to other channels like SEM, Native and Paid Social.

Meaning that signups that came from our affiliate program, became investors at a higher rate and invested more dollars on our platform than signups from other channels.

How do I track my affiliate marketing program?

If you're looking for a tool to manage and track your affiliate marketing partners and the commissions that they're each earning, I use Ambassador, which is a referral marketing software. The Ambassador platform makes it easy for affiliates to sign up, access their unique tracking link and monitor their clicks, conversions and commission. You can even pay your affiliates through the platform.

How did I find out about Ambassador? Well, first I used them to build out our referral program at RealtyShares which scaled 10X within 45 days of implementing Ambassador.



However, if you find Ambassador is out of your price range - look into [Omnistar](#). Omnistar's tool will also let you track an affiliate program quickly and easily and it's a fraction of the cost.

[Omnistar](#) costs ~\$40/month rather than \$1,000/month like Ambassador. This is the first platform we used to get the referral program off the ground and it worked wonders; however, there were a couple of feature limitations that led us to our ultimate switch to Ambassador.

So I have affiliate partners- now what?

Once someone agrees to be an affiliate partner, send them a link to sign up for your affiliate program. This link should take them to a sign-up page that explains how your affiliate program works.

For example, "When you sign up as an affiliate, you'll get a unique link that you can use any time you refer to our company. When someone clicks on your link and signs up or makes a purchase, we'll pay you \$X in commission."

Every affiliate marketing partner should have their own unique tracking link. That way, whenever they write about your product, they can link to your site and get credit for every click or sale.

If you use a tracking platform like Ambassador, your affiliates can log in and monitor their performance in terms of clicks, conversions and the commissions that they're earning.

How do you get affiliates to write about your product?

It's one thing to convince someone to sign up as an affiliate.

You: "Hey, do you want to make money for writing about my product on your blog?"

Them: "Uh, yeah."

It's another thing to convince them to sit down, and take the time to create content that will drive affiliate conversions. Your product is likely not the only product that they've signed up to promote.

You: "Hey, so I noticed you signed up to be an affiliate, but I'm not seeing any traffic from your site yet..."

Them: "Oh yeah, I've been meaning to, but I just haven't had the time to get around to writing new content"

How do you encourage your new affiliates to take the time to write about your product? How can you get your new partners to prioritize producing and promoting your content ahead of their other partnerships?

Provide affiliates with the tools they need to be successful

This includes:

1. Pre-written blog posts
2. Best practices around creative (what works for your company when you write about your product?)
3. Examples of high converting headlines
4. Important data points around your company
5. Press pieces that mention your company
6. Examples of blog posts from successful affiliates
7. Set up a kick-off call where you can brainstorm ideas together

Incentivize your affiliate marketing partners

Say it's a month or two later and you're still not seeing them send traffic to your site, how do you motivate them to get started?

I'll tell you how- *you pay them!*

Money talks.

Check it out...

You: "Hey, so you know how I told you earlier that I'd pay you \$40 per conversion? Well, if you send over your first few conversions before the end of the month, you can lock in a special rate \$60 per conversion for good."

Them: "Oh shit, sweet deal. I'm going to get on writing your content ASAP!"



Reward affiliate partners that send strong leads

Before going ahead and offering more money per a conversion, you'll have to make sure that the numbers work in favor for your company's ROI.

That might mean that you start newer affiliates at a lower pricing tier and promote them to higher priced tiers once you determine that they send you quality traffic.

It's okay to pay different affiliates different base commissions per a conversion.

Sucky Affiliate: "Hey, can you bump up my base commission rate?"

You: "Uh, no. None of the leads you are sending me are actually converting. They're low quality and I can hardly afford to pay you what I'm paying you."

Awesome Affiliate: "Hey, can you bump up my base commission rate?"

You: "Yes- the leads you are sending me are awesome and spending a lot of money on our product. I can bump up your commission rate by \$X."

Stay top of mind with your affiliate marketing partners

Once you've gotten your affiliate partners to "activate" or make their first few referrals that convert on your site, stay on top of their mind so that they're motivated to pump out content with your company's name on it.

There are a few ways you can do this.

1. **Email drip campaign:** Enter your affiliate's emails into an automated email drip campaign that sends them an email every week with data and nuggets of information that they can use in their content.
2. **Press:** Send your affiliates any articles or press mentions about your company. They can share this with their audience or integrate the news into their own content.
3. **Build relationships-** Follow your affiliates on Twitter. Connect on LinkedIn. Join Facebook groups and engage in their communities. Integrate yourself into their world and bring value when you can by sharing articles they might be interested in and liking their content.
4. **Host events:** Invite your affiliate partners to company events or offer to host a meetup at your office. If you can provide value to your affiliate marketing partners, they will want to return the favor.



Conclusion

People love to be recognized.

1. Identify influencers you want to partner with.
2. Create a “top list” blog post that recognizes them for high quality content.
3. Email them to let them know you think they’re awesome and they’ve been featured.
4. Pitch your affiliate marketing program.
5. Manage your affiliate program through [Ambassador](#) (\$1,000/month) or [Omnistar](#) (\$40/month)
6. Set your affiliates up for success and motivate them to get started
7. Stay top of mind with your affiliate partners

If you carefully track your affiliate marketing traffic, you’ll soon discover that it can be an incredibly valuable source of leads.

At RealtyShares, affiliate traffic has became a huge part of our funnel and this traffic converts to sign ups at a massive rate compared to other traffic sources.

Affiliate traffic is too valuable to ignore!

The great thing about an affiliate program is that it’s relatively inexpensive. Rather than paying per click or per impression like you do on Google Adwords or Facebook, you only pay for *actual signups* on your site. No money wasted!

If you’re looking for high quality traffic growth, an affiliate program is an excellent place to start.

How to Get Thousands of Leads from Quora in Five Months

By [Josh Fechter](#), Co-Founder of [BAMF.Media](#)

Can't find a solid channel to get leads?

Here's how to dominate a social platform to generate thousands of leads and build a huge online community in only a few months.

The secret: Quora.

If you don't know, [Quora](#) is a question-and-answer site and community for intellectuals to voice their opinions -- think Yahoo Answers but with good advice.

And think about this: even though there are over 3 million questions on Quora (with dozens of answers), most Quora writers don't break a thousand views.

But a few seem to strike gold every day and rake in thousands of leads.

What's the difference?

I wrote my first big hit on August 8th, 2016. I answered, "[At what point should founders take a salary from their startup?](#)"



At what point should founders take a salary from their startup?

It seems the current conventional wisdom is that founders should act like modern ascetics and shun all thoughts of remuneration and to take even a penny (or cent) from the company is a major red flag. But what about the rent/mortgage and things like food?



Josh Fechter, Growth Evangelist @AutopilotHQ | Advisor @Praxis | Mentor
Updated 24m ago · Upvoted by Ravi Vadrevu, Derric Haynie, and 2 others you follow



This answer received over **one hundred thousand views**.

Why?

Controversy.

By stepping on toes, you get noticed. Top writers regularly use controversy to get traction.

What other Quora strategies do they use?

After extensive research, I discovered their closely guarded strategies (then implemented them). The results after five months:

- Over 2,000 quality members (around 6,000 requests) added to my Facebook Group, [Badass Marketers & Founders](#)
- Over 3,000 leads added to my email list from an optin I have to get more growth hacks in my bio



Weight	Visitors	Views	Conversions	Conversion Rate
100%	7230	9026	3010	41.63%

Start with a Copy of your Existing Page or Create a new Page Variant from Scratch

Leads (3010)

A Champion

View Leads

Today, I have over thirty-four thousand followers and 8 million views on my work.

Josh Fechter

Growth Evangelist @AutopilotHQ | Advisor @Praxis | Mentor
I'm the growth evangelist for a visual marketing software for automating customer journeys, [Autopilot](#).

I'm also an author, startup advisor, and serial entrepreneur.

[Grab my free eBook : How to get 7,000+ Quora Followers in 4 months](#)

Follow me on social:

[Facebook](#) [LinkedIn](#)

You may have seen my writing here:

[Entrepreneur](#) [social media explorer](#) [HUFFINGTON POST](#) [SocialMediaToday](#) [Inc.](#)

My favorite Quora answers.... (more)

Followers: 22k Facebook Twitter LinkedIn

Credentials & Highlights

- Growth Evangelist at AutopilotHQ 2017-present
- Studied at General Assembly
- Lives in San Francisco, CA
- 8.9m answer views 899.4k this month
- Top Writer 2017
- Published Writer Inc and The Ladders

Knows About

- Life Advice 71 answers
- Self-Improvement

Views are great, but I know what you're thinking: “ *Why should I focus on Quora?*”

- You build your email list fast.



- You establish thought leadership.
- Your posts get many organic views.
- Your traffic compounds as you gain followers.
- You can drive thousands of more members to your online community.
- Excellent posts get syndicated to major publications, including *Time* and *Inc. Magazine*.

But all that happens if you get your answers seen, read, and upvoted like a top writer.

To get traction, implement these ten strategies top writers use to identify questions, drive traffic, build community, and creating a huge, loyal following fast.

1. Focus on the Metrics That Move the Needle

If you want to be the best, then act like the best.

The best marketers on Quora find and answer the most relevant questions to their brand.

They niche down to portray themselves as thought leaders and dominate Google search for the topics related to their business.

You'll see many writers on Quora focus on broad lifestyle questions because they're the most likely to get upvotes and comments. However, if they're not related to your business offering or lead magnet, then you're chasing fool's gold.

Avoid vanity metrics by optimizing your profile attributes and tagline according to your niche, then answer questions in that niche.

For starters:

- Add a detailed About Me section
- Add your areas of expertise
- Add your interests
- Your cities
- Schools & colleges you've attended



- Previous companies
- Connect your other social media accounts

The tagline from your bio shows at the top of every answer:

12 Answers

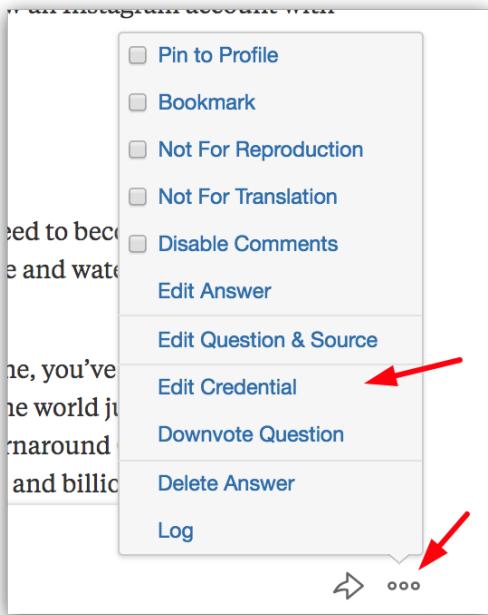
 Josh Fechter, Growth Evangelist @Autopilot | Advisor @Praxis | Mentor
Written Mar 30 · Upvoted by Stephen Doherty, Stan Hanks, and 4 others you follow



HOW WE RECKLESSLY BLEW \$500,000 IN FIVE MONTHS

A red arrow points from the text "The tagline from your bio shows at the top of every answer:" to the word "Mentor" in the bio section of the screenshot.

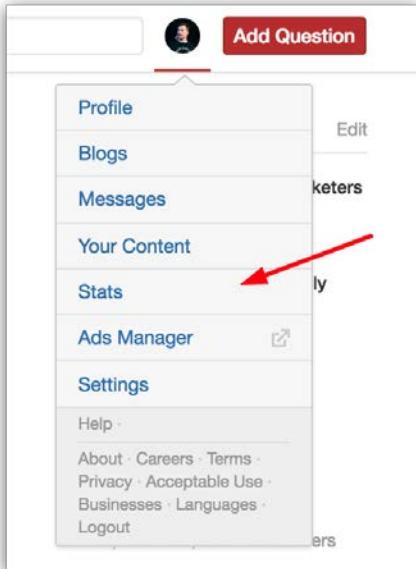
This tagline is customizable for the different topics you write about and includes fifty characters. To customize it, click the several dots at the bottom right of your answer, then click Edit Credential.



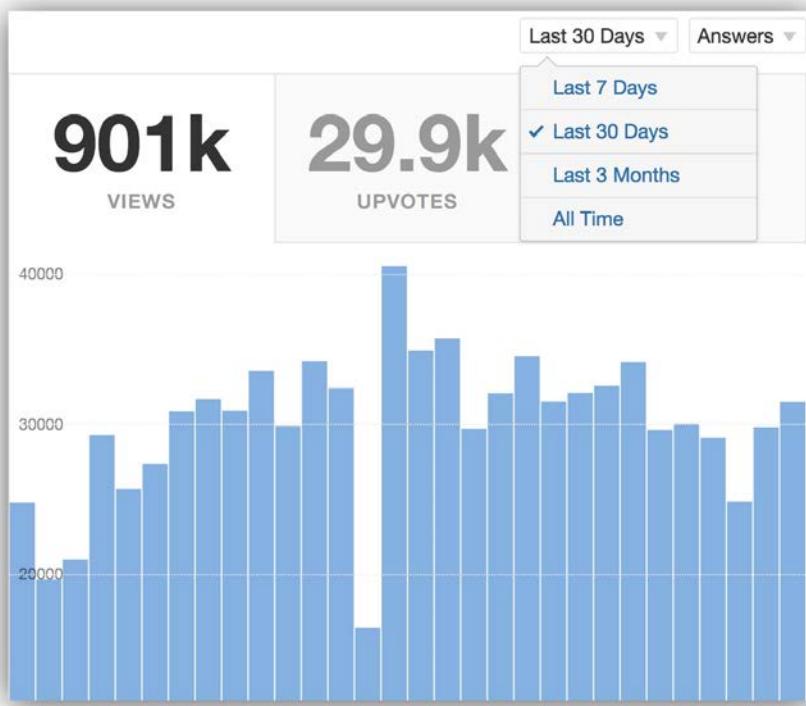
You'll now have an option to select pre-existing taglines or edit them to create a new one. Stick to one tagline to create strong brand recognition across the many questions you answer. Make sure this tagline is relevant to the lead magnet in your bio to increase conversions.

If you're interested in several niches and not sure which one to start answering questions in, then A/B test it. You can write for two weeks in one niche and use a relevant offer in your bio, then do the same for another niche the second two weeks.

To compare traffic week-by-week, go to the stats section of your profile.



Here you can change the date according to the timeframe you want to analyze:



These stats will give you a strong overview of your performance, but they're not the end-all be-all. The most important metric is the number of leads you're driving. With that

said, more views and upvotes have a high correlation to the number of leads you receive.

2. Make Your Bio Work Harder (And Smarter)

You could answer 1000 questions on Quora, but if you don't generate leads, your hard work will go to waste.

That's why you need to optimize your bio.

Top writers design their bio like a website homepage.

They use elements like:

1. A relevant offer
2. Social validation
3. A memorable picture
4. Links to your other content

As you can see from my bio, I ensure to link to BAMF Media organically, then I promote weekly growth hacks (which generated me over 3,000 signups). Above the offer, I include social proof (18,000+ members) to increase the conversion rate.

Josh Fechter
Co-Founder of BAMF Media | Author | Advisor
I'm the co-founder of [BAMF Media](#).
I also run Badass Marketers & Founders, a community of 18,000 members.
Do you want my new startup growth tactics every week via Messenger?
Go here: [Get Startup Growth Tactics](#)
Feel free to connect with me on other social channels:
[Facebook](#)
[LinkedIn](#)

Then, I promote my favorite Quora piece:



35,092 Followers ...

Feeds	601 Answers	Most Recent / 30-Day Views
Answers 601	★ Pinned Answer	
Questions 6		
Activity		
Shares 0		
Posts 0		
Blogs 0		
Followers 35,092		
Following 432		
Topics 132		
Edits 1,857		

How can you identify intelligent people?

 Josh Fechter, Co-Founder at Badass Marketers & Founders (2017-present)
Answered Mar 6

They ask you questions. When you answer, they ask you more. When you start using big words, they ask for clarification. When they can't understand anything you're saying, they ask for you to explain it... [\(more\)](#)



15,787 Upvotes  Share ...

Knows About Edit

-  Startup Founders and Entrepreneurs 125 answers
-  Life Advice 86 answers
-  Self-Improvement 62 answers
-  Survey Question 63 answers
-  Life and Living 57 answers

Another great bio example is of Nicolas Cole. He uses a mix of brand names, features, imagery, and relevant offers to drive leads.



Nicolas Cole

Author & Entrepreneur. Inc Columnist. Published in TIME, Forbes, Fortune, etc.

Want to become a successful writer online?

Take the online course: How To Get Your Writing Featured In Major Publications. [↗](#)



Named by Forbes: One of the Top 25 Marketing Influencers to watch in 2017 [↗](#).

Sign up for my **FREE 7 Day Personal Branding e-mail course** [↗](#).

When I was 17 years old, I was one of the highest ranked World of Warcraft players in North America (and I wrote a book about it): *Confessions of a Teenage Gamer.* [↗](#)

Columnist for **Inc Magazine.** [↗](#)

Published in: TIME, Entrepreneur, Huffington Post, Inc Magazine, Business Insider, Forbes, Fortune, Entrepreneur, Chicago Tribune, and more.

Fitness: "Skinny to Shredded" eBook Series, sold in 30+ countries worldwide [↗](#)

Again, don't rethink the wheel. Copy how top writers design their bios to drive traffic and leads. It will save you time you can use for answering questions.

3. Find and Answer the Right Questions 10X Faster

Knowing how to writing quality Quora answers is important, but if you spend thirty minutes looking for every quality question, then you'll never get traction. You need to understand what questions you should answer and how to find them faster.

To find lead-generating questions, start reading as many answers as possible in relevant topics to your business. When reading, identify a few of your favorite Quora writers in these niches.

Once you've found your favorites, **bookmark the topics they follow**. I read everything by [Jason M. Lemkin](#), so I bookmark all the topics he focuses on by clicking on who he's following, then selecting the Topics tab.

The screenshot shows Jason M. Lemkin's LinkedIn profile. On the left is a circular profile picture of him smiling. To the right is his name, "Jason M. Lemkin", and his title: "SaaStr & SaaStr Fund; ceo/co-founder @ EchoSign (acq'd by Adobe)". Below this is a video thumbnail of him speaking at a conference. To the right of the video is a "Topics" section with a red arrow pointing to it. The "Topics" section lists four categories: "Venture Capital", "Startup Founders and Entrepreneurs", "Startup Advice and Strategy", and "Entrepreneurship". Each category has a small icon, a title, and a "Unfollow" button with a follower count. To the right of the topics is a "Credentials & Highlights" sidebar with various metrics and achievements, also with a red arrow pointing to it. At the bottom of the profile page, there are links for Feeds, 191 People, Topics, and Blogs.

Before you begin jumping into these topics and bookmarking every question that pulls your attention, know the attributes that make a question ripe for traction:

1. 7:1 ratio of followers to the number of answers provided
2. A lot of followers, but many bad answers
3. A question that you can provide a personal image to complement
4. An emotional pull. This pull makes it easier to write more genuine answers with thought-provoking stories
5. Relevant to your bio offer
6. A question with poorly-written answers making yours more likely to stand out

The fastest way to identify a poorly-written answer is to look at whether the writer focuses on self-promotion rather than providing value.

For example, in the question below, the top answer has a promotional link in the first sentence and provides little value to the reader. Moreover, there's a 7:1 ratio of followers to answers. Jackpot!

The screenshot shows a Quora question page. At the top, there are three tabs: 'Storytelling', 'How-to Become Question', and 'Communication'. To the right of the tabs are '+6' and a pencil icon. The main title of the question is 'How can one become a better story teller?'. Below the title, a subtitle reads 'On either Quora or interpersonal communication.' Underneath the question, there is a row of buttons: 'Request', 'Follow', '143', 'Comment' (which is highlighted with a red arrow), 'Share', and 'Downvote'. There are also three dots and a person icon. A large red arrow points from the 'Comment' button down to a section titled 'You've written an answer'. This section includes a checkmark icon, the text 'You've written an answer', and a note 'You can edit or delete it at any time.' Below this, another red arrow points to the text '20 Answers'. A third red arrow points to a specific answer by 'Mike Schoultz'. The answer text reads: 'Facts are meaningless without a contextual story. Don't tell facts to influence, tell stories. The more you improve storytelling, the more your influence ... it is as simple as that.' The author's profile picture is a globe icon with 'digitaljapan' text.

NOTE: If you write many answers, you'll eventually struggle to find questions with a 7:1 ratio of followers to answer. Just be sure to employ the other strategies in this guide, and you'll get traction.

To start searching for questions, dive into the individual topics you've chosen, then save the juiciest questions for later. This allows you to browse through thousands of top-performing questions faster because the immediate questions presented under every topic tend to have the highest follower-to-answer ratio.

When you find a high-quality question, click on the three dots next to it, then select "Answer Later." I'll spend 15 - 30 minutes finding 5 or 6 questions I want to answer. As I'm writing this, I currently have over 300 questions saved.

Google Alerts Entrepreneurs Google Products and Services Motivation +1

What motivates entrepreneurs?

Answer Request Follow 50 Comment Share Downvote ...

Promoted by Hired.com

Developers are finding new jobs using Hired.
Hired reverses the job search. Make companies apply to you front.

Sign Up at Hired.com/signup ↗

16 Answers

 **Peter Baskerville**, Developed a Australian TAFE national qualification in Entrepreneurship
Updated Oct 1, 2010

Go Anonymous
 Answer Later
Notify About Edits
Edit Question & Details
Edit Topics
Create Answer Wiki
Merge Questions
Report

When you want to access these bookmarked questions, click on Answer at the top left of your screen, then click “Answer Later” on the left side. You’ll then see a list of all the questions you’ve saved.

Protip: Outsource the question search process by contracting a virtual assistant. Ask them to go through a list of 100 to 200 topics to find the best questions according to the 7:1 ratio of followers to answers. Tell them to create a spreadsheet where they have columns for hyperlinked Quora questions to their original source, follower ratio, topic name, and a 1-5 rating of how good the other answers are to the question (1 being the best).

	A	B	C	D
1	Quora Questions Hyperlinked	Follower Ratio	Topic Name	Competition (1 - 5)
2	https://www.quora.com/What-should-I-learn-about-	6:1	Startups	3
3	https://www.quora.com/How-can-people-continue-to-grow	5:1	Startups	2
4	https://www.quora.com/What-are-examples-of-good-startups	10:1	Venture Capital	5
5	https://www.quora.com/How-is-the-importance-of-a-good-business-plan	2:1	Venture Capital	5
6	https://www.quora.com/What-are-the-common-mistakes-in-startups	3:1	B2B Marketing	1
7	https://www.quora.com/What-are-some-lies-startups-tell	7:1	B2B Marketing	4

I have my virtual assistant provide me thirty questions every Monday, so I'm ready to start the week knocking out Quora answers.

4. Showcase Your Work with Beautiful Images

The first piece of every lead-generating Quora answer is the image.

The biggest Quora influencers (like [James Altucher](#) and Nicolas Cole), use images in almost every answer.

If you don't have a personal photo or one of a celebrity relevant to your answer, then use [Allthefreestock.com](#), a site that aggregates many of the best free stock photo sites.

A study by Skyword found a [94 percent increase](#) in viewership if a published article contained a relevant photograph or infographic when compared to articles without an image in the same category.

Diving into the science, images help [release oxytocin in our brain](#) increasing trust in products or brands. In a [PLoS ONE case study](#), participants under the effects of oxytocin gave more money to charity than those who weren't.

Usually, I'll drop a celeb image to get people's attention, especially if they've recently been in the news:

How do you gain people skills?



Josh Fechter, Growth Evangelist @AutopilotHQ | Advisor @Praxis | Mentor

Written Jan 10 · Upvoted by Ace Eddleman, Emmanuel Aremu, and 9 others you follow

I sat in the back of every high school classroom. I wouldn't make a peep. I thought too much about what I would say. I remember this cute, dark-haired girl who'd always try to talk with me. "Hey! You'... [\(more\)](#)



Upvotes 4k

Comments 37+



Warning: Only use an image of a celebrity if it's relevant to your post; otherwise, the Quora community will throw a fit in your comments. They'll think you're using the image purely for click bait.

Your image doesn't have to be at the top of your answer. Quora takes the first picture in your post to use as the preview even if it's ten paragraphs down. Top writers use images of themselves or celebrities to generate a higher click-through rate on their answers.

In the picture below, James Altucher uses a personal picture with well-known Shark Tank investor, Daymond John:

What's the single most important advice to give someone starting their own company?



James Altucher, Author, entrepreneur, podcaster, wall street investor

Updated Mar 8 · Upvoted by Dawn Gregory and Pek Pongpaet

READY. FIRE. AIM A funny thing happened on the way to a billion dollars. [Sara Blakely](#) had no office, nobody ready to do manufacturing, spent dozens or hundreds of hours trying to meet the main person... [\(more\)](#)



[Upvote | 472](#)

Downvote Comments 9

[Facebook](#) [Twitter](#) [Link](#) ...

The best Quora answers use before-and-after images because they imply a good story and draw emotion from the reader. Nicolas Cole is especially good at using this strategy. Here's an example picture he's used many times over for his Quora answers:



These pictures generate more upvotes because Quora readers love personal and genuine posts. You'll notice almost every top Quora writer details their personal experiences in their posts using images.

5. Write Your Drafts Like You're Writing In A Journal

The top performing posts on Quora include personal stories, excellent advice, or humor. Everyone, including you, has thousands of stories to draw ideas from.

You can even turn a simple part of your everyday life into memorable content. Maybe it's where you grab your morning coffee or something funny your friend said to you the other day. The material is *everywhere*.

[Dushka Zapata](#) is the most well-known writer on Quora. She takes the angle of turning everyday stories into emotion-evoking content that gets traction. If you're looking for inspiration on how to turn simple stories into remarkable stories, then she's your go-to.

[Sean Kernan](#), owner of one of the fastest-growing Quora profiles, writes from an angle of excellent advice or controversial humor. Sean grew his following to over twenty-five thousand while answering only 158 questions. He's a great example of how traction on Quora has everything to do with quality answers.

How do you pull out the little heart-rending moments from this material?

You examine every tiny physical and emotional change, then write about these changes using metaphors, similes, and emotional adjectives.

Here's a great example from my answer to "What's the most frustrating thing about being a high school student?":

*"You stare at your teacher not listening to a word they're saying.
You try to take notes, but they turn into doodles.
Your knees won't stop shaking.
'Am I nervous?'
'Why can't I pay attention like the kid in the front row?'
You start fiddling with your pencil.
"Crack!"'*

On the flip side, here's a poorly-written answer to the same question:



Great work needs you to become obsessive, not to focus on many unrelated fields.

If you want to perform like a hero, you need to get a good night's sleep, eat healthy, and learn from the elite in your field (not your school peers and rarely your teachers).

School is a barrier to greatness.

Once you pull the emotional moments out of the tiniest details, it's time to spark the reader's imagination with certain phrases to get them hooked. Here are several phrases Quora readers respond to well:

1. "Imagine this"
2. "Let me explain"
3. "Then everything changed"

Here's an example excerpt from [one of my pieces](#) where I use the word "imagine" a couple of times. The first time is to get the reader involved in the story; the second time is to show contrast:

Imagine you're a young, talented pianist.

The only time you practice is during your hour-long music class, then two hours when you come back home from school.

If you devote these three hours to playing piano, then you miss out on physical exercise, making friends, and dating.

What about the weekend?

You want to become the best. Practicing a skill for fifteen hours a week won't cut it. You need to devote your weekends to playing piano, too.

Now imagine this scenario:

You don't go to school.



Now that you've struck their imagination, **write dialogue to re-enact events.**

Writing dialogue requires a high level of empathy. If you can excel with this skill, then you'll immediately stand out as one of the better Quora writers. Here's an example excerpt from one of my Quora answers that received over 200K views:

I interviewed an entrepreneur who sold his company for fifty million dollars to Walmart.

Here's what happened:

Me: "When you found out Walmart didn't want to acquire you, what did you do next?"

Fraser: "We continued working on the company, and eventually Amazon approached us."

Me: "Oh wow. Amazon."

Fraser: "As soon as Walmart found out about Amazon, they offered to acquire us."

By immersing the reader in the scene using dialogue, they develop a strong emotional connection to my story resulting in more upvotes.

6. Answer...With Style

Content is not king if design prevents people from reading it.

Before you write the most epic Quora answer, style your content for more engagement:

1. Be human (i.e. use metaphors and similes to describe your emotions)
2. Optimize for mobile (make your paragraphs one or two sentences)
3. Bold your first sentence, important statements, and transitions
4. Remove all extra words, including "very," "really," and "that."
5. Use heavy contrast (i.e. "little did I know it would turn for the worst")
6. Reflect on pain (i.e. "I could barely crawl out of bed")
7. Inspire (always end on a positive call to action)
8. Use bullet points and numbering
9. Italicize most questions



Here's an example of how you take a question worth a great story and make it boring by not optimizing for mobile, using dialogue, reflecting on pain, inspiring, or bolding sentences:

Do you need to have a registered company to get funding for your idea?

 You should.

Incorporating your business sends the message that you are "put together" which investors appreciate. Some investors may hear you out while others will not even consider meeting with you if you haven't incorporated. Why risk missing out on a great investor? It certainly won't hurt to incorporate your business, but failure to do so could really cause some unnecessary challenges.

Here's how I used my style principles to make my writing stand out. [This piece](#) received over 340K views:

Dropped out of college to start a company.

The photo above is of our founders one week before our startup “officially” failed (I’m on the far right).

We were barely-able-to-pay-rent broke.

We worked close to one-hundred hours a week for an entire year.

All we ate was oatmeal, spaghetti, and peanut butter.

Oh, and there was a lot of shitty coffee to fuel us.

We recruited 150 writers, published hundreds of articles, but never figured out how to make enough money.

Our startup failed.

I learned a lot from this failure:

- How to hustle when everyone depends on you
- How to have the confidence to cold call hundreds of people every day
- How to get in touch with people who can mentor you
- And most importantly, how to appreciate failure

If you have a background in copywriting, you’ll have a head start in understanding how to format your content. And whatever you do, don’t stop practicing. No one became a top Quora writer after their first few answers.

7. Keep the Momentum When You Strike Gold

If you see an answer going viral, then write a follow-up answer with a plug and include one in your “pinned answer” because you’ll have a huge spike of people looking at other answers you’ve written.

But here’s the key: You have to make it look organic.

For example, if you drop a link at the end of an article asking people interested in learning more to visit a resource with no opt-in, then you’re in the clear.

Think about it: You read something clearly promotional, then by the end of article you’re dying.



If you're trying to promote your company, then dive into the startup categories to answer questions where you can link to your company without it overtly looking like a plug.

This means avoiding hard asks and click bait to get people to visit your website.

Hard ask: “Learn more about what we do here.”

Hard ask: “Start your free trial here.”

Click bait: “For tips 11 - 20, go here.”

Instead, tell them where they can learn more without a hard ask.

Example: *If this is a subject you’re interested in, we’ve written many articles about it. You can read them here: [insert link]*

I hope they help you with [X pain point].

Another strategy is to include a backlink in a list post, so you can blend it in with links to other companies. In turn, it won’t appear as if you’re overtly promoting one.

Do this right after one of your answers goes viral.

For example, I answered the question “What are the most promising Silicon Valley startups to watch for in 2017?” soon after I noticed my answer to “What is the one worst decision you took in your life that changed your life?” start to get huge traction.

This enabled me to plug the company I worked at during that time without it looking spammy:

What are the most promising Silicon Valley startups to watch for in 2017?



Josh Fechter, Growth Evangelist @AutopilotHQ | Advisor @Praxis | Mentor
Written Mar 4 · Upvoted by Brooke Taylor, Brooke Schwartz, and Mario Chamorro

Here are the top Silicon Valley companies to watch in 2017: 1. Autopilot [↗](#), a visual marketing software for automating customer journeys. We've grown 4X in revenue and employee count in the last year. ... [\(more\)](#)

Upvotes | 60

Comments | 2



What is the one worst decision you took in your life that changed your life?



Josh Fechter, Growth Evangelist @AutopilotHQ | Advisor @Praxis | Mentor
Written Mar 4 · Upvoted by Isis Rodriguez, Emmanuel Aremu, and 3 others you follow

I sent an email to him. I'd be graduating college soon. After several years of studying, my network comprised of college students who had no connections to companies. I needed to land a great internship or job. ... [\(more\)](#)



Upvotes | 824

Comments | 15+



Talk about a fantastic opportunity.

This strategy works even better if you have a low-barrier offer such as joining a Facebook Group or Slack community because it's perceived as less promotional than a direct link to your website.

Keep in mind Quora's readers have no-tolerance for self-promotion.

To not get on your reader's bad side, make sure to backlink, at least, $\frac{2}{3}$ of the way down your answer.

Don't break this rule!

Over the top promotion will get you banned from Quora.

To be safe, don't use links that go straight to a landing page, [a page with a pop-up that appears right away](#), or an above the fold opt-in.



Lastly, make sure you place your call to action on a relevant answer; otherwise, you'll receive low-quality traffic which will mess with your metrics. Use a line (created by typing many hyphens in a row) to separate your call to action from your answer.

For example, here's how I promote my Facebook Group for founders in a topic about venture capital, then use a line to separate the call to action. The offer is relevant to the topic making it a perfect fit.

A well-placed link like this one can **drive several hundred relevant people** to my Facebook Group in a single day:

I'm still a big believer in doing whatever it takes if the founders believe and care enough about their vision.

The chances are that if they're concerned with salary when starting a company, then they're not cut out for startup life.

Purpose-driven individuals will continue pursuing change long after all the money-driven individuals have given up.

Interested in growth and venture capital? Join my Facebook Group of 5,500+ startup founders, VCs, and marketers: [Marketers & Founders](#)

119.9k Views · View Upvotes

[Upvotes](#) | 166 [Comment](#) 1



Quora is a huge membership driver of my Facebook group. It's one of the primary reasons I could grow the community from 0 - 7,500 people in less than six months.

8. Know What Keywords You Want To Dominate...Then Target Them

If you're trying to drive relevant traffic and leads, [Moz](#) can help rank your Quora posts for keywords related to your niche. Plus, they have a free trial.

To search engine optimize your posts, take advantage of Moz's Keyword Explorer to understand what keywords to go after first.

Because I'm an evangelist for [Autopilot](#), I use the keyword phrase "onboarding SaaS" to find corresponding queries. As a result, I have hundreds of related keywords I can choose from. To help segment these related keywords, I can choose only to display certain matches.

In this example, I chose to "only include keywords with all the query terms."

From there, I save the resulting eighteen keywords as a list under the title, "SaaS Onboarding." To access this list, click "Keyword Lists," and it will appear.

Keyword Lists

29 of 30 keyword lists available

SaaS Onboarding

0 Expired SERPs

Total Keywords	18
Total Volume	--
Average Volume	--
Average Difficulty	35
Average Opportunity	97
Average Potential	29
Average Importance	3

Last Updated: 12/27/2016 

When I click on the title "SaaS Onboarding," I get redirected to a page with an in-depth analysis of each keyword by Rank, Volume, Difficulty, Opportunity, and Potential.

18 Keywords 482 of 500 keywords available

I want to **NEW!** Move to Copy to Delete Refresh Add Keywords Export CSV

Check rankings for: Enter a URL or domain Check Rankings X

<input type="checkbox"/> Keyword	Rank	Volume	Difficulty	Opportunity	Importance	Potential	Analyze/Search
<input type="checkbox"/> client onboarding saas United States - en-US	no URL	no data	32	100	3 Neutral	30	Analyzed 12/27/2016
<input type="checkbox"/> employee onboarding saas United States - en-US	no URL	no data	30	100	3 Neutral	30	Analyzed 12/27/2016
<input type="checkbox"/> onboarding saas United States - en-US	no URL	no data	35	100	3 Neutral	30	Analyzed 12/27/2016

- **Difficulty** uses a click-through rate curve model to exemplify when weaker pages rank higher. If the difficulty is low, then it's easier to rank for that particular keyword.
- **Opportunity** provides an estimate of how likely someone is to click on an organic web result. For example, if the Opportunity Score is a 37/100, then it means only 37% of the clicks will go to organic results. What happens to the other 63%? These clicks go to Google AdWords ads.
- **Potential** combines all the metrics to help give you an understanding of what keywords you should optimize for first. I wouldn't rely solely on Potential for ranking the keywords to take action on. This number is highly subjective based on the time it takes you to create the content to rank for these keywords among many other variables. Using these metrics, you make a list of many keywords to take into consideration when writing Quora answers. From there, you're almost ready to write.

9. Take Your Keywords and Questions On A Date

Once you know the keywords you want to rank for, then search for pre-existing questions including the keywords you're considering.

The screenshot shows the Quora search interface with the query "onboard saas customer" entered. On the left, there's a sidebar with navigation links like "Top Stories", "Bookmarked Ans", and various category filters. The main content area displays several search results, each with a snippet of text and a "Read more" link. A red arrow points from the text "How can I determine the **onboarding** cost per **customer** if I run a low-price, low-touch **SaaS** business model?" to the search bar at the bottom.

I know what you're thinking:

How well do these questions rank?

When you Google “best onboarding software for saas,” the first two results are on Quora. If you had a SaaS company, this is prime Google real estate to capitalize on.

What is the best onboarding software for SaaS? I'm looking for a ...

<https://www.quora.com/What-is-the-best-onboarding-software-for-SaaS-I-m-looking-for-...>

Aug 5, 2017 - You have 14 days free trial to decide if it is the best onboarding software for your SaaS. I second Evan in the **jQuery Joyride Plugin**. It can be a good base to get started. We also use **Intercom** to send target onboarding emails to our new SaaS users.

[What is the best walkthrough onboarding platform ...](#) 8 answers Mar 30, 2017

[What are some good customer onboarding software ...](#) 13 answers Aug 8, 2015

[What are some best practices for SaaS user onboarding?](#) 20 answers Dec 21, 2014

[What are examples of great SaaS onboarding?](#) 15 answers Oct 9, 2014

More results from www.quora.com

Best Onboarding Software | 2018 Reviews of the Most Popular Systems

<https://www.capterra.com/onboarding-software/> ▾

Find the **best Onboarding Software** for your business. The perfect solution to optimize **SaaS** user **onboarding** and boost conversion, engagement, activation ...

What if there are no questions that use the keywords you want to optimize for?



If there aren't questions that use your keyword, then **you can have a friend ask keyword-optimized questions**. You want to make sure to include the keywords in the description of the question, too. Here's what that looks like:

This take balance.

If Quora thinks you have someone dedicated to asking you keyword-optimized questions, then they'll ban you. To play safe, split your answers fifty-fifty among keyword-optimized questions and ones that aren't.

10. Get the Attention of Big Players

I use Quora to get the attention of big industry players to partner with my company. I find questions they've answered on Quora, then answer them. Sometimes I'll tag them, too.

After getting the attention of these industry influencers, use it as an opportunity to take the conversation further whether over coffee or a phone call.

With this tactic, I've gained a new fan of my writing. He's one of the top voices in B2B marketing. I've tagged him multiple times, answered many of the same questions, and suggested edits to his answers.

Here's a [snippet from his bio](#):

"Jason has co-founded two successful start-ups selling to the enterprise. Most recently, he served as CEO and co-founder of EchoSign, the web's most popular electronic signature service, from inception through its acquisition by Adobe Systems Inc."

I also got the attention of Dennis Yu, the CTO of [BlitzMetrics](#) and writer for Adweek, by thanking him in an answer for excellent public speaking advice he gave me.

Dennis Yu
December 21, 2016 · Quora ·

If you want to be a powerful public speaker, learn from Josh Fechter !

How can I speak with more clarity and confidence?

Josh Fechter's answer: Before I began speaking in front of hundreds of people, I started here: There are around twenty people in the room. Two years later, my speaking engagements look like this: Here's my top tip for speaking whether to one...

QUORA.COM

Like Comment Share

You, Brandon Lipman, Hitesh Parashar and 28 others

In return, many of these big players will tag you on Quora resulting in an influx of traffic to your bio which will generate more leads and followers.

11. Get Featured in Inc., Time, and Business Insider

Ok. This one seems a little far-fetched. But I promise you can actually achieve it.

If you write an excellent answer, the Quora staff may pick it up to publish it on major media outlets. You can increase your odds by writing better content faster in niches frequently syndicated to publications and carefully watched by Quora's media team. You can also ping their staff when you feel one of your answers is worth getting published.

Report · Hide Messages

35m ago

Hi Josh,

I'm a member of Quora's publishing and media team, and I loved your answer to [What is the easiest way to catch a liar?](#) — great read! I'd love to feature this on Quora's blogs on Inc.com , Apple News, and The Huffington Post (with full credit to you, of course). Would that be okay? Just let me know, and thanks for contributing such a great answer!

Best,

Josh Fechter

5m ago

That would be awesome! Thank you so much.

To know what topics to contribute in, find someone with the phrase, “Quora Media and Publishing Team,” in their bio. From there, you can select the topics they follow to get an idea of where they’re looking for answers and whose work they enjoy to read:

The fastest way to find Quora staff is to dive into the answers of questions to do with Quora Publishing.

The Quora Publishing team looks for well-designed content for publications. I suggest using lists and staying away from complex words. Furthermore, break your piece down into actionable steps by focusing on how-to content mixed with personal storytelling.

Here's a snippet of my Quora [answer re-published in Inc.](#) They start the answer with a couple of links to my Quora bio which sends traffic to my lead magnet.

And if you haven't figured it out yet, answer questions popular on Quora. The more people who follow an answer, the more likely it will get seen by the right pair of eyes.

Lies and Lying: What is the easiest way to catch a liar? originally appeared on [Quora](#) - the knowledge sharing network where compelling questions are answered by people with unique insights.

Answer by [Josh Fechter](#), Growth Evangelist @AutopilotHQ | Advisor @Praxis, on [Quora](#):

A re-published Quora post like this one can result in hundreds of more leads depending on how well Inc.'s audience enjoys the content.

Lock Down the Basics, then Put Your Foot on the Pedal

Quora is far more than a platform to write on; it's a platform to build a huge community of people around your work while developing thought leadership.

And if you use the outlaided strategies in this guide to establish your presence on Quora, it may become one of your top traction channels giving your business a huge competitive edge.



How to Break the Internet with PR Hacking

By [Houston Golden](#), Co-Founder of [BAMF.Media](#)

When I was young, I wanted to be a famous musician. I reached out to many publications to cover my music, but no one would. At the same time, one of my closest friends, Connor, got a ton of his music covered.

The difference?

Connor personalized his outreach to the bloggers. He'd write about previous posts they'd published and pitch stories around his music.

That's when I realized there was a systematic way to get PR placements. Let's break it down:

Types of PR Placements

- Interviews

This can be an interview on a podcast or a full-fledge write-up like we do on the BAMF Media blog.



Why This Entrepreneur Quit Microsoft to Found an On-Demand Marketplace for Photographers

By Josh Fechter | Jun 22, 2018

Nicole didn't intend to be an entrepreneur. She was working day and

- Featured Stories

This is more of a “Hey, check out the story of this team or product.”

- Paid Placements

This is when a blogger, fan page, or influencer responds, “Hey, it will cost this much for a shout out.”

- Product Reviews / Testimonials



YouTube videos rank on Google Search, too.

Why Does it Matter?

By getting PR placements, it helped build third-party credibility. It's the difference between you saying you're great vs. the opposing team's coach calling you a star player. Not only does it build credibility, but it can often send a wave of traffic to your site. In our case, we use the third-party credibility to warm cold audiences with Facebook ads.

 **Josh Fechter**
Sponsored • 

Stoked to have BAMF Media featured by Voyage LA. Love the momentum



voyagela.com

The Origin of BAMF Media [LEARN MORE](#)
Join the Movement

  Aura Fechter and 50 others
2 Comments

 Like  Comment  Share

This way when we run an ad later to the same audience to visit our page, we get much more positive feedback. There are even more benefits, including building your site authority with Google. The more content you have from well-renowned sources linking to your site, the better Google will treat your site when it comes to ranking content.

Using the tool, [Alexa](#), we can see all the websites linking into BAMF.Media.

Site	Global Rank	Page
 hatenablog.com	687	feitiptallganar40.hatenablog.com/entry/2018/02/06/115140
 mashable.com	1,515	mashable.com/2017/11/07/influencer-marketing-tips-tricks-25-most-influential
 libsyn.com	5,711	thecreativehustler.libsyn.com/podcast
 rankank.com	59,241	rankank.com/list/989.html
 sendible.com	76,354	sendible.com/insights/use-messenger-chatbots-to-boost-content-marketing
 stuffgate.com	84,408	stuffgate.com/stuff/website/top-328000-sites



Depending on the placement, you can get upwards to thousands of visitors from one article. If you have a story worth sharing, often you can get it placed many times from tutorial, reviews, and features which can turn PR into a scalable marketing channel.

Start with Data

To get placements, you need the contact info of journalists, podcasters, and fan pages. An easy way to get this data is to download it from BuzzSumo for journalists, have a virtual assistant scrape iTunes for podcasters, or use Socialbakers for fan pages.

For BuzzSumo, we search for content relevant to our subject matter. If we're a tea company, then we may search "tea." This will bring up every article about tea. We can set preferences for when these articles were written from the last 24 hours to 5 years.

The screenshot shows the Buzzsumo interface. The top navigation bar includes 'Projects', 'Content Research' (which is selected), 'Influencers', 'Monitoring', and other options like 'About Most Shared'. Below the navigation is a search bar with 'authoring' typed in, and buttons for 'Search', 'Save Search', and 'Export'. A page number 'Page 1 of 90' is also visible. On the left, there's a sidebar with 'Filter by Date' (set to 'Past Year'), 'Only B2B Publishers', 'One Result Per Domain', and 'Country (TLD)'. The main content area is titled 'Most Shared' and displays a single result: 'Co-Authoring In SharePoint And Why Check Out A Document Is Necessary In SharePoint' by Swatiemita Bisewal, dated Jan 11, 2018, from c-sharpcorner.com. The result has 8.6K total engagements, with breakdowns for Facebook Engagements (8.6K), Twitter Shares (8), Pinterest Shares (0), Reddit Engagements (0), Number of Links (0), Evergreen Score (1), and Total Engagements (8.6K). There are also buttons for 'Save', 'View Backlinks', 'View Sharers', and 'Share'.

The next step is to click the Export button and download this data.

Here's what it looks like:

	A	B	C	D	E
1	title	url	author_name	num_words	thumbnail
2	A New Chapter -	https://larskлинт.com/a-new-chapter		990	https://larskлинт.c
3	Should Your Con	https://blogs.perf	Jim Petillo	757	https://blogs.per
4	★ PDP - NARR	https://mailchi.mp/pdpseminars/20		1214	
5	A New Release c	https://docs.micr	Meganbradley	461	https://docs.micr
6	Authoring and De	https://www.youtu	Amazon Web	0	
7	Max Planck Auth	https://sciflow.ne	Max Planck	69	https://sciflow.ne
8	Writing and Auth	https://ken-schra	Ken	1153	
9	Wunderwaffe Au	https://www.congree.com/wissen/v		38	https://www.con
10	Re-Authoring Fu	https://www.linke	Christian Martin	425	https://media.linke
11	What's the differ	https://education	Teachingbattlegr	597	https://s0.wp.com
12	Selecting the Rig	https://www.designdigitally.com/		350	https://www.des
13	Community Bran	https://social.des	Rj Thompson	198	https://social.des
14	What's the differ	https://www.gom	Gomo Learning	945	https://www.gom
15	The way to creat	http://www.basquetaese.com/index		1424	
16	Members Expande	https://www.nspe.org/resources/pe		467	

Once you have this data, make sure to clean it up. All you need is the author name and website URL. From there, break apart the company name from the website URL by using the Power Tools' Google Sheet add-on. Once you do that, you can now process this data through Hunter.io to get their emails using the Email Finder feature.

Bulk tasks

Choose what task to do in bulk.

- Domain Search

Find a list of email addresses from a list of companies.
- Email Finder

Find the email addresses from a list of names and companies.
- Email Verifier

Verify a list of email addresses.

You can do the same with [Anyleads](#).



Better yet, you can use Phantombuster to get the LinkedIn URLs of the people you have in your Google Sheet using their [LinkedIn Profile URL Finder API](#). Then you can process this into Anyleads to get their personal emails.

[Contactout](#) will also give you their personal emails. From there, you can upload this list into Facebook as a custom audience. This will give you the ability to remarket to these journalists about your company before they even get your pitch.

The same process works with Facebook fan pages using Socialbakers.

Rank	Company Name	Total Fans	Last Update
13	HGTV GLOBAL	6 221 855	8 743 382
14	The Penny Hoarder UNITED STATES	6 056 043	6 178 176
15	BuzzFeed Video UNITED STATES	5 894 344	13 038 732
16	The Weather Channel UNITED STATES	5 852 955	7 558 222
17	National Geographic GLOBAL	5 614 054	45 370 353
18	ABC News UNITED STATES	5 454 279	12 385 918
19	BuzzFeed UNITED STATES	5 325 450	11 212 021
20	NPR UNITED STATES	5 265 204	6 278 304

Here's the resulting data.

List Name	Company Name	Total Fans
All Media - 1,252	Bravo	973 560
All Media - 1,253	Chevy High Performance	971 923
Celebrities - Sports Star (700)	Simone Biles	971 531
Sports (500)	Villanova Basketball	97 792
Sports (500)	The Summit Bechtel Family N	97 521
Sports (500)	US Lacrosse	97 227
All Media - 1,254	HuffPost Women	969 521
All Media - 1,255	Vogue	968 496
Sports (500)	San Jose Sharks	965 870
Community - Lifestyle (500)	Lauren's Latest	965 700
All Media - 1,256	HOT 97	964 175
Celebrities - Sports Star (700)	Robert Griffin III	962 911
Sports (500)	Georgia Bulldogs	962 697
Community - Lifestyle (500)	Quotes 'nd Notes	961 470
Celebrities - Sports Star (700)	Calisthenics Kingz	961 282
Community - Lifestyle (500)	The Daily Meal	961 103
All Media - 1,257	MLB Network	959 505
All Media - 1,258	Musiquera	958 145
Media - Sports Media (97)	Motorsport	958 079
All Media - 1,259	Car and Driver	957 992

There are a couple of ways to do this one. You can either DM their page or use Hunter.io to pull employee emails from each company's marketing department at scale.

Filters

Include a maximum of email addresses per domain. [?](#)

Get generic and personal email addresses.

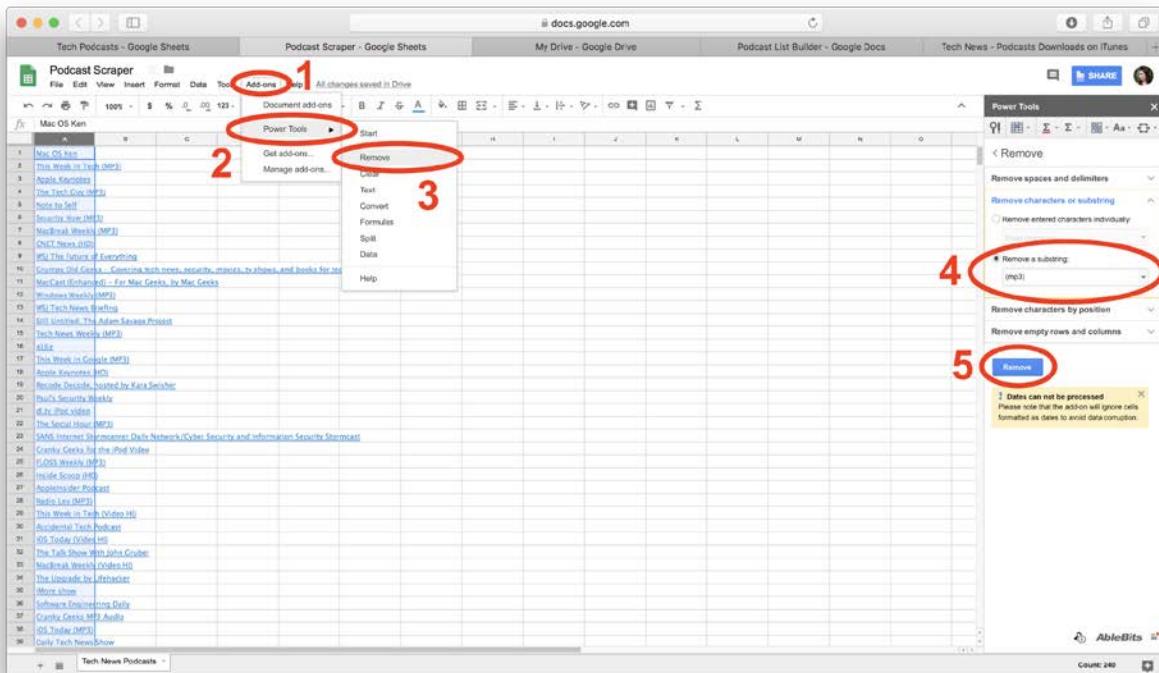
BETA Get email addresses from [?](#).

Upload

For podcasts, select a category and/or subcategory of podcasts you want to scrape using the [iTunes desktop podcast library](#).

Arts	Government & Organizati...	Society & Culture
Design Fashion & Beauty Food Literature Performing Arts Visual Arts	Local National Non-Profit Regional	History Personal Journals Philosophy Places & Travel
Business	Health	Sports & Recreation
Business News Careers Investing Management & Marketing Shopping	Alternative Health Fitness & Nutrition Self-Help Sexuality	Amateur College & High School Outdoor Professional
Comedy	Kids & Family	TV & Film
Education	Music	Technology
Educational Technology Higher Education K-12 Language Courses Training	News & Politics	Gadgets Podcasting Software How-To Tech News
Games & Hobbies	Religion & Spirituality	
Automotive Aviation Hobbies Other Games Video Games	Buddhism Christianity Hinduism Islam Judaism Other Spirituality	
	Science & Medicine	
	Medicine Natural Sciences Social Sciences	

Copy and paste the podcast list to Column A in a new Google sheet. Since the list is separated by alphabetical page, you will need to get a virtual assistant to copy and paste the list 27 times (A-Z, #) in order to get a complete list. Or have them use [Listly's bulk URL processor](#) to get all the data from each page in one click.



Remove “(MP3)” and “(HD)” words from column one by using the [Power Tools add-on](#)
(Add-ons > Power Tools > Remove > Remove a substring: > “(MP3)”, “(HD)” > Remove)

	A	B	C	D	E	F	G	H	I	J
1	Mac OS Ken									
2	This Week in Tech (MP3)									
3	Apple Keynotes									
4	The Tech Guy (MP3)									
5	Note to Self									
6	Security Now (MP3)									
7	MacBreak Weekly (MP3)									
8	CNET News (HD)									
9	WSJ The Future of Everything									
10	Grumpy Old Geeks – Covering tech news, security, movies, tv shows, and books for tech savvy adults									
11	MacCast (Enhanced) – For Mac Geeks, by Mac Geeks									
12	Windows Weekly (MP3)									

Update the Google sheet settings so that anyone with the shareable link can view. Run the Google Sheet through [Phantombuster's Domain Name Finder](#).

- Spreadsheet URL: [shareable Google sheet URL]
- Column name... : [*no text*]



c. Ignored domains: [youtube.com]

[apple.com]

[vimeo.com]

[yahoo.com]

[stitcher.com]

The screenshot shows a file download dialog for a CSV file named 'result.csv'. The file was created at 12:23:42 PM and is 27.4 KB in size. The 'Download / get link' button is highlighted with a red oval. The CSV content is displayed in a scrollable text area:

```
query, domain, title, description, link
techstuff, howstuffworks.com, Official TechStuff Podcast Page | HowStuff
all cnet video podcasts (hd), cnet.com, CNET Podcast Central - CNET, "Feb
cnet first look (hd), cnet.com, CNET First Look (HD), "Get the first look
apple byte (hd), player.fm, Apple Byte (HD) (podcast), Apple Byte (HD). S
roadshow reviews (hd), cnet.com, Roadshow - Official Site, "Find and rese
cnet top 5 (hd), cnet.com, CNET Top 5 - CNET, "Video: CNET Top 5. Your vi
the vergecast, theverge.com, The Vergecast - The Verge, "Hosted by Nilay
"today in ios podcast - the unofficial ios, iphone, ipad, and apple wa
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the giz wiz (audio), gizwiz.tv, The Giz Wiz (Audio), "Chad Johnson (OMGch
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cnet top 5 (sd), cnet.com, CNET Top 5 (SD) - feed.cnet.com, "Each week Iy
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appslappy, player.fm, AppSlappy (podcast) - Player FM, AppSlappy. 1. AppS
```

Save, then launch Phantombuster. Depending on your list size, this may take a few minutes to a few hours. Export the list and upload to a new Google Sheet.

Configuration of Domain Name Finder

Need help? More info here
[Switch to JSON](#)

***Spreadsheet URL (?)**

ⓘ Enter either a Google Spreadsheet URL or a CSV URL (make sure your file is publicly available)

Column name from which to get company names

ⓘ By default, we'll use the first column of your spreadsheet (column A)

ⓘ Ignored domains:

youtube.com
 apple.com
 Vimeo.com
 yahoo.com

Cancel
 Save

Run the Domain Name Finder worksheet through [Phantombuster's LinkedIn Company URL Finder](#). Export the results to a new Google Sheet. Next, run this worksheet through Phantombuster's [LinkedIn Companies Employees](#).

Export the results to a new Google Sheet. Format “currentJob” column so all rows contain the string “host.” From here, filter by relevant job title. Then use Linked Helper to LinkedIn message them at scale based on their LinkedIn URL and Hunter to bulk process the filtered list into emails.

Personalize it

This part is a bit harder. You need a virtual assistant to check out the post from each blogger and description from each podcaster. Then use a piece of it in the email or LinkedIn message. The idea here is to make it feel natural.



The Savvy Psychologist's Quick and Dirty Tips for Better Mental Health

By QuickAndDirtyTips.com

[View More by This Publisher](#)

To listen to an audio podcast, mouse over the title and click Play. Open iTunes to download and subscribe to podcasts.

Description

Welcome to psychology for the rest of us. Host Dr. Ellen Hendriksen takes the science of psychology and makes it both entertaining and relatable. Using a sympathetic ear and evidence-based research, she explains the 'why' behind emotions like joy, anger, fear, trust, and anxiety, and helps you better understand the relationships you form with your friends, family, coworkers, and yourself. Seeking a healthier emotional life? It's time to bring a trained psychologist and mental health expert along for the ride.

Name	Description	Released	Price	Action
1 204 - How To Make Frien...	The three ingredients ...	6/28/2018	Free	View in iTunes
2 203 - How to Embrace A...	A conversation with M...	6/21/2018	Free	View in iTunes
3 034 SP 7 Myths About Sul...	The Savvy Psychologis...	6/14/2018	Free	View in iTunes
4 128 SP Are Emotional Supp...	Animals Necessary or Just Glorified Pets?	6/7/2018	Free	View in iTunes
5 202 - How to Stop Your 6/1/2018	Free	View in iTunes	
6 201 - How to Stop Your 5/24/2018	Free	View in iTunes	
7 200 - How to Stop Your 5/17/2018	Free	View in iTunes	
8 199 - How to Stop Your 5/10/2018	Free	View in iTunes	
9 198 - How to Stop Your 5/3/2018	Free	View in iTunes	
10 197 - How to Stop Your 4/26/2018	Free	View in iTunes	
11 106 - How to Help a Lov...	A cursor useful conver...	4/10/2018	Free	View in iTunes

If the recipient feels like you sent that message only to them, then they'll be more likely to respond to your emails and messages.

How to Structure Your Email

Personalized Intro

- Example: Pre-written personal blogger statements
- 1-2 sentence pitch
- 3-4 value props / topics of interest
 - buzzworthy stories related to brand
 - thought leadership / subject-matter expertise
 - how we did XYZ to achieve X
 - notable milestones / accomplishments
- Define Clear Call to Action (CTA)
 - "Scheduling a call, interview, next steps, let's chat"
- Sender Persona + Profile Pic

Start Your Outreach Campaign



I'd recommend using the tool Mailshake to send emails in, ideally, five-stage sequences. Sync Mailshake with Calendly using Zapier. If your main call to action is to book a call using Calendly, then you can use [this Zap](#) to take the recipient out of the sequence if they book.

Here's an example email:

On Fri, Dec 1, 2017 at 5:50 PM, Pamela Newenham <pnewenham@girlcrew.com> wrote:
Hi Sophia,

I'm Pamela, the Co-CEO of GirlCrew, a platform for women to make new friends. GirlCrew has more than 100,000 members in 46 cities worldwide. In 2016, Facebook featured GirlCrew on Facebook Stories for their 12th Anniversary.

I'd love to share with your audience about any of the following topics:

- How We Grew GirlCrew To 100,000 Members Across 46 Global Cities
- How GirlCrew Celebrated Facebook's Birthday with Mark Zuckerberg
- How My Co-Founder Switched Her Gender on Tinder to find friends, which led us to start GirlCrew
- How We Built a Global Tech Company By Only Spending \$60 Our First Year

Any of these sound like they'd be a good fit?

Just like you, we're trying to improve the world through technology, one girl at a time.

All the best,

Pamela



Pamela Newenham
Founder & Co-CEO
www.girlcrew.com
<https://www.linkedin.com/in/pamelanewenham/>

The results?

Hi Pamela!

Love what you're doing! I'd love for you to chat with Alison Wyatt, our President, who is a bit closer to your time zone. I applied to join!

Best,
Sophia

Sophia Amoruso
Founder + CEO
[Girlboss](#)

[2046 Hillhurst Avenue #112](#)
[Los Angeles, CA 90027](#)



TechCrunch:

Re: Natasha <> GirlCrew Meeting

From Natasha Lomas <natalia@techcrunch.com>
To Aine Mulloy <amulloy@girlcrew.com>
Sent January 3, 2018 6:53 AM

Hi Aine

thanks for getting in touch.

To get a better idea of the context around your startup here are few starter Qs --

When was GirlCrew founded? And when did you launch the app?
How are you funded? Any investors?
What problem are you trying to fix?
Who is your target user? Gender/age-range etc (It looks like you can also sign up as a guy, or at least as someone who IDs as a guy?)
How many cities are you live in now? And what's your rollout strategy for growing usage this year?
Who are your main competitors? What makes GirlCrew different/better?

Best
Natasha

Senior reporter, TechCrunch.com
Twitter: @riptari
Timezone: CET

Use Your Powers Wisely

With the right story and the right recipients, you can seed the next viral story. Imagine your product being talked about across many publications from *TechCrunch* to *Time*. Traffic. Backlinks. Customers. All at your fingertips.



The Ultimate Guide to Side Project Marketing

Credit: [Ricardo Ghekiere](#), Chief Fun Maker at [B2B Marketers & Founders](#)

I am confident to say that you know, at least, one person in your network that has an ad blocker installed right now.

Not because I am a fortune teller, but because of data.

In 2017, [615 million devices used adblock](#). In fact, on the 15th of february 2018, Google Chrome has launched its own ad blocker, increasing that number even further. Or maybe you are already using the [Brave](#) browser like I do.

It turns out [95 percent of people](#) don't like being interrupted and the other 5 percent just hate it. To put it in the words of Jeffrey Zeldman:

"We hate advertising so much, we've trained ourselves not to look at the top or right sidebar on most sites."

My parents would even mute the TV when commercials were shown during the break.

Sound familiar?

As Seth Godin puts it, the key to great marketing and sales is that you need to gain the privilege to contact your prospects over time by building trust. A great way to build trust is creating value for your prospect through content.

Great, but as we both know, creating high-quality content and hitting that publish button on a consistent basis is one of the hardest challenges as a company.

What if we needed a shortcut to attract and find high-quality leads without disturbing them with ads?

This is how "Side Project Marketing" was born.

What is Side Project Marketing?

Imagine you have trouble creating the right media formats for your different social media channels, wasting a lot of your time.

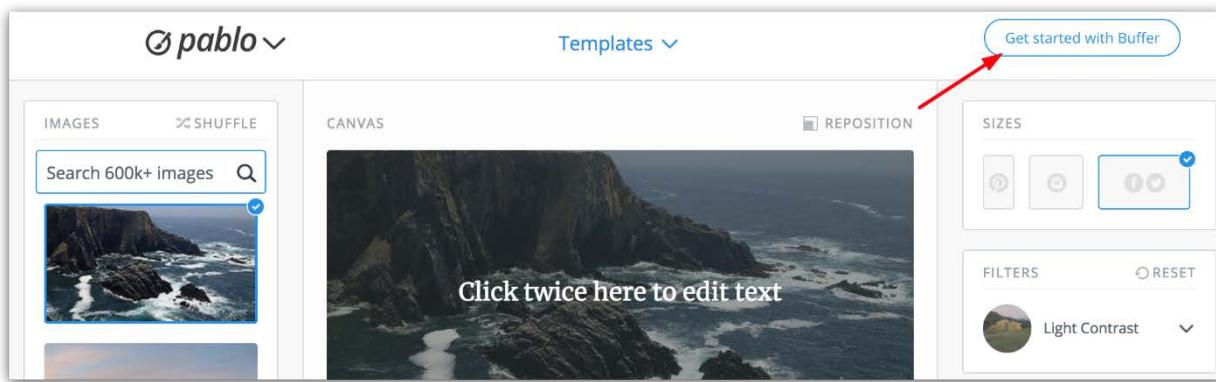


You start asking around in your network or google a solution and encounter a tool that does exactly that, absolutely free.

You are playing around with the tool which helps you create amazing posts for a couple of days. As human curiosity kicks in, you are wondering who made this tool.

Yes, it's that exact same feeling when somebody has viewed your Linkedin profile and is wondering: "*Who the hell is this person?*"

On the top right corner, it reads "get started with Buffer" and you give it a click.



It takes you all the way to a landing page saying: "Buffer, a better way to manage your Social Media." You try it.

This is exactly what Side Project Marketing or engineered marketing is all about.

"Building something of value that solves a small problem of your target audience in order to upsell them your related product/service later-on."

Pablo helps Buffer to find, qualify and convert high quality leads for Buffer, a social media management platform. Which is exactly what you'll learn to build in a step by step way for your company.

These are the two main questions you'll need to solve to build your side project:

1. What is the core product you are selling?
2. What kind of tiny problems do your target audience who would buy your product face, preferably every day.

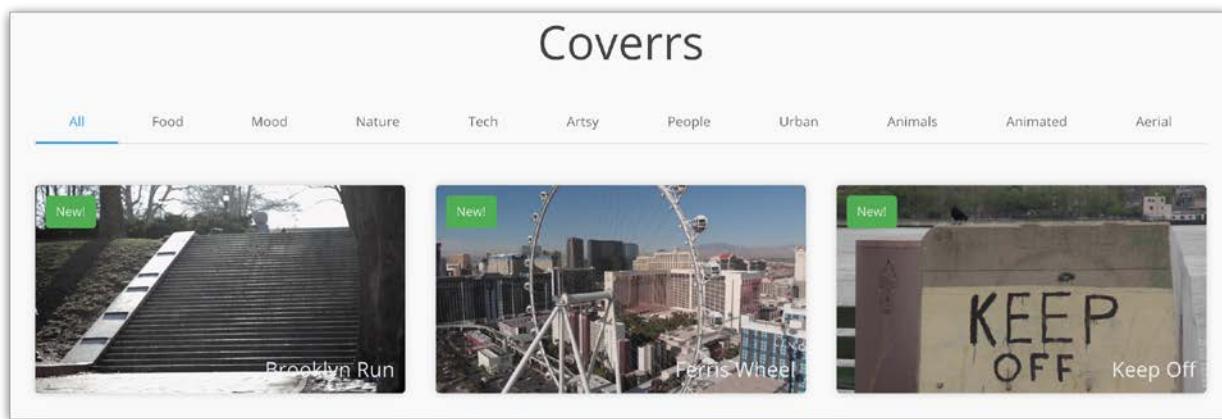
Examples of Side Project Marketing

There are a lot of well-known Side Projects that would win the wall of fame such as [Unsplash](#) by Crew or [Website grader](#) by Hubspot.

However, I am a strong believer that if you want to increase the speed of your learning curve, you should look at projects or people just a few years ahead.

Therefore, I hand-picked a few examples that are more in line with building your Side Project.

1. Coverr



[Coverr.co](#) is a website that allows you to download royalty free (even for commercial use), unique and beautiful video footage for your website.

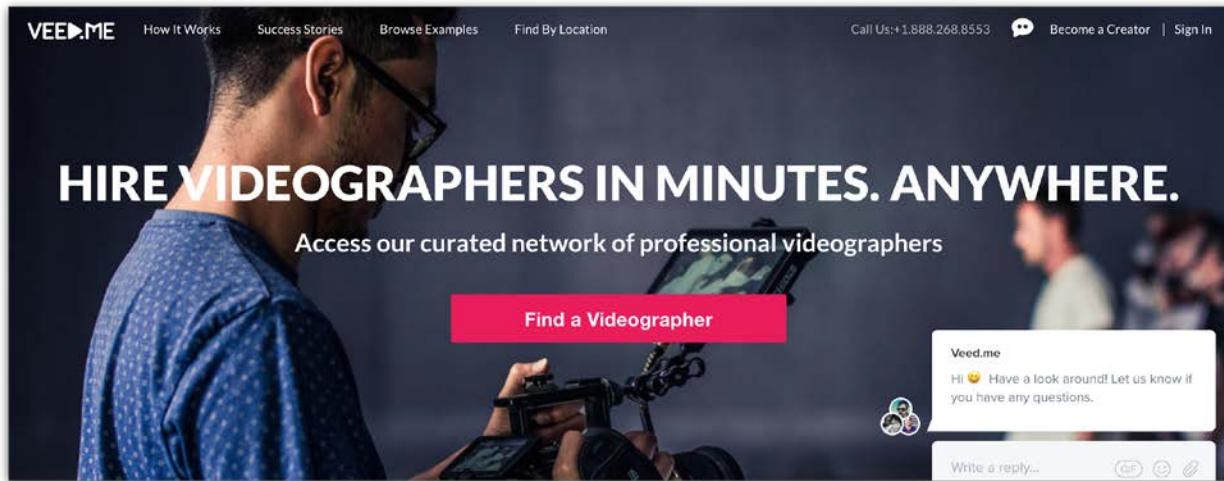
Video backgrounds you would normally pay thousands of dollars for, are now completely free to use.

Of course, these are great for your smaller projects, but what if you need a skilled videographer for your larger projects?

That's where those little white words in the top corner come in handy and human curiosity takes over.

"Coverr was made with love by the Codersclan and [Veed.me](#) teams"

This is exactly where you land after clicking those little shiny words.



A marketplace to find projects as a videographer or a videographer as a company. As you can see they solved the two big questions when creating a successful Side Project:

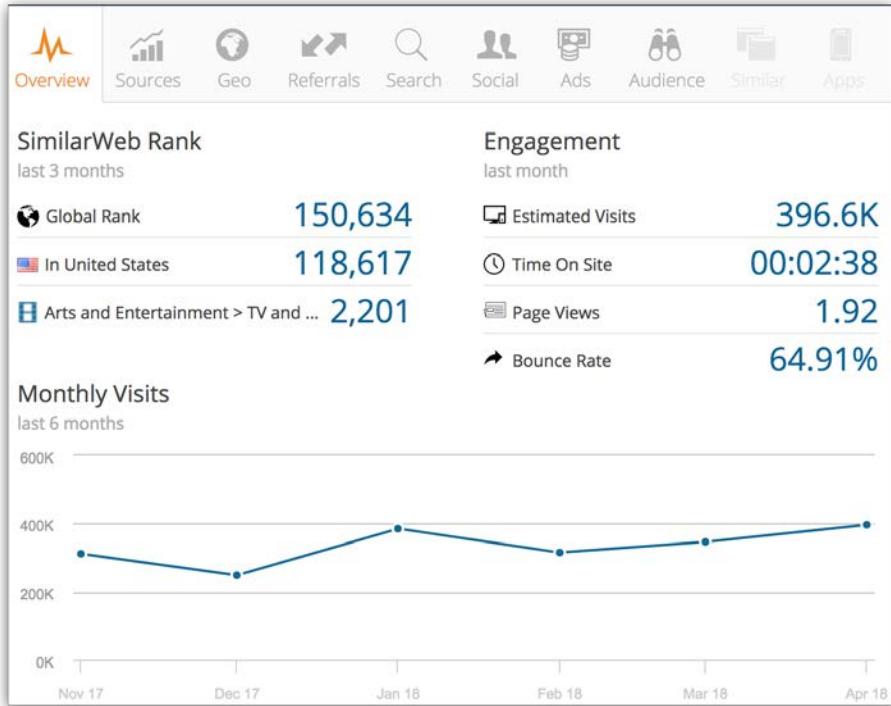
1. What is the core product Veed.me is selling?

A marketplace to hire a videographer.

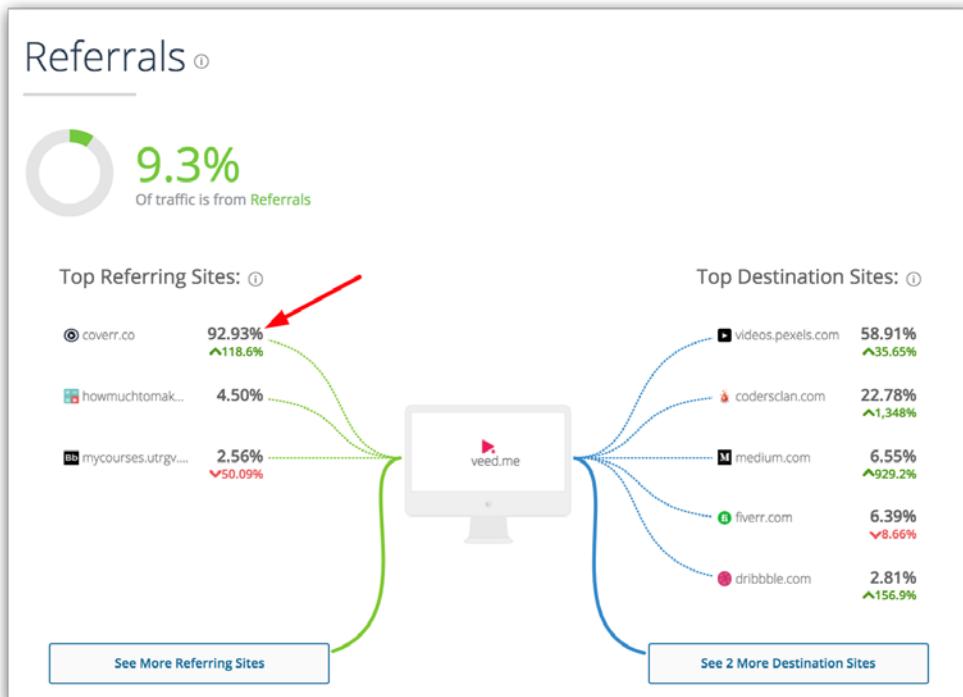
2. What kind of tiny problems do people who create websites have?

Finding high-quality videos to use for website in smaller projects.

To show you just how powerful this project was, here is a quick recap of their data. In March 2018, they had over 360K visitors.

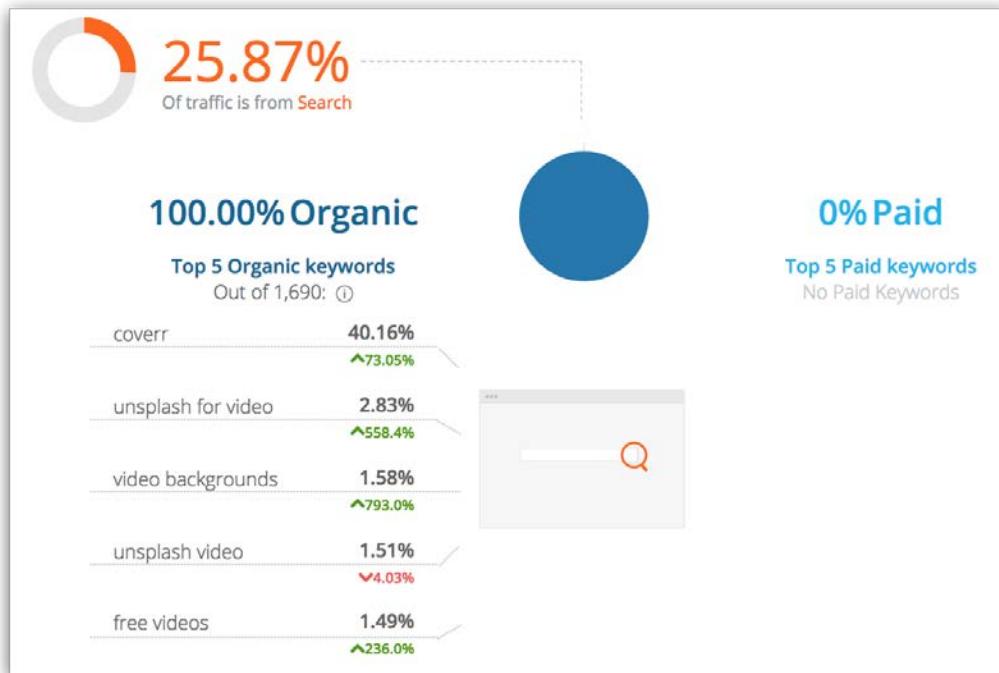


20.68% of that traffic actually had that “human curiosity” effect and continued to the website of veed.me.



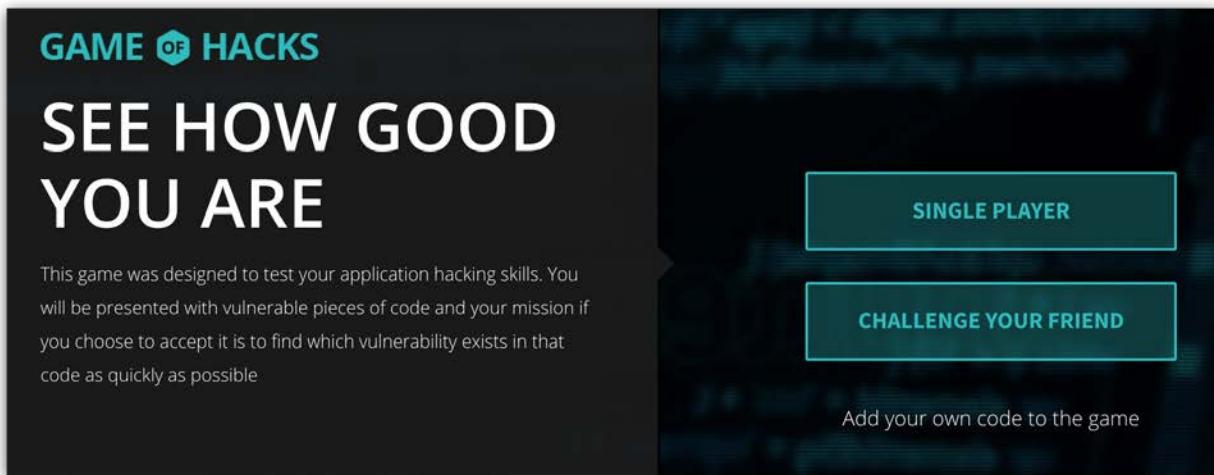
Does this mean you won't need to spend money to get your Side Project from the ground.

No. It does show you the power it has to reduce your CAC and how scalable this channel can be.



2. Game of Hacks

Another less known but amazing example is done by [Checkmarx](#), a cyber security company that launched an addictive mini-game, [Game of Hacks](#), which tests coders ability to spot vulnerabilities in code, helping them to learn along the way.



The game received massive positive press coverage, had over 35,000 players in the first 24 hours (it's 80,000 now), and drew thousands of visitors to the Checkmarx website.

Many of those visitors were quality leads which have turned into real customers. And now the team is working on productizing an enterprise version of the game.

Marketing done the right way.

If you didn't capture the idea yet, here is the formula to your great Side Project:

1. Figure out what the core products/services you are selling
2. Figure out who is buying your product and what tiny problems they encounter during the process that is related to your product or service

The Psychology Behind Side Project Marketing

To follow the philosophy of Einstein:



“If you can’t explain it simply, you don’t understand it well enough.“

These are 4 human principles of why Side Project Marketing can be such a powerful thing to build.

1. Principle of Reciprocity

Do you remember the last time you were invited to a party? (if you haven't, no worries, nobody is judging you)

After the party, you might have felt that obligation to invite the hosts over the next time you are hosting a dinner/party.

This feeling is what we call reciprocity.

People feel obliged to give back to others because of a gift they've received first. It's a mechanism that's built into humans to make sure we stay human.

One of the best demonstrations of the Principle of Reciprocity comes from a series of studies conducted in restaurants. The last time you visited a restaurant, there's a good chance that the waiter or waitress handed over the gift.

Probably about the same time that they brought you the bill.

A liquor, fortune cookie, or a simple mint.

“Does the giving of a mint have any influence over how much tip you'll leave them?”

That mint can make a surprising difference. In a [study](#), giving diners a single mint at the end of their meal typically increased tips by around 3%.

Interestingly, if the gift is doubled and two mints are provided, tips don't double. They quadruple—a 14% increase in tips.

But perhaps most interesting of all is the fact that if the waiter provides one mint, starts to walk away from the table, but pauses, turns back and says, “For you nice people, here's an extra mint,” tips go through the roof.

A 23% increase, influenced not by what was given, but how it was given.



So the key to using the Principle of Reciprocity is to be the first to give and to ensure that what you give is personalized and unexpected.

This is exactly what is being triggered when you are building something of true value for your clients/prospects. It allows you to build trust faster.

2. Principle of Authority

Science tells us that it's important to signal to others what makes you a credible, knowledgeable authority before you make your influence attempt.

Of course, this can present problems. You can't go around telling potential customers how brilliant you are, but you can certainly arrange for someone or something to do it for you.

What you want to achieve at the end of the day is what Sidekick (now integrated) did for Hubspot or Unsplash for Crew.

"Oh yeah, I know those guys or company, they are the ones that build XYZ. They must know what they are doing"

If they know how to build this and solve that one small problem I had, they probably also know how to fix this bigger problem I have.

Since you are solving that little problem they are having right now, you have just triggered the power of authority.

Guess where they will be going the next time they have a larger problem?

3. Principle of Consistency

Research by Joseph C. Nunes shows that people provided with artificial advancement toward a goal exhibit great persistence toward reaching that goal.

It's a phenomenon called the endowment progress and shows why the principle of consistency is that powerful.

In other words, people like to be consistent in their actions, therefore we are more motivated to complete tasks we've already started.

By receiving help on your Side Project and solving that tiny problem they have right now, they will feel more open to work with you in the near future since the power of being consistent kicks in.

4. The Power of Free

Free is this magical price that everybody seems to love and it's changing the way we do business right now. In the 19th Century, a man by the name King Gillette invented the world's first disposable-blade razor.

His strategy was simple.

He sold the razors, only the handle part, cheaply to places like banks who would give them away to new customers as part of their promotions, absolutely free.

As most men know, the handle isn't the expensive part, the replacement blades are, and they sell them with a hefty profit, later in the sales cycle.

Yet, customers were more than happy to accept this free gift. To truly understand why free is such a powerful marketing method, we need to understand the psychology behind it.

Behavioural economist, Dan Ariely, tells us that most transactions have an upside and a downside. But when things are free, we forget the downside.

Why?

Because as humans, we are intrinsically afraid of loss.

With free, there's no visible loss.

So we speed right by all those questions we would otherwise have about the value of an item and land directly on "yes please."

That's exactly what Side Project Marketing is about. Giving value to your customers that would normally cost them money for free to earn their trust and sell something related later-on.



The 7-Step Side Project Checklist

Needs to provide value

Keep in mind everybody's perception of the word value is different. Think clearly how much value your Side Project will deliver without thinking of all the fancy features you would need to build.

Cheap to build

If it will take your development team ages to set it up, this might not be the right Side Project to build. Try to understand because most developers can't tell you how long something will take since it will always "depend" on the difficulties along the way.

Cheap to maintain

It's just another startup if you need to be spending more and more time maintaining the thing you'll build.

Attracts qualified leads

The reason I always shout that knowing who your target audience is and what their real pain points are is because of this. If you don't know who you are building it for and what they go through every single day, you might attract tons of the wrong leads.

Focus on a niche problem

Pretty straightforward - the trick is to do something better, not the same as everything else.

Leverages unfair advantage. If you have someone on your team who can outperform your competitor (not a must)

The best Side Projects are built-out of competitive advantages you have.

Easily marketed

A Side Project should be something which is easily picked up by media or writers who need content for their blogs. For the simple reason that you want to keep your CAC as low as possible.



The Side Project Sprint: How to Set up Your Design Process to Build the Right Side Project That Fits Your Business

Before starting out:

"Side Project Marketing has one goal and one goal only. Build something of value for your target audience in order to get more of those people."

If you don't know who your target audience is, there is no point of building a side project.

This is why this guide isn't for people still discovering their business model or target audience.

It's important to understand that if you have multiple audiences, you'll need to focus on just one segment of your audience and invite experts on these segments to your Side Project Workshop.

Do this now:

- Talk to your team (and make sure you have the decider/moderator in your team aka people that can take big decisions) to discuss which target audience you would like to go after.
- Find relevant people who can talk more about this segment for your first workshop. This is probably your customer service, CEO/CMO, Product Owner, Sales. If you can have somebody who falls under your target audience, also invite them.

Pro tip: If you are an advanced company like Hubspot and offer multiple services, you'll need to decide which service you want to gain more traction and choose the target audience accordingly.

What you need for your workshop:

People:

- A facilitator (You?)
- A diverse team who understands the target audience you are going after
- A decision maker aka Manager/CEO/CMO/ Team Leader

Stuff you'll need to thrive:



- Whiteboard/wall space
- Tons of Post-it notes
- Just plain old white paper
- Sharpies
- Sticky dots
- A good old time timer
- Good coffee, beer comes after
- A lot of water
- Some snacks
- At least one energetic and enthusiastic person

How long:

The workshop should be between 2-3 days depending on how advanced your team is with other kinds of sprints or if it's a first or a second run.

What the ultimate goal is:

- Figure out what Side Project you should build for your target audience.
- Figure out if what you are building is really solving a problem.
- Better understand the needs of your target audience apart from your product.

Bonus tip: These sprints are also great for product managers to better understand what to build next into their product or service.

Day 1: Seek to Understand Then to Be Understood

Meet the Experts

Your team knows a lot about the challenges your target customers might have. But that knowledge is distributed, or maybe not even in house.

Before starting a Side Project, it's important to gather as much knowledge about the problems you want to solve for your target audience.

Monday morning is devoted to an exercise called "Meet the experts."

A series of one-at-a-time interviews with people from your team, from around your company and possibly even an outsider with special knowledge about a specific topic



you are trying to counter. Preferably these are people who have deep knowledge about what struggles your target audience has.

These 15-20 minute interviews with the experts will consist of 3 big questions you want to hear more information about (feel free to add more):

1. How would you describe the product/service you are selling to (insert target audience)?
2. What is the problem your product is trying to solve for them?
3. What (other) kinds of problems do (target audience have) which are related to our product or service?

As you go, each member of your team will take notes individually by listening very carefully about problems they hear from the interviews and translate them in “How Might We’s.”

Especially during the last question, writing these down is of importance since this is where all the golden nuggets are. Keep this structure since it will allow you to compare notes later-on and save time.

The idea here is experts talk and your team converts the conversation into questions starting with “how might we.”

For example:

When somebody is talking about the fact that men who come into a store can't decide on how to pick their jeans size you translate it into a *how might we*.

“How might we help men who come into our stores to pick their jeans size?” → this is what you write down on your post-it.

The more the better.

At the end of the exercise, your team will have multiple notes starting with ‘how might we’.

Since this random thought of helping men choose better jeans just popped up while writing this, I'll guide you through this guide with this example.

Heat Map Vote - 6 min

If everything went well, you now have a pile of “How Might We” notes.



It's time to stick them all against the wall or whiteboard.

The moderator gives each member 2 voting dots—Everybody must now vote on the challenges they consider to be the most pertinent to solve, without discussion.

You can vote on your own post-its and you can put both your votes on one challenge if you feel strong enough about it. Once the 6 minutes is up, the moderator takes the voted problems and arranges them in order of priority. The last call is always given to the moderator of the sprint.

You should now have a clear targeted problem you would like to solve together with your team. Don't forget it's just an exercise, if you strongly feel another option is better, go ahead and discuss why you think you should target that problem.

A Sign Of Life - 30 min

The worst thing that can happen to you and your team is building something nobody cares about or doesn't see as a big of a deal.

Before starting a brainstorm on how to solve the problem you have discovered and voted, it's a must to figure out if there is any sign of people having this problem online/offline.

This is why I named this exercise "A Sign Of Life."

It's spending, at least, 30 minutes time with your team hunting if more people have this problem and if they fit in your target audience.

The goal: validate if the problem exists and is big enough to solve.

Now you might be wondering: *Do I just randomly google stuff?*

That's one option, but here are three strategies that will take you further.

Also, to join you in the trenches, I'll be guiding you hands-on with an example I mentioned above: "*How might we help people choose a pair of jeans*".

Strategy #1: Quora

You probably already know [Quora](#). It's a community where people ask questions and look for solutions to their problems. It is also an excellent tool to find problems to solve.

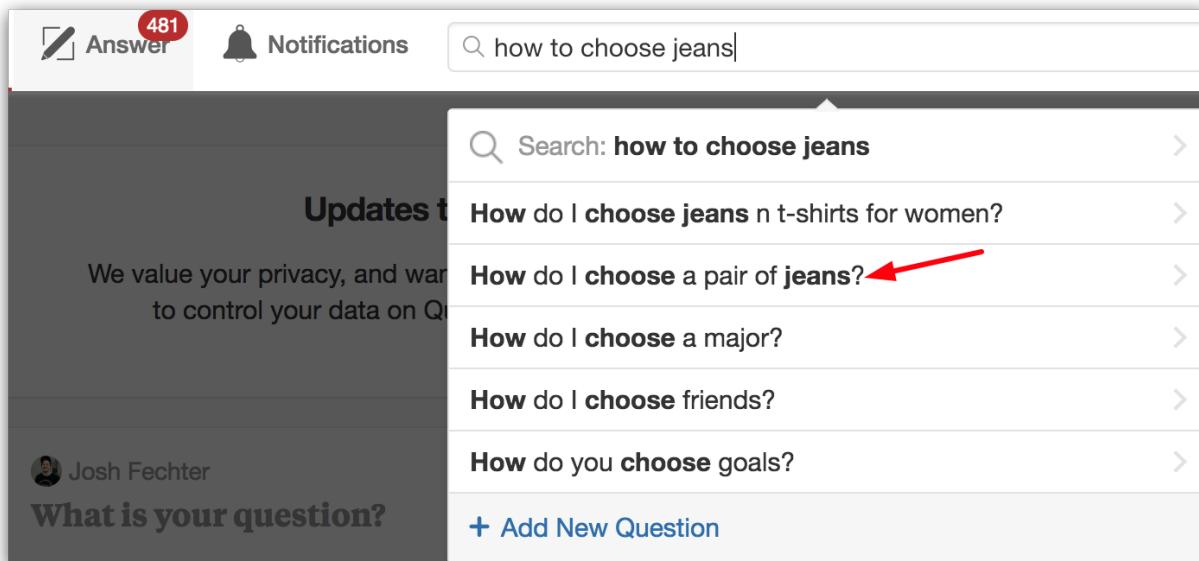


Here are my three favorite Quora-based problem investigation methods:

Search in Reverse

Use Quora as if you were searching for a solution to a problem. People who are looking for solutions usually say things like:

- Is there any way to...
- How can I...
- Who can help me to...



As you see from the picture above, people have already been asking themselves how to choose a pair of jeans. Six people have answered the question, leaving you with some initial data of the existence of the problem and what solutions people are suggesting.

The screenshot shows a Quora search results page for the query "how to choose jeans". The top navigation bar includes links for Home, Answer (with 481 notifications), Notifications, and a search bar containing the query. Below the search bar are category filters: Denim, Jeans, Fashion and Style, How-to Question, and a pencil icon for editing. The main title of the question is "How do I choose a pair of jeans?". A note below the title states: "This question previously had details. They are now in a comment." Below the title are various interaction icons: Answer, Follow (18), Request, a comment icon (1), a down arrow, a Facebook icon, a Twitter icon, a share icon, and a more options icon. The question has 6 answers. The first answer is by Kristen Windmuller, Art Historian, Dancer, updated on Jun 9, 2010. The answer suggests going to a department store known for service like Nordstrom's or Topman. It also provides tips for choosing jeans if going alone, such as avoiding Ed Hardy and trying multiple sizes. To the right of the main content, there is a sidebar titled "Related Questions" with several links to other Quora questions related to jeans.

The best part?

Quora is giving you related questions to the problem you are looking to solve.

Have a look around and see what other related problems people are having to buying or keeping their pair of jeans. The disadvantage of this method is that it covers all kinds of problems, so you will have to search until you find a problem you want to solve.

Search for Different Topics

This method is more adjustable to your personality and knowledge. It consists of browsing Quora for topics covering problems you would like to solve.

For example, let's suppose you want to solve problems for people with jeans. You could then search "Jeans" on Quora, and visit the topic.



The screenshot shows a Quora topic page for "Jeans". At the top, there's a navigation bar with "Quora", "Home", "Answer" (with a red notification badge), "Notifications", a search bar containing "jeans", and a user profile icon. Below the navigation is a thumbnail image of a person wearing jeans and the word "Jeans". A horizontal menu bar below the thumbnail includes "Read", "Answer", "Links", "Topic FAQ", and "Most Viewed Writers". To the right of this is a button to "Follow" (632.1k) and three vertical dots. On the left, under the heading "Feed", there's a post by "Adie Len, Fashion stylist by talent...." from Sep 11, 2016, asking "What is the best way to fix a small hole in a pair of jeans?". The post includes a small photo of a person in a jacket. To the right of the feed, there's a summary box with "4.7k Questions", "632.1k Followers", and "21 Edits". On the far right, there's a "Related Topics" section with "Denim" (69k Followers), "Clothing Fashion" (272.9k Followers), and "Levi's (company)".

Now you have a list of what people are looking to solve and the suggested solutions paired with the questions.

Ask the Question

The last method won't help you in the short time frame you have. Just ask the question on how people are solving their problem right now. Make sure to invite people to help out with answering your questions.

Strategy #2: Twitter

[Twitter](#) is a great source to figure out the problems people are having. In fact, it also helps validating if more people are having this problem since they are retweeting it.

People who need a solution usually tweet things like:

- Anyone know how to...
- I need help with...
- I don't know how to...
- More people having trouble with..

With a deep Twitter search, you can find tweets that lead to problem validation.

Strategy #3: Reddit

[Reddit](#) bridges communities and individuals with ideas, the latest digital trends, and breaking news. If a cat video went viral, it was probably first seen on Reddit.



By subscribing to communities, called subreddits, like AskReddit, your fellow Redditors will provide you thousands of problems people are facing every day.

Search for things like:

- How do I
- How do you
- Can't seem to

In my case, I could find a discussion on how to pick a jeans which keeps validating the problem is out there.

The screenshot shows a Reddit search results page for the query "how to pick jeans". The search bar at the top contains the text "how to pick jeans". Below the search bar, there is a link to "advanced search: by author, subreddit...". The main content area is titled "subreddits" and displays the message "there doesn't seem to be anything here". Below this, the "posts" section is shown, sorted by relevance and links from all time. It features a single post titled "How to pick jeans" with the subtitle "DISCUSSION". The post has 3 points and 8 comments. It was submitted 1 year ago by user send_nudes_boo to the subreddit r/streetwear. The post content reads: "I just found this sub today and saw a post that mentioned "finally got a pair of jeans that fit me" so basically. How do I choose a pair of jeans, what should i look for? i basically wear basketball shorts all the time and im trying to change that. If it helps im 6'1" and hellu skinny 140lbs". There is a "more" link at the bottom of the post.

Strategy #4: Buzzsumo

A great way to figure out if the problem you're solving is broadly shared is by figuring out if there is already content tackling this problem and see how much it has been shared.

This is where [Buzzsumo](#) comes in handy.

As you can see the number 1 shared topic about picking jeans is huge with 3.9k shares. This article and strategy will also help you on the next exercise: Solution Mapping.

If you can't seem to validate your idea online, try and have a swing offline by asking your target audience if the problem exists.

If not, try to go for the second choice you made with your team in the “How Might We.”

If you validate the assumption, it's time to write it down in big letters on your whiteboard since humans tend to forget things fast.

Solution Mapping - 30 min

There is a famous saying: “*If you only have a hammer, everything looks like a nail.*”

In other words, it's not because you found the problem, you also know how people would like to have it solved. This is where solution mapping comes into play. In this exercise, you find out how people are currently solving the problem they are facing.

This is how to get started:

1. Make a list

Ask everyone on your team to search how people are solving the current problem and ask them to put the results into a list.

Everything you review should contain something good you can learn from and something you feel needs improvement



After 20 minutes of finding and writing down solutions, everyone should narrow down to their top one or two solutions they've found.

Write the collected list on the whiteboard. It's time to begin the demo.

2. Give 3-minute demos

One at the time, the person who suggests the solution gives a tour on how it works. Since people like to go overtime and debate, it's a good idea to keep a timer.

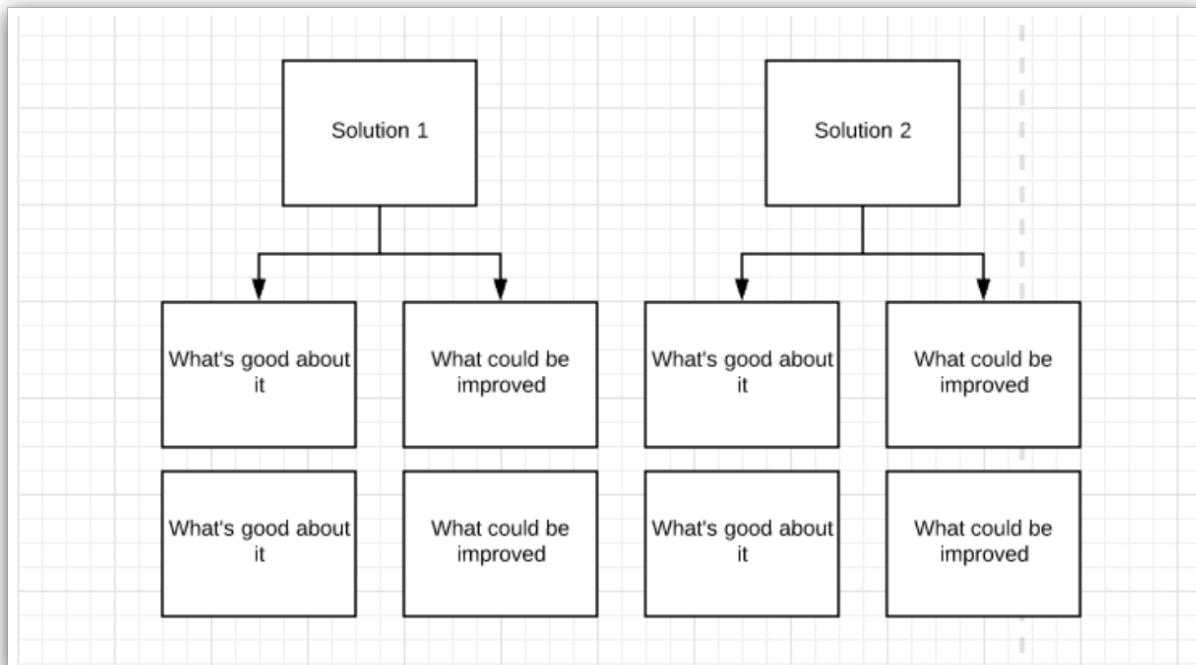
During this exercise, think about the words ABC, Always Be Capturing.

While people are presenting, write down the answers to:

1. What is something that sticks out from the solution given and could be used?
2. What is something that could be improved?

These notes are just to jog your memory later in the day, so they don't have to be fancy or detailed. Use 1 post-it per idea to make sure everybody can see the big idea that hit you later-on when sticking them to the whiteboard.

This is how your whiteboard should look like after this exercise:



Now you and your team know what kind of solutions people are using, what is good about it and what could be improved. It's time to figure out what to build in the afternoon.

----- AFTERNOON -----

Lightning Demos - 30 / 45 min

Take a look back at the whiteboard with the solutions people are using right now. Before starting this exercise, have a look at what other people have jotted down as good or bad.

Take a look back at the "How Might We" that you are trying to solve to refresh your memory. Preferably, this is written down in big letters on the whiteboard.

In this exercise, we will look at all the different Side Projects that exist and see how you can steal the most effective parts from all of them to incorporate into your Side Project.

Spend, at least, 20 minutes going through all the different options that exist. To make it a little easier, we have gathered all the greatest examples out there into one simple to use page right here: <http://www.fastforwardonline.be/sideprojectmarketing/>

Now it's time for everybody on the team to choose 1 or 2 side projects they could see working for the "How Might We" question you are trying to solve.

Next, you'll present them in 3-minute pitches with a slight difference.

While presenting, the moderator on the team has to ask the following question after each presentation: "*What's the big idea we can take away from this Side Project?*"

Then make a quick drawing of that inspiring component, write a simple headline above it and note the source underneath on the whiteboard or post-its.

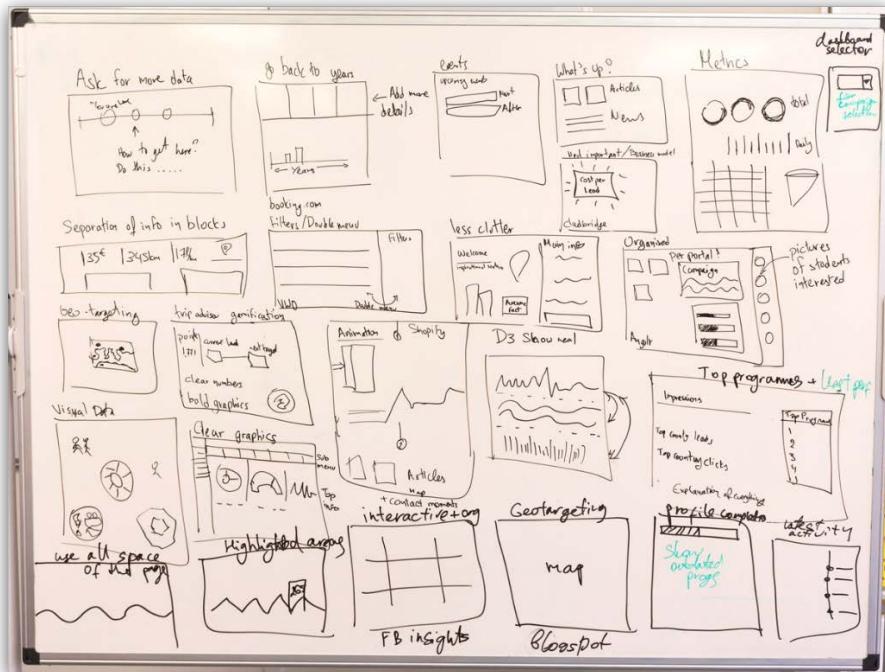
After the exercise, you should now have a full board of the best ideas out of each Side Project.





You'll probably want to be more organized than us.

Aim for a result as shown below:



The One-Step Sketch

As much as I love the design sprint philosophy, not all parts are useful to certain situations. In the case of building a Side Project, we aren't aiming to build and validate the next big Slack venture, it's still just a Side Project of your core activity.

Therefore, I am a strong fan of the one-step sketch instead of the 4-step sketch for these kind of projects.

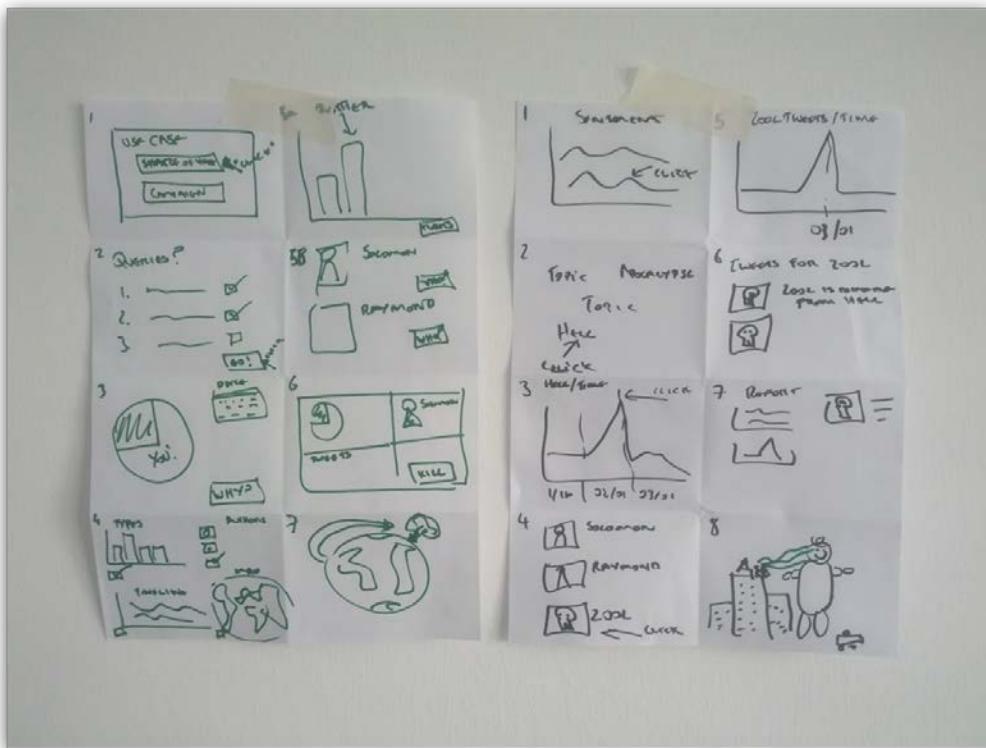
Every team member now has whiteboard full of ideas of how the Side Project should look like in different pieces. Now, it's all about putting the right pieces together.

Revise your "How Might We" and spend 30 minutes coming up with one or multiple drawings of how you see the Side Project. Try to use as many parts of the drawings shown on the whiteboard.

Although you are free to draw anything, here are some general rules you should remember while drawing (make sure to write these down):

1. Make it self-explanatory, if nobody understands how it's working, it's not a good drawing. Which doesn't mean you have to go all Picasso.
2. Keep it anonymous
3. Ugly is okay
4. Words matter for explanation since it should be self-explanatory
5. Give it a catchy title (this one is pretty obvious)

This could be an example of your sketches, but remember words matter.



Once everybody is finished, put the solution sketches on a pile but resist the urge to look at them. The moderator will now hang them up just like an art museum, since we don't want people to know which solution is from whom to remove bias.

Before you leave, **it's important to start looking and invite at least 5 people from your target audience** over to your prototype on Wednesday or in 2 days depending on when you run the sprint.

Avoid friends and family.

----- Day 1 Ends -----

Day 2: Making a Decision is Better Than no Decision

From here on onwards, the process will look familiar to the design sprint process with some minor tweaks tailored to Side Projects.

Heated Art Museum - 10/15 min

If everything went right, you now have a full wall with ideas on how the Side Project should look like. Without actually knowing who drew what. Empower your team members with 20 dots each and have your team follow these steps:

1. Don't talk
2. Look at a solution sketch
3. Put the dot stickers beside the parts you like (if any)
4. Put 2-3 dot stickers on the most exciting ideas
5. If you are having trouble understanding what he/she means, write it down a sticky note and place it next to the drawing
6. Move on to the next sketch and repeat

You now have a wall full of Side Project ideas with dots on the most promising ones.

It's time to discuss.

Speed Critique - 3-Min Per Sketch

In the speed critique, you and your team will discuss each solution sketch and make note of standout ideas. The conversation will follow a structure and a time limit.

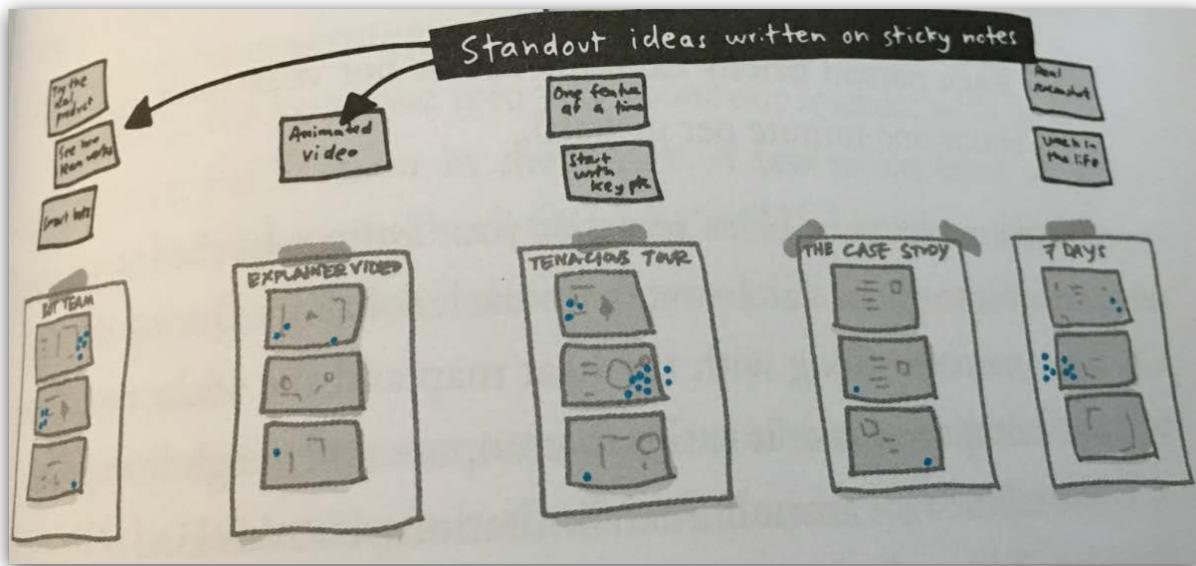
During the speed critique the facilitator will be hands-on to guide everybody on the team through the exercise. This is also the reason somebody will need to be appointed as a note taker. As you are reviewing the sketches on the wall, the note taker will write down standout ideas on the sticky notes and place them above the sketch.

Let's start with the process:

1. Gather around the solution sketch
2. Set a timer for three minutes on each review session
3. The facilitator narrates the sketch. Note that the person who made the sketch does not talk or make a move, even when assumptions are wrong.
4. The facilitator calls out standout ideas which are shown by the clusters of dots. During this process, the note taker is taking notes on his post-its of all the big ideas.
5. When the sketch is finished discussing, the creator can explain the missing ideas that the team failed to spot.
6. Move to the next sketch and repeat



People will see new ideas that can be combined with their ideas. Make sure to keep these ideas to yourself and focus on writing down what stands out of the solution. This is how it will look at the end.



Mix Match Voting

This is how it works:

1. Give everyone one dot which represents a vote (represented by a big dot sticker)
2. Remind everybody of the "How Might We" question
3. Set a timer to 10 minutes
4. Each person privately chooses which option they feel is more likely to succeed. But here is the twist. They can also add one of the aspects from the other sketches on the board to improve the choice they are picking. For example: I love the idea of having a *who is your jeans quiz* but I would love to see it together with a *case study about jeans*. Make sure people write this down.
5. When the time is up, place the votes on the sketches.
6. Each person briefly explains their choice and what they would love to combine the idea with. Count 2-3 min per vote.

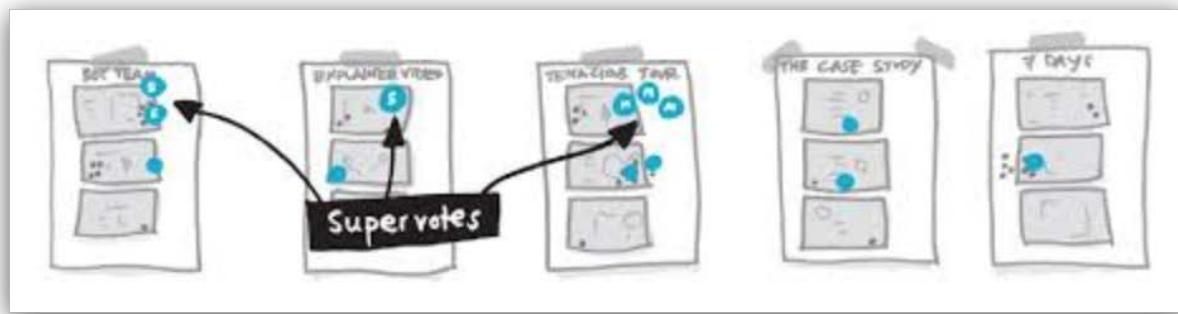
Super Vote

The supervote is the ultimate decision. Each decider, which is mostly the highest authority, will get three special votes, and whatever they vote for is what your team will prototype and test first.

Deciders can choose whether to go with the sketches that were the most popular or ignore the straw poll. In short, the decider can do whatever they feel answers the “How Might We” question the most. But remember, be honest about your decision, your ideas aren’t always the best.

The sketches with the most super votes on them are the winners.

This is the prototype you’ll be creating first.



Don't forget to keep all the ideas that aren't chosen. You might need them in case the first prototype turns out to be nothing.

They are called “Maybe-Laters.”

It's important to understand that a process is to align people. It's not pixel perfect and it never will be.

Next, you want build the prototype.

Pro-tip: take pictures of every single sketch and vote, you'll thank me later.

----- Day 2 Ends -----

Day 3: Feedback on Your Prototype

The last day has arrived.

The day where you have invited five people from your target audience to spit out all the things you haven't been thinking about and validate the side project.

Follow this structured conversation template to capture as much data from your interview as possible.

The Five Act interview

1. A Mexican welcome to start the interview
2. Open-ended context questions about the customer
3. Introduction to the Side Project
4. Detailed tasks to get the customer reacting to your awesome project
5. A little debrief ato capture the last thoughts and impressions.

A Mexican Welcome

When doing business in Mexico, you'll notice one thing: They never talk about business on the first meeting.

You talk about family, friends and drink tequila. Even in the Morning.

When the person walks in, go ahead and have a small chat about the weather, how their day was or why they're wearing those weird shoes.

The goal is to make the person feel comfortable to be open, honest and critical.

Before starting out, it's important to have your team capturing every single detail that is said or done.

ABC, Always Be Capturing.

Context Questions

There is this awesome feeling you'll have when building a prototype. It's the same feeling you have when buying new clothes. You feel like wearing them.

The same will happen to your prototype, you'll be eager to show it straight away.

Not so fast.

Instead, start slow by asking some questions about the customer's life, interests, and activities. These questions won't only help you to better understand your audience world, but it will help you understand the reactions and responses given.

For example, if I would have built the website findmyjeanssize.com I would have talked about the jeans they're wearing and about how awesome it looks.

Afterwards, you could ask about the pains they had during the search for his perfect jeans size. Let them tell you the story about their pains and lives, in a natural way. Preferably, connected to what you will show them.

Prototype Introduction

Before unpacking it, follow these steps:

- Ask for **permission**. It's important to understand the psychological reason behind this. By asking them for permission, you are getting a mental buy-in from your possible customer.
- After asking permission, tell them that some things might not be working. Rome wasn't built in 2 days, neither is your perfect prototype.
- Remind the customer that there is no right or wrong answer, any critique is useful.
- Remind the customer to think aloud when walking through the steps, this will help you understand the choices they're taking.

Tasks and Nudges

During the process, you want to get the most out of their thinking. This is where open-ended questions come into play. As the customer goes through the task, the interviewer should ask questions to get them thinking out loud:

- *What is this?*
- *What would you do next?*
- *What do you think of that?*
- *What do you expect it to do?*
- *Which problem do you think it will solve?*
- *Do you feel this is the way you would want your problem solved?*

The goal is to understand if you are solving the problem and if this is the right format to solve the problem. Understanding their motives, why they would want to choose another format (app vs. web) is crucial.

Remember, if you would have asked people what they wanted, they would have said *faster horses*. Not cars.

Quick Debrief

You'll see and hear a lot during the interview, but you might miss some important aspects. Here are some great example questions you can ask to better capture the interview:



- *How does this product help you compare to how you are currently solving the problem xyz?*
- *What is something you liked and something you disliked about the product?*
- *How would you describe this product to your friends? (probably the most important question to build your landing page)*
- *What is something you feel should be build before you would use the product?*

You now have a prototype Side Project with all the feedback you need for solving a problem. You've officially created the MVP for a lead generation machine using engineering as marketing.

How to Break the Internet with Fake News

By Anonymous

What are the two most viral things on the internet?

Donald Trump and cats.

These two elements together provide the right ingredients for a serious explosion.

That's what happened when my client wanted a million plays on her new song.

The problem: the song was average and I had a tight budget.

As a growth hacker, I knew there was answer.

Then it hit me.

If I could get the song to autoplay via the Spotify embedded player on a web page, then I could achieve their goal by making the site go viral resulting in those million autoplays.

Master the Plan

I picked two things I knew the internet would love: cats and Trump. I then incorporated them into a fun, simple game. While the game alone was enough to go viral, I wanted to *break the internet*. To do that, I needed a story.

A good viral story starts a debate around a hero.

In this case, it'd be at the intersection of politics and culture. So, my partner (not to be named) and I created at the height of the 2016 election a fake persona of a hero named "Lucy."

"Lucy" was a 17-year-old girl who we claimed built our Trump-Cat website at a coding boot camp. She was inspiring to young women, showing that they too could build a website like she did and have fun making a stand for their beliefs.

Her supposed inexperience meant the website wouldn't have to be perfect, just functional. And her youth made people more willing to defend her against backlash.

She was the perfect cover story.

Next step was to build the website.

Step 1: Searched CodePen.io for anything related to cats and found the hover paws.

Step 2: Designed some game elements in Photoshop - picked 4 photos of Trump's



face, cropped them out, and made 6 versions of each with progressively more scratches.

Step 3: Hired a developer to add a couple of custom features, such as the dynamic progress bar with text that encouraged users to keep scratching.

All in less than a week.

The game itself was simple. You scratch at pictures of Trump's face with big kitten paws.



I called it TrumpScratch.

Now, we were on our way to trolling the ultimate troll, Trump himself.

We had our hero. We had our villain. Now, we needed to create a fiery debate and prepare Lucy for battle.

I knew that Trump was notorious for sending cease and desists to people using his name. So, by naming our website "TrumpScratch.com," we were setting the stage for a believable cease and desist from Trump's legal team.

A quick Google search revealed hundreds of cease and desist letters he'd sent to people. We took Trump's official letterhead from one and Photoshopped a fake cease and desist letter to Lucy.

A website making fun of Donald Trump is one thing.

But a website made by a teenage girl who received a cease and desist letter from Trump himself? Now that's a viral story.

Leverage the Press

It wasn't hard to pitch the press. We created a fake Gmail account for Lucy. Then we started reaching out to journalists at top publications asking them to cover the story.

We got responses within hours.

My friend answered questions and responded to emails as Lucy:

"I really just want people to be aware that this is a president who's clearly more concerned about what people think of him than doing things of substance," Lucy told one reporter.

The Observer wanted the exclusive.

So did The Hollywood Reporter.

"Sure," Lucy said.

It's not like Lucy had experience with the press.

Eventually, one of them went live with the story, then everyone else posted their "exclusive" immediately after.

They were pissed.

But it was great press for us.

We got stories in [Mashable](#), [Gizmodo](#), [The Blaze](#), [Observer](#), [The Hollywood Reporter](#), and countless others.

Our fake cease and desist letters were a hit. All the headlines were decrying Trump for wasting time fighting a teenage girl instead of doing his job.

Eventually Trump's legal team got involved.

His chief legal officer came forward to say that the letters were fake.





Alan Garten, executive vice president and chief legal officer at The Trump Organization, provided the following comment through the PR agency:

"This is completely false. No such letter was ever sent by us."

The highlight of it all?

Jimmy Kimmel's production team reached out, wanting an exclusive interview with Lucy.

Now, we needed a real-life Lucy.

Settings 4:27 PM 41%

ND@abc.com>

Sent: Wednesday, March 22, 2017 1:25 PM

To: Ashley Cullins

Subject: Request from Jimmy Kimmel Live!

Hi Ashley,

I work at Jimmy Kimmel Live! Our writers read your article, “Trump Lawyers Swipe at Teen Over Cat Website” and loved the story! We’ve been trying to track down Lucy to see if she would speak with Jimmy on the show tonight, but haven’t had any luck. Would you be able to share any of her contact information, or possibly pass mine on to her?

Thank you!
Lindsey

+

Lindsey Dahlgren
Segment Researcher
Jimmy Kimmel Live!

We reached out to a local comedian to play “Lucy.” We had one phone call with our actress talking to the Kimmel segment researcher, but when they found out Lucy was only 17 years old, we had to find another actress to pose as Lucy’s mom. After the second interview with Lucy and her mom, we were hours away from being Skyped in live on the show.

Sadly, an hour before we were set to go live, they pulled the segment and left for Spring Break. By the time they returned a little over a week later, our story was no longer in the headlines. Our viral moment only lasted a few days.

Virality is as fun and exciting as it is a fleeting thing. It’s not a long-term strategy and usually only lasts a few days or a week. In today’s fast-paced media cycle, stories are blown up as fast as they are forgotten for the next one. That’s what we experienced, but it sure was fun while it lasted.

Eventually, we were caught.

Did you mean: **trumpcare**



Update: Whoops, the 'Trump Cat' Site We Wrote About Appears to Be ...

#TRUMPCAT

Gizmodo - Mar 22, 2017

Update: After looking into the site's registration date and the supposed timeline of The Trump Organization's cease and desist letters, Gizmodo ...



Trump Is Going After Teen's 'Kittens Scratch Trump' Site

The Root - Mar 24, 2017

Turns out, that viral website where kittens attack Trump may have ...

Mashable - Mar 23, 2017

Trump threatens 17-year-old for creating online game where he gets ...

Queerty - Mar 23, 2017

CORRECTED: Letter faked on Donald Trump's lawyers targeting kitten ...

The Mercury News - Mar 24, 2017



The Root



Mashable



Queerty



The Mercury N...



MarketWatch

[Snopes](#) wrote an article breaking down all of the details we had released.

Journalists got suspicious.

Comment for THR story Inbox x

Erik Hayden <erik.hayden@thr.com>1:14 PM (1 hour ago) ...

I'm following up regarding a story written by THR reporter Ashley Cullins about the cease and desist letter allegedly sent by the Trump Organization.

The Trump Organization has sent THR a denial saying that they never sent a cease and desist letter regarding the Kitten Feed website.

The Trump Organization also questioned whether there was multiple pages of the cease and desist letter sent, as the one page does not show a signature from the chief legal officer at the organization.

THR is planning on publishing a follow-up story regarding the incident, is there a comment to include from for the follow-up?

Thanks,

Erik Hayden

Assignment Editor, [THR.com](#) | *The Hollywood Reporter*
Email: erik.hayden@thr.com | Office: 323-525-2000 ext 2004

Lucy Axters <lucyaxters@gmail.com>1:33 PM (42 minutes ago) ...

to Erik

wow! ofc they are denying it bc it looks bad on him! Trump is a pathological liar, and he's sent hundreds if not thousands of these cease and desists, so he's probably regretting sending one to my trumpscratch site because he didn't know how much people would love it!

Erik Hayden1:50 PM (26 minutes ago) ...

to me

Snopes is claiming that the website that was said to be registered in February was actually registered on March 22. Is there a comment to address that? <http://www.snopes.com/kittens-punching-trump/>

From: Lucy Axters <lucyaxters@gmail.com>
Sent: Thursday, March 23, 2017 1:33:51 PM
To: Erik Hayden
Subject: Re: Comment for THR story

Lucy Axters <lucyaxters@gmail.com>2:15 PM (0 minutes ago) ...

to Erik

my parents / lawyer had domain removed from my account a few days after we received the letter from trump - so I don't know how someone registered it again on the 22! I thought it couldn't be used after us and def didnt direct it to a porn site! ew.

And it all spiraled down to an end.

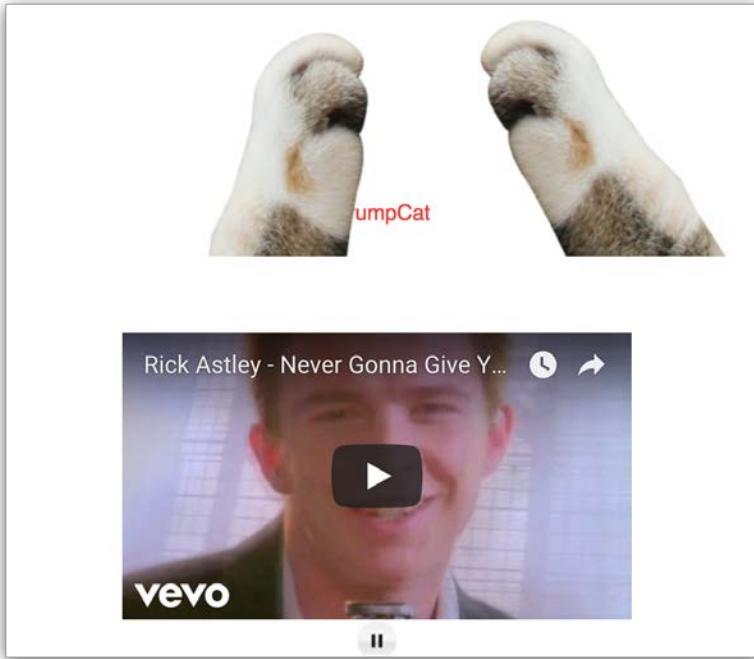
The Results

TrumpScratch.com now redirects to a porn site. We registered and then unregistered the domain name in the first week to make the story seem more real, but some other *enterprising entrepreneur* snagged it immediately at the expired domain auction and forwarded it to a porn site.

The game is now hosted on [Kittenfeed.com](#). When enough people found out the story was fake, we linked to the Rick Astley song “Never Gonna Give You Up” in a video player at the bottom of the website.

In true troll fashion, we *Rick Rolled* the Internet.





In the first 5 hours after launch, the site was pulling in 500k views per hour. The dozens and dozens of articles all filled with fabricated information spread from *The Observer* and *Hollywood Reporter* interviews caused my website to crash.

So, at the peak of the viral traffic, I redirected my crashed website to the Wayback Machine, essentially the back-up of the internet.

By doing this, I crashed Wayback Machine, thereby breaking the Internet.

Here's what the data scientists at the Internet Archive had to say: "At some point KittenFeed.com was [re-directed to the Wayback Machine](#). It overwhelmed our servers, so our engineers re-configured our cache to support the 5 meg MP3 on the page (the Rick Roll audio)."

- (Source: [Archive.org](#))

Walk Aways With This

Creating fake news is dangerous. As you just read, it's easier than ever to do it. A good pitch, a bit of fake credibility, and a hero who's perfect for the story, and you have the ingredients for millions of eyeballs on articles that should've never been published.

The next time you read something on the internet, check your sources. Because often enough, behind every viral phenomenon just might be a growth hacker.

17 Questions to Ask When Hiring a Growth Marketer for Your Company

By [Josh Fechter](#), Co-Founder of [BAMF.Media](#)

I've been the head of growth for several startups.

I've even evangelized growth for a couple of the fastest growing SaaS companies, too.

If there's a role that's hard to fill – it's the growth marketer, growth engineer, head of growth, growth lead, or whatever you call the open growth position at your company.

It sounds nice, right?

All companies need growth no matter what position they're in.

But it's hard to hire for this role because it doesn't just take the experience to fill it, it takes the right experience. The balance of technical skills with a deep understanding of marketing psychology, branding, and statistics. The complete blend.

If one piece is missing, the equation is off.

The marketing doesn't quite stick.

The traction doesn't quite hit.

After hiring over ten different growth hackers, lead growth strategists, and growth engineers, I've learned to ask these seventeen questions in every interview. When a candidate has experience in each piece, the interview goes from phone to in-house to offer letter in a matter of days.

1. What competitor analysis tools have you used?

This is a basic marketing skill, but also overlooked. For example, by analyzing the paid marketing, backlinking, and team structure of a software company, I decided to invest thousands of dollars to build a competitor.

Competitor analysis shows you where the long-hanging fruit is in any market. The real skill comes in interpreting the data. You can be looking at the best opportunity in the



world, but without the right knowledge of the marketing ecosystem, the numbers will just be numbers.

A few of the tools I expect the interviewee to know include [SimilarWeb](#), [Ahrefs](#), and [Alexa](#).



Then I expect them to interpret the data by seeing opportunities that tell me they can picture the full funnel. For example, if they see no traffic from Facebook, they may come to the conclusion that it's because it wasn't a profitable channel for them.

However, an experienced marketer might notice they ran poor Facebook ad campaigns because the copy and images had no focus on the benefits of the product. Rather than an obstacle, they'll see an opportunity to take a startup from five figures in revenue to seven.

2. What's your experience in paid social?

If the candidate doesn't understand how to drive paid traffic to a landing page, then the chances of them discovering an opportunity from any analysis drops significantly. The two most important advertising avenues today – Facebook and Instagram. A growth marketer with experience on other platforms is a plus, but because they're not as widely used, we don't place a heavy consideration on them (e.g. Reddit, Pinterest).

On the surface level, I look for a marketer who uses formulas for ad copy and has databases they regularly pull images from like [Allthefreestock.com](#). On a deeper level, I look for a marketer who has experience with bidding strategies, device targeting, location targeting, naming campaigns, working with Lookalike audiences, and custom audiences.

Then I ask about ad sequencing. This quickly separates the novices from the experts. I see whether they have knowledge about how to run video ad sequences and pure branding ads to generate a lower cost-per-lead. A good sign is if they talk about remarketing videos after a percentage of watch time and using PR features to warm an audience before running conversion ads. Another positive sign is if they use tools like [Shoelace](#) and [AdEspresso](#) to better help them sequence ads.

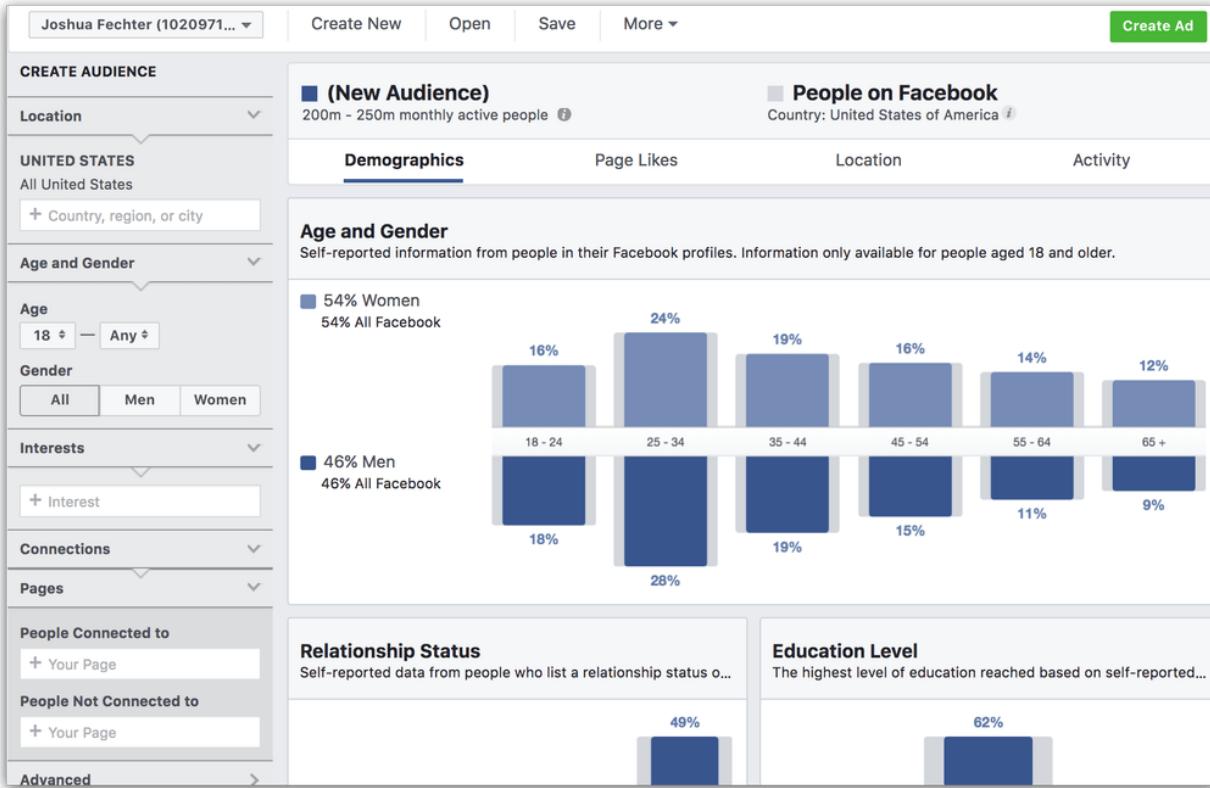
Now that I know whether they can run ads, I check their ability to discover a new profitable audience using social media advertising. I propose a hypothetical situation where they have a product with no defined customer base.

Their job?

To find it with social media advertising without wasting a ton of money.

Here, I look for them to mention the use of Facebook Audience Insights, Google Analytics, Amazon search, YouTube search, and a competitor analysis tool to help them identify this audience.





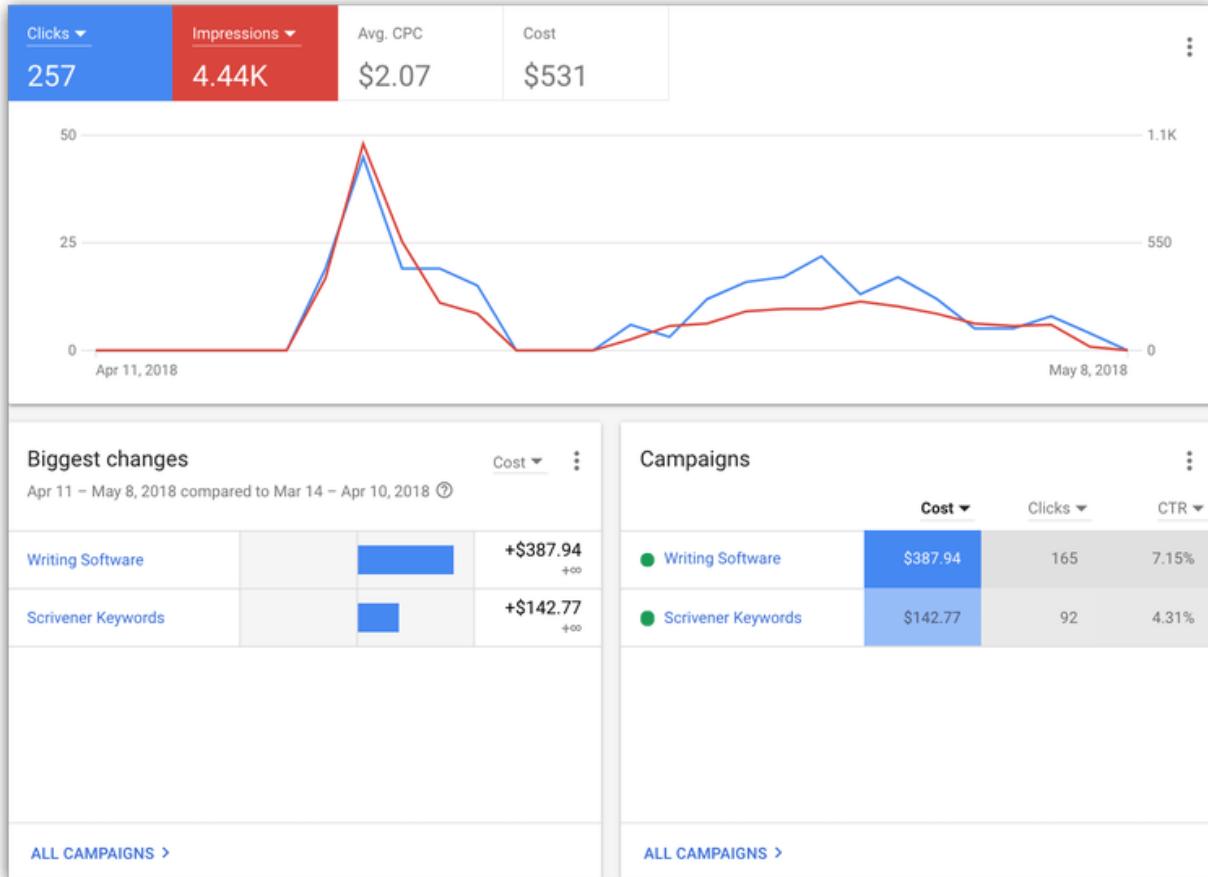
If they bring up little-known resources like Quora questions or even the phrase “affinity score,” they earn bonus points. But all the bonus points in the world doesn’t mean anything if they don’t have skills in attributing campaigns. That means using a [URL builder tool](#) to ensure all paid traffic is tracked in Google Analytics. That way you can say, “*This ad campaign led to this conversion.*”

Lastly, they should understand where to check for attribution in Google Analytics and how to adjust the conversion window that Facebook reports on.

3. Can you run an effective Google AdWords campaign?

Google AdWords is the best friend of social media advertising. The reason is your campaigns on social often influence the hits on Google search. In other words, the more people hear about you on Facebook, the more likely they’ll click your Google AdWords’ ad.

One of the key attributes I look for in Google AdWords experience is the proper use of Ad Groups. Most often, you should only have one keyword per an Ad Group. If they don’t know this, it immediately throws up a red flag. I also ask about device targeting, location targeting, and bidding strategies.



Then I ask them about their philosophy on bidding on company names and branded terms via Google search. I take it deeper by seeing what they consider great bidding opportunities. A top Google AdWords strategist knows that the end goal is a quality conversion with a prospect likely to retain, but that usually doesn't happen right away. Often AdWords campaigns are set to take prospects to the site, then Facebook retargeting is implemented to bring them back for the ultimate conversion.

This knowledge matters because by knowing the ecosystem around the conversion process, an AdWords strategist can make more precise bids that drive revenue for the companies they work with.

4. What's your experience with Google Analytics and Data Studio?

Most marketers will throw on their resume that they know Google Analytics, but it's often far from true. Google Analytics provides a wealth of knowledge for how your marketing

campaigns work from paid to organic. It will even tell you how well your individual site pages are optimized for different traffic sources.

I start with goals. Do they know how to set conversion goals in analytics and implement Google Tag Manager? If they don't know how to implement either one, then that's a big, bad sign. That means any goals whether capturing leads or turning email subscribers into paying customers has never been properly tracked.

I step into the finer details with asking about excluding IP addresses, identifying bot traffic, and creating proper dashboards like in [Google Data Studio](#) below to keep an eye on their company's most important KPIs. Google Data Studio is a free tool that streamlines reporting for website analytics to Facebook and AdWords campaign performance.



If they have experience with Google Data Studio, then that tells me they've probably used analytics with strong depth and have given company presentations on their findings. This is a big plus if the position requires them to be customer or C-level executive facing.

5. Do you have badass data analysis skills?

I didn't understand how important data analysis skills were. Then my boss asked me to use SQL for better attribution. When I started with SQL, I noticed the numbers Facebook and Google Analytics gave me weren't the right ones. The only source of truth was diving into the back-end database with SQL queries.

This not only allowed me to get better attribution but to design more effective marketing experiments. For example, I used SQL queries to discover that our Facebook login underperformed the standard email capture on our landing page when measured down the funnel. The reason? Facebook emails were old which led to a low open rate on nurture emails.

If the candidate doesn't understand SQL, they should, at least, know Excel. With Excel or Google Sheet knowledge, they can clean data faster, perform pivot table analysis, and use the index-match function to help combine relevant data.

The screenshot shows an Excel spreadsheet with a table of customer purchases. The table has columns for Customer, Product, Qty., and Sum. Row 1 contains the headers. The data starts from row 2. An orange box highlights the formula in the formula bar: `=INDEX('Lookup table'!A2:C13, MATCH(1, (A2='Lookup table'!A2:A13) * (B2='Lookup table'!B2:B13),0), 3)`. An orange arrow points from this formula to the cell D2 in the table, which contains the value \$271. The table data is as follows:

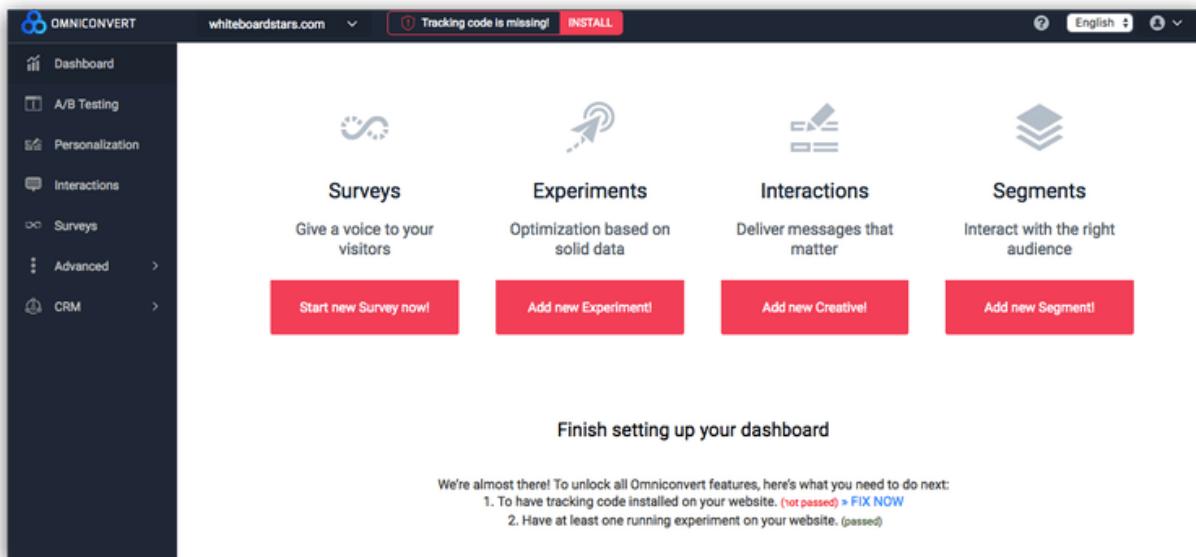
	A	B	C	D	E	F	G
1	Customer	Product	Qty.	Sum			
2	Dan Brown	Apples	14	\$271			
3	Dan Brown	Biscuits	7	\$291			
4	Dan Brown	Sweets	19	\$245			
5	Jeremy Hill	Apples	15	\$107			
6	Jeremy Hill	Biscuits	8	\$128			
7	Jeremy Hill	Sweets	2	\$156			
8	Robert Acey	Biscuits	5	\$131			
9	Robert Acey	Lemons	11	\$246			
10	Robert Acey	Pies	17	\$176			
11	Robert Acey	Sweets	16	\$219			
12	Tom Boone	Apples	20	\$113			
13	Tom Boone	Sweets	4	\$242			

If

the candidate doesn't even have a high-level understanding of Excel or Google Sheets, then they won't survive as a growth marketer.

6. Can you run A/B and multivariate tests to optimize pages?

I don't care how much traffic you can throw at a website. If traffic doesn't convert – it doesn't convert. That's why you need testing tools like [Omniconvert](#), [Optimizely](#), and [Google Optimize](#) because rarely does traffic convert well on the first run. It often takes many iterations of a website before visitors engage. Then even more before they convert.



Iterations on landing pages mean changes in copy, images, and email capture pop-ups. Knowing how to test is equally as important as what you test. For example, if you're running a viral campaign while you're conducting A/B tests on a landing page to get sign-ups for the campaign, you'll get skewed results. The reason is at any time in the campaign you may experience an unusual uptick whether an influencer sharing it or getting featured in a publication.

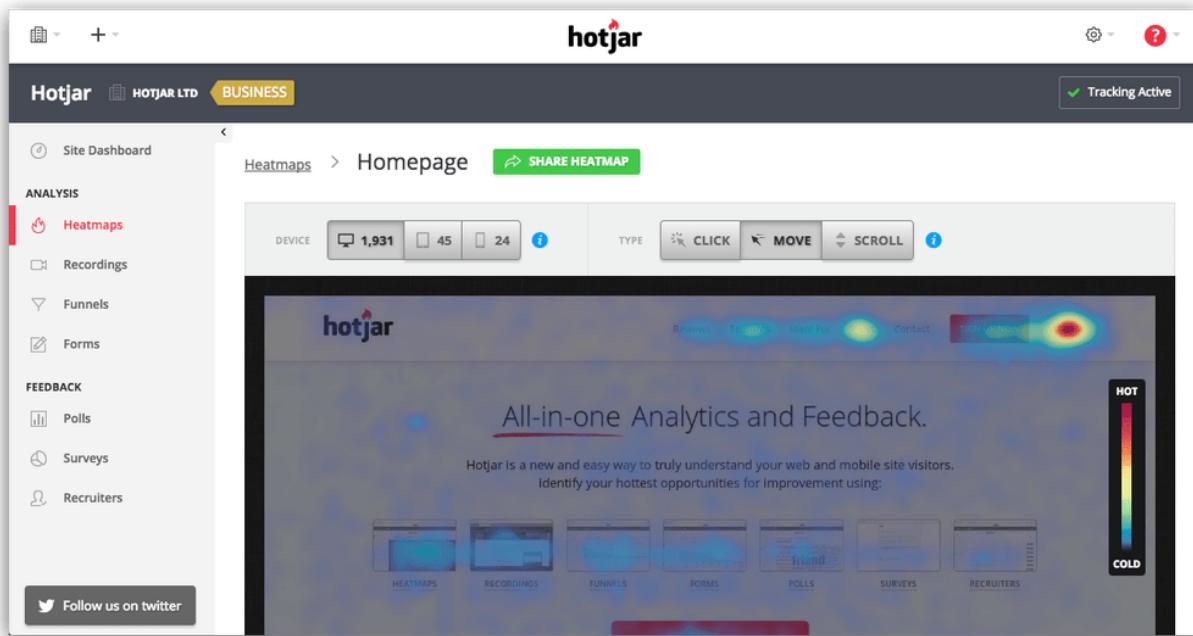
The best way to get reliable data when testing?

Paid traffic.

This often means Google AdWords and Facebook ads. By focusing on segmenting traffic based on the source, it provides more reliable insights. This way you can make changes to your website with confidence.

7. How do you study a visitor's or user's interaction with your website?

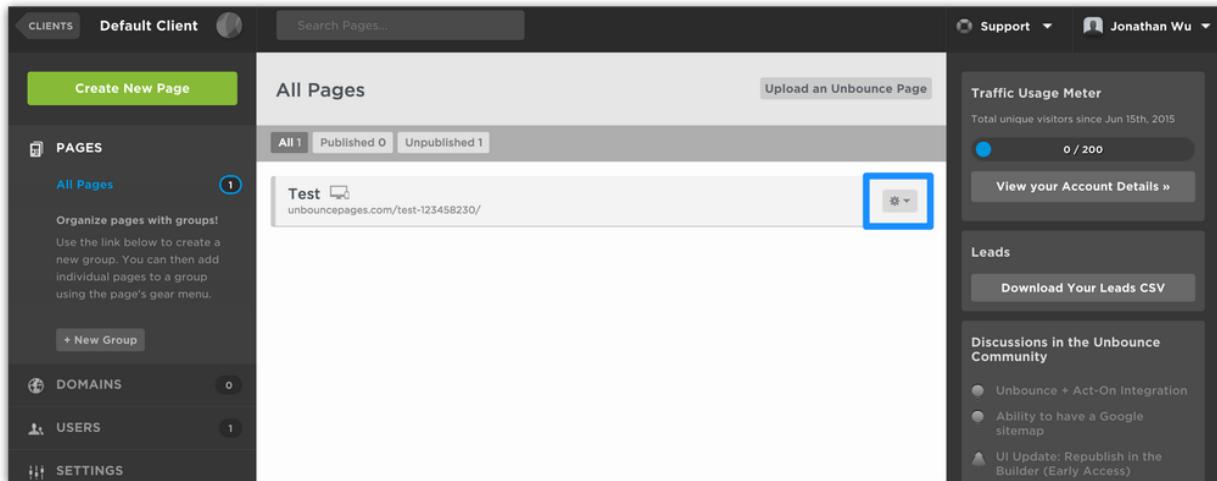
Before you dive into A/B testing your website, there's a lot of low hanging fruit to grab. You can see these opportunities using tools that do heat mapping and record visitor and user sessions. The growth marketer should mention tools like [Hotjar](#), [Crazy Egg](#), and [Full Story](#) to help them do this.



You may even realize with a couple of clicks that no one is even engaging with your homepage's primary call-to-action but rather the help button on the top right.

8. Can you throw up a minimum viable test?

A growth marketer should understand minimum viable testing to validate ideas. That means using landing page tools like [Unbounce](#), [Instapage](#), and [LeadPages](#) that enable you to throw up a page with a unique value proposition in minutes.

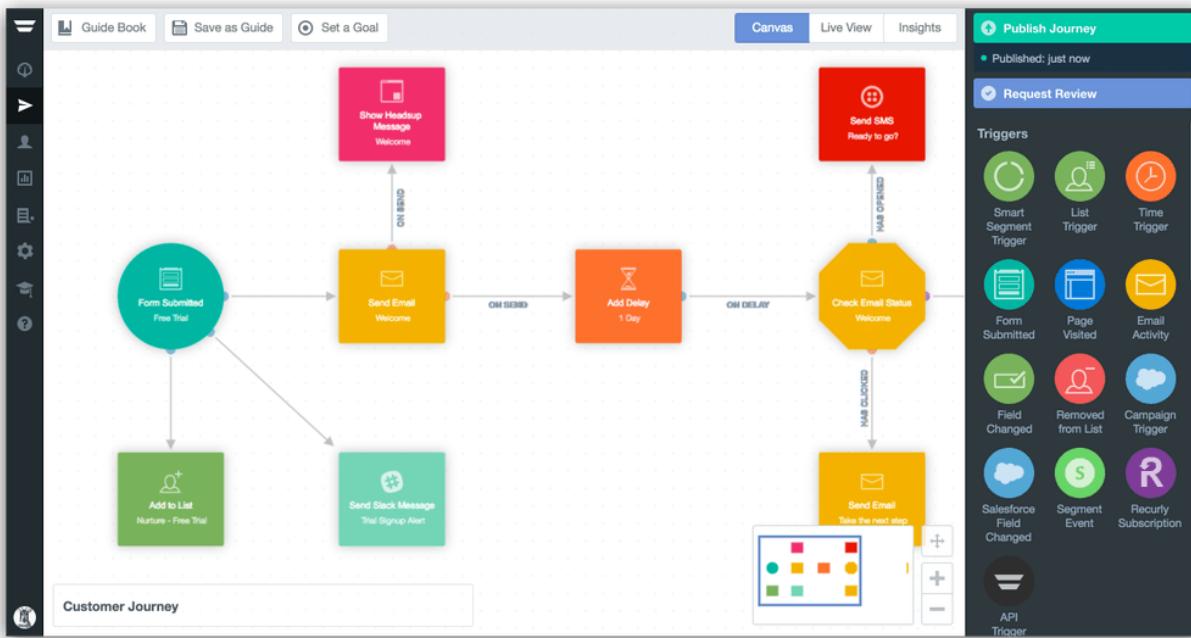


This skillset can save you thousands of dollars on paying a designer and coder to validate an idea by building a custom landing page. Plus, it gives you the ability to run campaigns at scale whether webinars or ebooks without having a lag time in development to push initiatives forward.

9. Can you build an automation sequence that converts and retains?

There are two halves to the acquisition equation. First, you need their contact information, then you need to nurture them until they pay. That may come in the form of email content with relevant value, SMS texting to remind them to jump on an educational webinar, or auto-adding them to a Facebook custom audience so they get remarketed with testimonials.

If you want a high-converting system, then you need marketing automation. That means a growth marketer should understand how to use tools like [Zapier](#), [Autopilot](#), [Twilio](#), and [Drips](#).



Marketing automation sequences are also critical to increase retention. Once again, ideally you're using an email sequence segmented by user type and SMS texting to ensure they attend webinars.

Without marketing automation, even the best funnel will remain a complete mess. Find the marketers who can lock it all together.

10. Can you write social copy that pops?

A rule of thumb: if a growth marketer can't writing engaging posts on social media, then there's little hope they can do it via email, on landing pages, or even SMS.

If they can write long-form copy that pops like this status below, then they have potential to cultivate the necessary skills to build an audience.

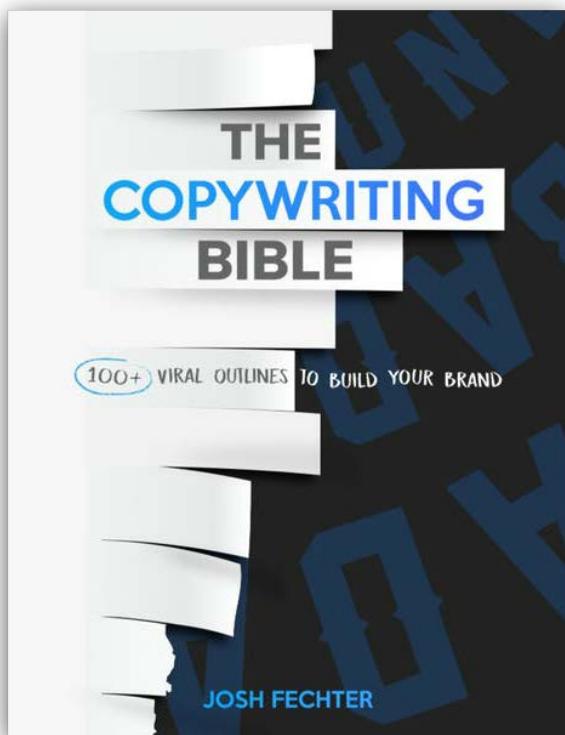
 **Josh Fechter**
Admin · May 8 at 12:20pm

A young woman messaged me on Facebook.
She's the first marketing hire at her company.
The problem: Her boss wants an influencer presence in a month. He expects thousands and thousands of followers.... [See More](#)

 Like  Comment 

 Nick Jordan, Alexandru Ionuț Băltățan and 398 others

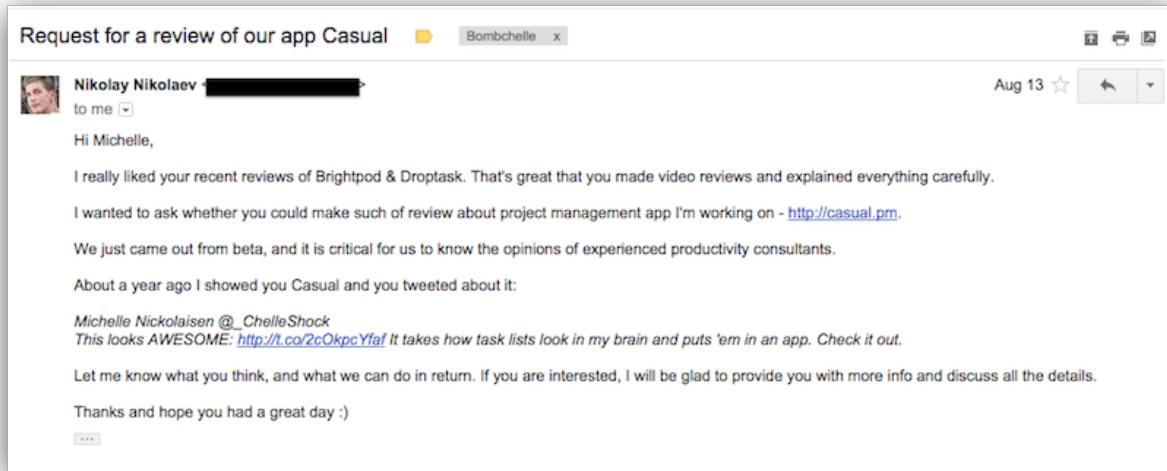
To give you an idea of what this type of content looks like, take a look at the link below where I've written a free book outlining a [100 viral social posts](#).



What I've noticed – the best marketers write the best social copy, too. It's not a surprise because copywriting is involved in almost every piece of marketing material. If you can't hone the skill? Then you might as well throw your funnel down the drain.

11. How would you pitch a journalist?

It's a rare skill to pitch journalists and generate positive responses. Features from fan pages to publications to podcasts provide value for early-stage startups needing to establish credibility and get their first wave of traffic hitting their site.

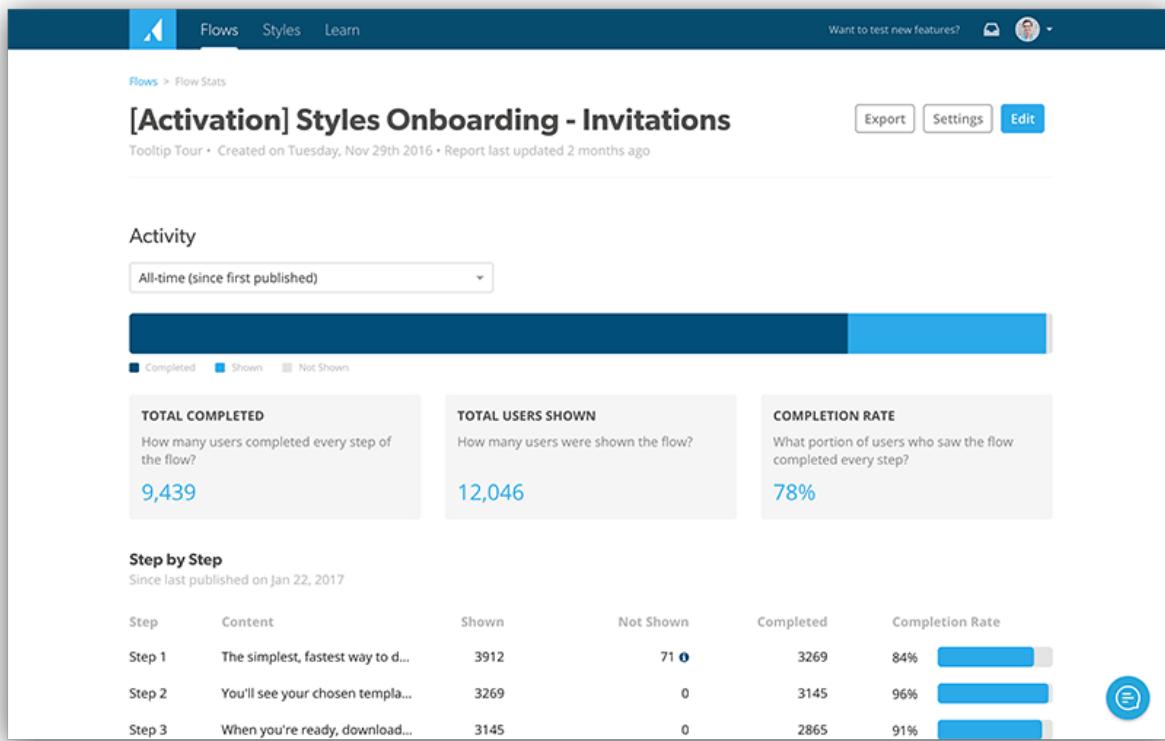


The art of pitching a journalist relies on the relevancy of your message to the journalist's past writing, timing with current events, credibility, value proposition, and headline writing skills. If a growth marketer can get you features on-demand with this skillset, then they've made themselves an invaluable asset.

12. Can you guide a customer to their first win?

If the customer doesn't get their desired result from your product, they'll leave. Many products – no matter how great – aren't intuitive. They require a little hand-holding. Products like Hubspot even have their own academy to help train marketers on how to use their platform.

A growth marketer who has experience creating user tutorials and an onboarding flow using a software like [Appcues](#) or even [Loom](#) can provide a ton of value on the retention side. Keep in mind, a product with poor retention is often not a valuable product at all.



To that end, a growth marketer should have enough experience to guide a new customer to their *aha* moment with your product while setting the right expectations every step of the way.

13. Can you build a website or Chrome extension?

A growth marketer must have experience building on platforms whether Shopify stores, WordPress themes or Chrome extensions. They should have deep enough knowledge to throw something up in a day and start selling.

Even if it means outsourcing Chrome extensions like I do:



Joshua Fechter sent an offer

Hey there,

12:33 PM

I'm looking to create a Chrome extension that will gather data from a fb group (when you're a member) including Facebook profile URL, job title, and company name. There should be a button to export this data easily into a CSV.

I only need the Zip file to upload into the extension area in developer mode.

I attached a couple of images for designing the Chrome extension as well.

Est. Budget: \$150.00

Milestone 1: Create Chrome Extension to Gather Data

Due: Friday, May 18, 2018

Amount in escrow: \$150.00

If they don't understand how to build or even outsource the construction of a platform, then they'll have a lot of trouble understanding how to market it.

14. Have you built a strong presence on a social channel from scratch?

Those who've never built a strong social presence on a channel from scratch, don't understand how much effort it takes. You're often talking about hundreds and even thousands of hours of producing and distributing content to grow your presence.



Josh Fechter
Co-Founder of BAMF Media | Author | Advisor
I'm the co-founder of [BAMF Media](#).
I also run Badass Marketers & Founders, a community of 18,000 members.
Do you want my new startup growth tactics every week via Messenger?
Go here: [Get Startup Growth Tactics](#)

Feel free to connect with me on other social channels:

[Facebook](#) [LinkedIn](#) [Twitter](#) [Instagram](#) [YouTube](#) [Medium](#) [Blog](#) [Email](#) [About](#) [Contact](#) [Privacy Policy](#) [Terms of Service](#) [Sitemap](#)

34,695 Followers [Follow](#) [Share](#) [Report](#) [More](#)

600 Answers [View profile](#) [Share](#) [Report](#) [More](#)

Feeds [Most Recent / 30-Day Views](#)

Having a growth marketer on board who understands the level of work required to have social influence will enable you to set proper expectations, then exceed them.

15. Have you come up with original marketing tactics?

If you're going to hire a growth marketer, they need to be a problem solver. The best problem solvers can create original solutions whether that's a new way to clean a data set, scrape data, or run ads to custom audiences created from little-known locations.



 **Josh Fechter**
Co-Founder of BAMF Media | Forbes Top 12 Innovative Founders to Watch | Mi...
2h

Hey LinkedIn friends,

I want to share a simple hack that enables you to include links in yo! ...see more



A Simple LinkedIn Hack to Drive Traffic without Penalizing Your Posts
bamf.media

19 Likes · 3 Comments · [Add Likers to LH](#) [Add Commentators to LH](#)

 Like  Comment  Share

 1,838 views of your post in the feed

If the growth marketer can't point to an original solution they've created, then I wouldn't rely on them to solve your hardest problems.

16. What's one growth framework you've used?

There are many growth frameworks.

Most include some variation of "cost, investment, expect results."

A more advanced one would look like the following:

Objective — what is the purpose of the experiment?

Hypothesis — what is the key hypothesis of a successful experiment

Experiment design — what steps do you envision the experiment going through?

Expected cost — monetary, marketing hours, product hours (important to determine whether you need to take time from developers and/or designers)

Expected results — your hypothesis on relevant metrics

Gut feeling score — on a 1 to 5 scale (with 5 being best), how much do you believe in this?

Results — actual results on relevant metrics

Insights — key insights in bullet points. Be specific.

Next steps — what new activities does the experiences lead to?

If a growth marketer has never used a growth framework, then you can't expect them to prioritize their testing correctly. A growth framework should underlie everything a marketer does from start to finish.

17. Can you design a Facebook ad, board presentation, and landing page?

One of my pet peeves is a growth marketer who always needs to rely on a designer before they push marketing material live. You don't need design by a world-renowned artist before you publish a Facebook ad or a landing page. The reason is the best design doesn't always lead to the lowest cost-per-conversion.

Sometimes worst designs lead to better conversion costs – surprising, right? Knowing that fact and how to whip up an MVP design from an app user interface to a web application is key for any marketer to survive in a world with constant A/B and multivariate testing. For presentations, here's an [excellent example](#) that a candidate submitted to us during her interview process. If a growth marketer can bypass a designer, then you'll run more experiments which ideally equates to more traction.

Your Personalized Checklist

If you want to hire a growth marketer, then print this checklist and use it for interviews. On average, it takes us two to three months to find that exceptional candidate. It's well worth it because one great hire can have the same impact as ten poor ones. What I've



learned is the only thing that can destroy a startup faster than bad timing and lack of revenue are hires who you don't learn anything from.

As the saying goes, "When it comes to hiring, you get what you pay for."

Your Epic Tool List

By [Josh Fechter](#), Co-Founder of [BAMF.Media](#)

1. Send many cold emails:

[GMASS](#)

[Mailshake](#)

2. Emails with Sequences

[MixMax](#)

[Anyleads](#)

3. Quickly Analyze a Site's Traffic and Referring Traffic ([Quick view](#))

[Alexa Ranking](#)

[Similar Web](#)

4. A great screenshot, GIF tool

[Lightshot](#)

[GIPHY](#)

5. Keeping Passwords Secure

[Password Box](#)

6. Identifies whether you're being retargeted and if your retargeting works

[Facebook Pixel Helper](#)

[Tag Assistant](#)

7. Auto-posting to Instagram

[Grum.co](#)

8. Wireframes

[UX Pin](#)

[Balsamiq](#)

9. Email Setup

[ConvertKit](#)

[MailChimp](#)

[Klaviyo](#)



Autopilot

10. Chatbot Automation

[Chatfuel](#)

[ManyChat](#)

11. YouTube Analytics

[vidIQ](#)

12. Email Extraction

[Toofr](#), [Email Hunter](#), [Clearbit](#)

13. Extract Audio from Live Video

[Audio Extractor](#)

14. Download Facebook Video

[Download Facebook Video](#)

15. Scrape Emails

[Scrapebox](#), [Webscraper.io](#), [Import.io](#)

16. Reduce image quality without reducing size:

[TinyPNG](#)

17. Video to Text

[Rev](#)

[Descript](#)

18. Slack Paid Wall Subscription

[Slack Paid Wall](#)

19. Customer Onboarding/Support

[Drift](#), [Intercom](#), [Loom](#), [Appcues](#)



20. Fear of missing out

[UseFomo](#)

21. Test whether your email will go to spam

[G-Lock Apps, Mail Tester](#)

22. Send classy invitations for better onboarding

[Paperless Post](#)

23. Alexa by Category

[Alexa Top Sites](#)

24. Re-sending emails

[Rebump](#)

25. Online Calculators

[Viral Coefficient Calculator, A/B Test Calculator](#)

26. Retargeting Links:

[Clickmeter](#)

27. Extracting emails from Twitter and Instagram users

[Geekmail](#)

28. Extract emails from websites

[Email Grabber](#)

29. Free Logo

[Tailorbrands](#)

30. Online Community Building

[Facebook@Work, Slack](#), Facebook Groups

31. Social discovery for Instagram and Twitter

[Audiense](#)



32. Quickly Analyze a Site's Traffic and Referring Traffic (Overall view):
[Similar Web](#)

33. Automation for Twitter, Instagram, Pinterest
[FollowerLiker](#)

34. Facebook Group Analytics
[Grytics](#)

35. Scaling Facebook Ad Campaigns
[AdEspresso](#)

36. Slack Analytics
[Statsbot](#)

37. CRM for sequences and funnel tracking
[PropellerCRM](#)
[Pipedrive](#)
[Close.io](#)

38. Referral Marketing Software
[Queue](#)
[Maitre](#)
[Viral Loops](#)

39. Twitter and Instagram Automation
[Crowdfire](#), [FollowLiker](#)

40. Choose Color Scheme
[Colors.co](#)
[Color.adobe.com](#)

41. Pick a font for your brand
[Dafont](#)

42. Connecting software tools
[Zapier](#)



43. A/B Testing

[Optimizely](#)

44. Automated syncing with custom audiences

[driftrock](#)

45. Cleaner copywriting

[Grammarly, Hemingway App](#)

46. Landing Page Setup

[Instapage](#)

47. Gather and automate the reporting of data

[Blockspring](#)

48. Automated reporting

[Google Analytics Spreadsheet Add-on](#)

49. Live Stream

[OBS Software, BlueJeans, BeLive](#)

50. Survey

[Qualaroo, SurveyMonkey, Google Forms](#)

51. Capturing Leads

[Thrive Leads](#)

52. Better presentations

[Ampslide](#)

53. Payment syncing

[Braintree](#)

[Stripe](#)

54. Outsourcing

[Upwork](#)

[Freelancer](#)

55. Cleans scraped data



[Friendly CSV](#)

56. SEO optimization and backlinking

[MOZ](#), [Ahrefs](#), [SEMrush](#)

57. Data collection and reporting

[Segment](#)

58. Transactional emails

[Sendgrid](#)

59. Free ribbon to collect emails

[Sumome](#)

60. Heat maps

[Hotjar](#)

61. Organizing Google Spreadsheets (add-ons)

[Hunter.io](#), [Remove Duplicates](#), [Clearbit Sheets](#), [Sort by Color](#), [Split Names](#), [Power Tools](#)

62. Find out what tools different sites are built with

[BuiltWith](#)

63. Gmail inbox testing

[Litmus](#)

64. SaaS Analytics

[Chartmogul](#)

65: Find your startup lawyer

[LawTrades](#)

66. Pull email addresses from LinkedIn

[Contactout](#)

67. Mouse over any spot on the web and grab the color

[ColorPick EyeDropper](#)

68. LinkedIn automation on steroids



[GPZ LinkedIn](#)
[Linked Helper](#)
[Dux Soup](#)

69. Facebook Group Data Scraping and Analyzing

[FbRadar](#)
[Facebook Group Extractor](#)

70. Faster A/B Testing

[Effin Amazing A/B Tester Calculator](#)

71. Faster UTM Building

[Effin Amazing UTM Builder](#)

72. The fastest way to create branded links when sharing any URL.

[Rebrandly](#)

73. Remove your News Feed and replace it with an inspirational quote

[News Feed Eradicator](#)

74. See what software companies use on their websites

[Wappalyzer](#)

75. Allows you to bulk unfollow and block people to clean up your engagement on Twitter

[Tweepi](#)



Acknowledgements

A huge thank you to the entire Badass Marketers & Founders' community.

If it weren't for you guys, I wouldn't have had the momentum or enough case studies to put this book together.

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