

WICKED SMART

VOLUME 1

PRESENTED BY





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INTRODUCTION

“Wicked Smart!” was originally born at one of the early Traffic & Conversion Summits.

Back in those days Ryan Deiss and Perry Belcher were the only presenters for the entire event, and legend has it that after 3 days of training they had run out of content to present! Undeterred, they knew they could count on the brilliance that existed in the audience. They asked the marketers in attendance to share the best business breakthroughs they’d experienced that year. As it turned out, attendees instantly loved this session, and it was later adopted by WarRoom.

So, for a number of years, WarRoom members have been invited to showcase and share their best business breakthroughs, explaining what they did, along with proof of the result. Other members are then encouraged to adapt the same concept to use in their own business.

As you’ll see in this book, Wicked Smart ideas are often simple concepts that make you think: “Why didn’t I think of that?!” They also reveal the brilliance of the business owners that came up with the original concept, who then tested it and shared it with their fellow entrepreneurs.

The key to using Wicked Smart ideas in your business is to think in terms of adapting, rather than adopting. When you read each idea, it’s unlikely that the industry will match your own. However, if you consider how to adapt the same concept for your own topic, often there’s a way to do that.

Of course, since many of these strategies revolve either around the Internet or specific third-party tools and resources, these elements are subject to change at any time. If the strategy no longer works exactly as described in the book, try to read between the lines to understand the principle behind it. If a particular tool that’s mentioned is no longer available, often you can find alternatives via a simple Google search.

So get creative, and enjoy the wisdom from the many WarRoom members who generously contributed and shared the following 27 Wicked Smart ideas from their businesses.

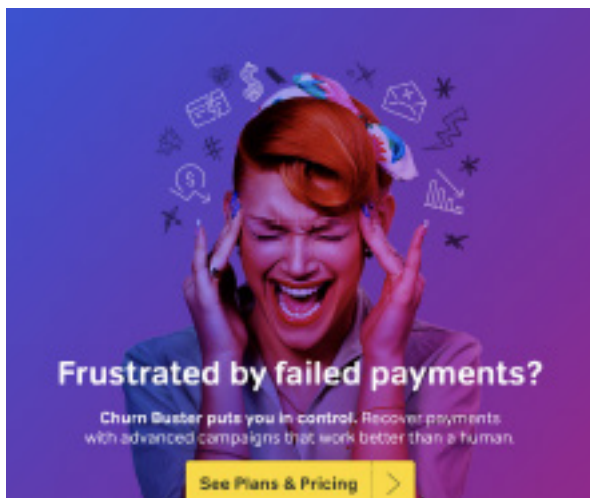
By the way, if you’re curious about what WarRoom is and how it can benefit your business, take a look at www.JoinWR.com

REDUCING CHURN

RETENTION

Result Improved Conversions from Prospect to Customers

Contributor Syed Balkhi



How to Implement:

The secret is simply to make it much easier for customers to update their credit card information. Most people hate having to lookup their account information and send an email or make a phone call to your customer support.

Syed uses an online system to help with this, called ChurnBuster.io. This system updates most credit card expiration dates automatically, so when someone is sent a new card from their bank, ChurnBuster can accurately determine the new expiration date. They also have proven emails to get customers to update their cards online, without requiring them to login.

LISTEN AND LEARN

RETENTION

Result Improved Customer Experience by Listening to Customers

Contributor Pam Ragland



How to Implement:

Pam has a background in customer experience, so she knows how important it is to listen to customer feedback.

Pam created an autoresponder that's sent to every customer after their purchase, to invite them to share their thoughts about the experience. Specifically, Pam asks them:

- 1) **What did we do right?**
- 2) **What can we improve**

Pam then uses the responses in two ways. She uses the positive replies as testimonials on her website, and the negative comments are responded to personally to make sure the customer feels heard, and the feedback is taken seriously.

“MAKE SURE THE CUSTOMER FEELS HEARD, AND THE FEEDBACK IS TAKEN SERIOUSLY.”

IMPROVING RETENTION VIA RINGLESS VOICEMAIL

Result

Reduced Customer
Cancellations Dramatically

Contributor

Lori Taylor

**How to Implement:**

Lori had a problem with retaining customers after the initial sale.

To combat this and try to get them back into the store to buy new products, Lori made a recorded a message to send it directly to customer's voicemail, saying that they are valued and that they are invited to a secret sale.

Using this tactic, Lori made \$60,000 that weekend.

**"USING THIS TACTIC,
LORI MADE \$60,000
THAT WEEKEND."**

REWARDING LOYALTY

RETENTION

Result Increased Retention of
Paid Members

Contributor Cole Humphus



How to Implement:

Cole teaches photography, and in addition to his membership site, he has a private community of more than 2,000 members on Facebook. Learning from the way Yelp offers an 'elite status' for some of its most active contributors, Cole launched a more exclusive Facebook group only for members who have been paying for at least 9 months, or who are an annual member.

The next level Facebook group is called "CC Insider" (Cole's Classroom Insider) and it gives the members more direct access to his mentor team. It doesn't cost the member anything extra to be part of it so it's something to aspire to belong to.

They 'qualify' simply by the length of time they've been a member. The exclusivity of the group is a big incentive for many members to upgrade their membership to annual, so they can gain access.

When people feel more special and more connected to an exclusive community, it's a strong motivation for them to upgrade.

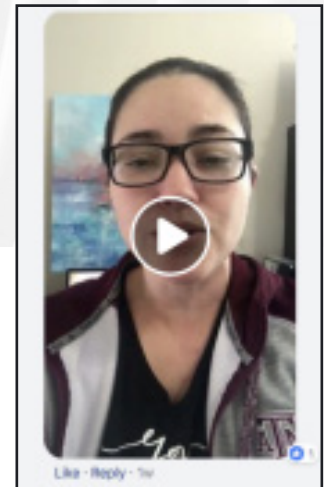
The best time to offer this incentive is at the point where you know the average person drops off (cancels their membership). If for example most people leave around month 5, it's wise to offer this kind of offer on month 3 or 4, to help lock them in.

NEW MEMBER NIRVANA

RETENTION

Result New Members Feel Excited and Positive

Contributor Cole Humphrus



How to Implement:

Cole asks his team members to record a simple, personalized welcome video for each new member that joins the site, and the video is both sent directly to the new member, as well as posted inside the Facebook group.

As you can see from the screenshots in the next column, the videos are simple; they're recorded from a webcam or camera phone. They're real and authentic, even including a stay at home mom, with baby in her arms!

Invite your staff to record a simple, brief, welcome video for each new customer, addressing them by name. Post the video in your public community, for all to see. New customers will feel valued and special.



THE PERFECT PAYMENT PLAN

RETENTION

Result Collecting 10.6 Payments in a 12 Month Payment Plan (Industry Average is 7.8)

Contributor Todd Herman



How to Implement:

According to Experian, the average number of successful payments collected on a 12 month payment plan is 7.8 months, and that number is decreasing (getting worse). Todd now collects an average of 10.6 payments on his 90 Day Year Program!

Todd's program costs \$2000 for full pay buyers, or 12 x \$200 monthly payments for those on payment plans (total of \$2400).

For those on the monthly payment plans, after 2 payments have successfully been received, the customer is sent an email that says something along the lines of,

"TODD GETS 21% OF PEOPLE TO TAKE HIM UP ON THAT OFFER!"

“Hey, all of our full pay buyers got an extra bonus for paying in full. We’re about to deliver that training for them next week, and we don’t want you to miss out, so if you’d like to be included, we’ll gift you your final two payments, and we’ll give you the same price as the other full pay members got.”

With this approach, Todd gets 21% of people take him up on that offer!

For those who don't take the offer during month two, they make the same offer on month 4, and they offer the recording of the special training as a bonus. Most customers love this offer.

“THOSE WHO PAY IN FULL WILL GET THE SPECIAL BONUS TRAINING.”

Interestingly, Todd found that those who chose the payment plan option to begin with rarely had an inability to pay. It wasn't that they didn't have the money, it was simply that they were skeptical and wanted to test the waters first!

One of the keys to making this strategy work is to make sure it's clear that those who pay in full will get the special bonus training.

In Todd's business, he offers a debrief (behind the scenes) of how he grew his own business, including descriptions of the mistakes he made and the lessons he learned. He says that people seem to really like the behind the scenes type of content.

Be careful not to assume that those who take your payment plan do so because they can't afford the full pay option. As Todd proved, that's rarely the case. They can afford it, they're just choosing not to!

This means that if you make the right offer to these people, there's a very high likelihood that they will choose to convert to the full pay option, which is good news for you!

RADICAL REFUND REDUCTIONS

Result	Reduced Refund Payouts by 50%
Contributor	Cole Humphrus



How to Implement:

Cole reduced refund payouts by 50%, for his photography training business Cole's Classroom.

When a refund request comes in for a product or course, Cole's customer support staff send the email shown on the right. The customer is offered a store credit equal to double what they originally paid.

So, if they purchased a course for \$40, they're offered a "gift card" with an \$80 value.

Since it's clearly an irresistible offer, Cole has drastically reduced his refund payouts, and keeps more customers happy.

"THE CUSTOMER IS OFFERED A STORE CREDIT EQUAL TO DOUBLE WHAT THEY ORIGINALLY PAID."

Use Cole's email template to the right in your own business.

Hi (First Name),

Thank you for giving our product a try, and i'm sorry you had an issue with your order. Customer satisfaction is our top priority, and I'm here to help you. While this product didn't meet your expectations, I'd still like to get you the help you're looking for with your photography.

I just messaged Cole and asked him a favor, and luckily he approved my request! Here's what I can do for you. If you're willing to give us another shot at helping you on your photography journey, you'll really love this!

We actually have 23 different photography training courses, editing preset products and other templates and tools that you might love a lot more than this product. So in lieu of your refund, I'd be happy to gift you an \$80.00 credit to our store that you can use at anytime.

This way you get way more spending power and you can use it on whatever you want whenever you want. It's like a gift card so you don't even have to use it on a single order if you don't want to.

If you're not interested in that, no worries, I can process your refund. I just wanted to give you a really special option to give you much more than you probably expected, and do our best to turn your disappointment into excitement, since I know I'm always looking for a deal!

Please note, we will not be able to offer a refund later if you decide to take advantage of this store credit. We really

do have a ton of great products. You can check them out [here](#), and let me know if you'd like the gift card option, or the refund.

(Your Name)

P.S. If you take advantage of the gift card option, obviously you'll get to keep the original product you purchased, too!

“COLE HAS
DRASTICALLY
REDUCED HIS
REFUND PAYOUTS.”

DECREASING DECLINES

Result

Decreased Credit Card
Declines by 10.5%
with 2 Simple Tweaks



Contributor

Brett Allcorn

How to Implement:

On services where you bill the customer monthly, most cart platforms set a default value of charging the customer every 30 days. The challenge with that is, many months have 31 days, which means charges are often declined because the customer hasn't yet been paid!

The solution is simply to change all default recurring billing settings from 30 to 31 days!

The other tweak that will dramatically decrease credit card declines is to make sure that xany upsells in your checkout process are a different price from the main sale. If an upsell is the same price and the customer agrees to buy it, the merchant processors will often see that as a flag of fraud, because of two identical charges for the same amount.

These two simple tweaks reduced Brett's card declines by 10.5%, and they take just minutes to implement!

**“THESE
2 SIMPLE
TWEAKS
REDUCED
BRETT'S CARD
DECLINES BY
10.5%.”**

LISTENING TO FEEDBACK

Result Numerous Improvements in Business From Direct Customer Feedback

Contributor Todd Herman



“ANOTHER BENEFIT OF THIS APPROACH IS TO UNDERSTAND, **WHAT CONTENT MOST RESONATES WITH BUYERS, AND WHERE THEY GET STUCK.**”

How to Implement:

Todd sells a new product to a segment of his audience, and then calls them to ask a series of important questions as a follow-up.

Here are the questions:

1. Was there a specific piece of content that resonated with you the most?
2. What would be the biggest win you could get from this program?
3. What stage of business are you in currently?
4. Is there anything about me that resonated with you personally?

Todd records these phone calls, has them transcribed, and then posts the text into www.TagCrowd.com which identifies the most common words used in the responses. He then takes those most commonly used words and incorporates them into the title and section names for the program, ready for widespread release.

The screenshot shows the TagCrowd website interface. At the top, the logo "TagCrowd" is displayed in blue, with the tagline "Create your own word cloud from any text to visualize word frequency." to its right. Below the logo is a navigation bar with links for "Start Over", "Help", "Blog", "Contact", and "Commercial Use". The main content area is titled "Choose your text source:" and features three buttons: "Paste Text", "Web Page URL", and "Upload File". The "Paste Text" button is selected, and a text input field is shown with the placeholder text "Paste text to be visualized:" and a note "plain text, 500 kilobytes max". Below the input field is a "Visualize!" button. Underneath, the "Options:" section includes several settings: "Language of text:" set to "English"; "Maximum number of words to show?" set to "50"; "Minimum frequency?" set to "1"; "Show frequencies?" with "no" selected; "Group similar words? (English only)" with "yes" selected; "Convert to lowercase?" with "lowercase" selected; and a text input field for "Don't show these words:".

Another benefit of this approach is to understand what content most resonates with buyers, and where they get stuck. Todd moved some of the more important training that came later in the program to an earlier spot, to help with retention.

SECRETS OF SELLING ON AMAZON

Result Optimized Amazon Listings for
Improved Conversions

Contributor Marcos Ortega



How to Implement:

Marcos has discovered a few key ways to increase his sales on Amazon:

1. Join the Prime fulfillment program (FBA: Fulfilled by Amazon). Prime products are featured, and Prime buyers select these in preference to non-Prime items.
2. Use Google AdWords keyword tool and Keywords Inspector to discover the best keywords. Use as many keywords as possible in the product title.
3. Look at your competitors listings and learn from what they're doing well, for example what keywords they're using.
4. Create numerous custom, high-quality photos of your product from every angle, using a professional product photographer.
5. Encourage buyers to leave feedback (a review). Amazon does not allow you to directly ask for reviews, so the term needs to be "feedback".
6. Use sponsored ads, which will force your product to be shown to potential buyers, even if you're not ranking well in the natural search results on Amazon.

WHEELIO OF FORTUNE

AMAZON/ECOMMERCE

Result Introduced Gamification,
Increased List by 3000 in 7 Days

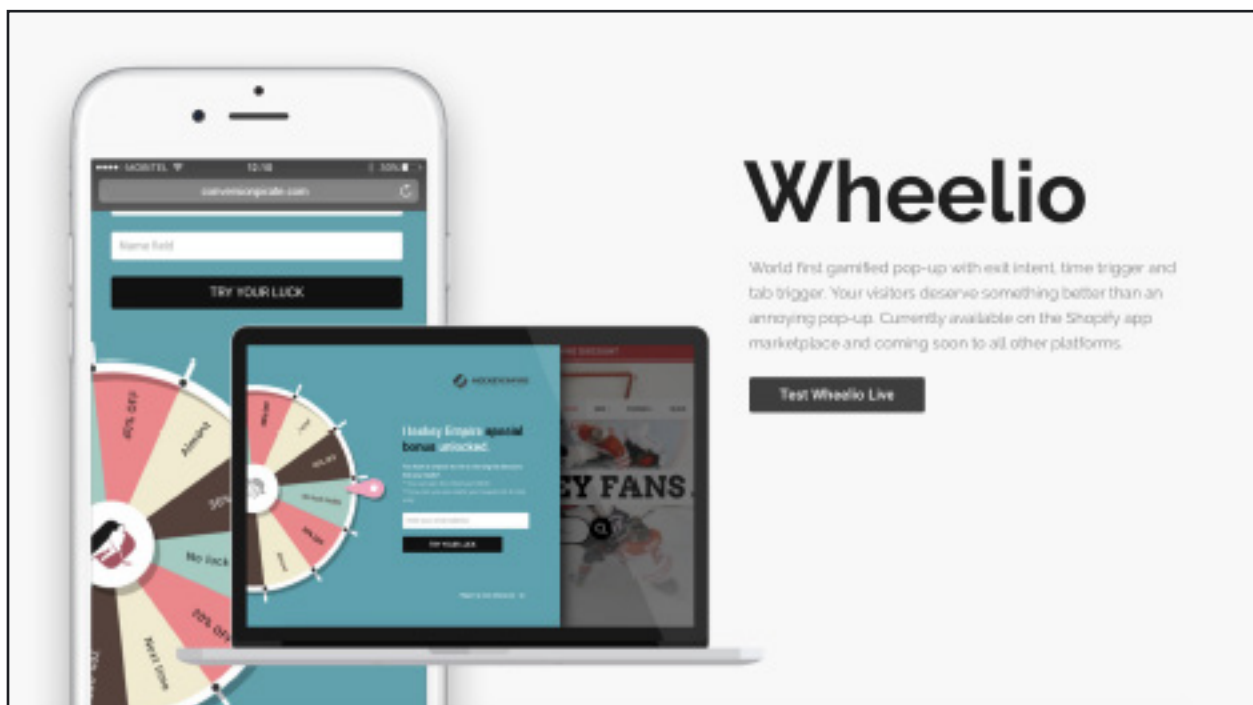
Contributor Perry Yu



How to Implement:

Wheelio is a gamification app for Shopify stores that slides out on the website, offering the potential customer an opportunity to “spin the wheel” after they enter their email address, to get a discount.

If you’re not using Shopify, you could try Listagram.com as an alternative.



AMAZON HACK

AMAZON/ECOMMERCE

Result

Easily achieved bestseller on amazon for her book

Contributor

Irina Wynn



How to Implement:

Publish the book in a sub-niche non-competitive category on Amazon at the lowest price possible. Reach out to your friends and family and ask them to purchase the book. If you have an email list, you can also email them and have them buy it at a certain time. In some cases, just 50 books sold will make it a bestseller in certain niche categories, and it can be ranked in as little as 2 hours.

Once you are listed as a bestseller, then you can move the book to a more relevant category and still hold on to the bestseller status.

“JUST 50 BOOKS SOLD WILL MAKE IT A BESTSELLER IN CERTAIN NICHE CATEGORIES.”

YOUTUBE PLAYLIST SECRET

VIDEO

Result

Increase YouTube
Video Rankings

Contributor

Syed Balkhi



How to Implement:

A YouTube playlist is a list of videos on a common topic or theme. Playlists show up on a viewer's screen to encourage them to view more content. Those playlists can be created by you! Many marketers miss this important opportunity to get your content viewed more often.

After logging into your account, click on 'My Channel' on the left.

Click on 'Playlist' and select "New Playlist". Give it a relevant name, using keywords.

Add videos to the playlist by clicking 'edit' then the 'Add videos' button. You can either search for a video, paste a URL, or browse from your own videos.

Other secrets for getting noticed on YouTube:

1. Include your main keywords not just in the title of the video, but in the video itself.
2. Make the thumbnail image unique
3. Ensure some of your videos are longer than 10 minutes, view time is an important metric for YouTube rankings.

BLOG POSTS INTO VIDEOS IN A FLASH

Result

High Quality Marketing
Videos Created in
 $\frac{1}{4}$ of the Time

Contributor

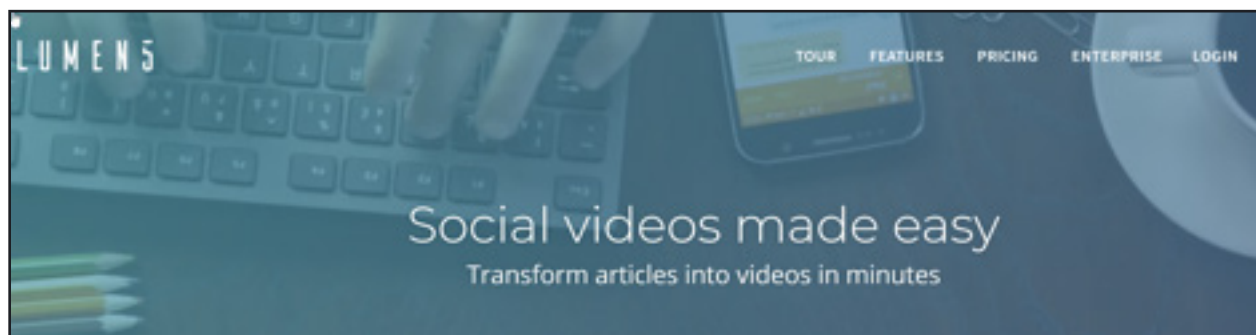
Stephen Esketzis



How to Implement:

Publish the book in a sub-niche non-competitive category on Amazon at the lowest price possible. Reach out to your friends and family and ask them to purchase the book. If you have an email list, you can also email them and have them buy it at a certain time. In some cases, just 50 books sold will make it a bestseller in certain niche categories, and it can be ranked in as little as 2 hours.

Once you are listed as a bestseller, then you can move the book to a more relevant category and still hold on to the bestseller status.



BE EVERYWHERE WITH VIDEO

VIDEO

Result

Multi-Platform Simultaneous Live Video Streaming to attract New Members

Contributor

Keith Krance



How to Implement:

There are a number of social media platforms that are popular for video: YouTube, Facebook, and Instagram. Most people pick just one, and ignore the others.

Keith uses a tripod and attaches 3 different phones to it, using a Macally phone clip (available on Amazon for under \$20).

One phone is setup to broadcast to YouTube live, one is setup for Facebook live on the public page, and the third is setup to broadcast to Facebook live within a private, members only Facebook group. If Instagram Live is more important to you, that can be one of your options.

At least once a week, share some great content for about 20 to 30 minutes to all 3 platforms, and then let everyone know that during the remaining time you'll be answering questions for members of your private group (for about 15 minutes). This is obviously a strong incentive for people to join your group! Non-members will naturally ask you how to join.

As a side note, Keith has noticed that during weeks where he does the Facebook Live broadcasts, his ads are consistently more effective.

It seems like Facebook are rewarding those who do consistent live broadcasts.

YOUTUBE VIDEO TITLES

VIDEO

Result

Getting Significantly
More Views on
YouTube Videos

Contributor

Danny Raede



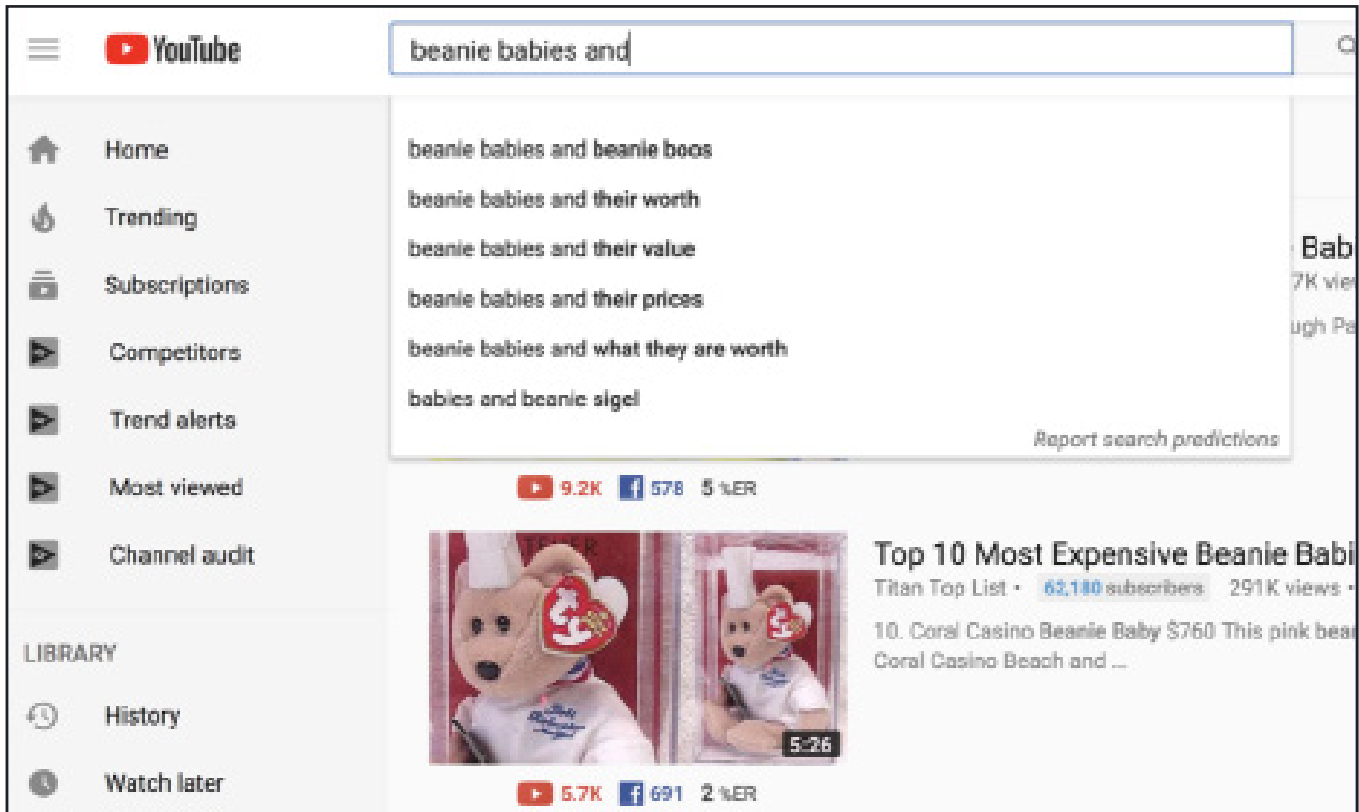
**“WHATEVER POPS
UP AFTER “AND”
IS THE MOST
SEARCHED VARIANT
OF THAT TOPIC.”**

How to Implement:

When people can't find the video they're looking for, they often add the word “and” to their search.

So, to get your video ranked higher, type the keywords for your topic into the YouTube search bar. If a large number of videos already exist on that subject, type “and” after the search term to see what keywords come up.

Whatever pops up after “and” is the most searched variant of that topic.



In the example shown, the search for “beanie babies and” reveals a number of additional specific searches that would be useful for titling your video. Assuming the content is relevant, you could title your video:

beanie babies and beanie boos and their worth value prices sigel

As you can see, titling your videos in a more strategic way and including simple transition words will help your videos drive more traffic since the titles cater to how people would search for them.

YOUTUBE

REPURPOSING STRATEGY

VIDEO

Result

Drove 31% More
Traffic to Website

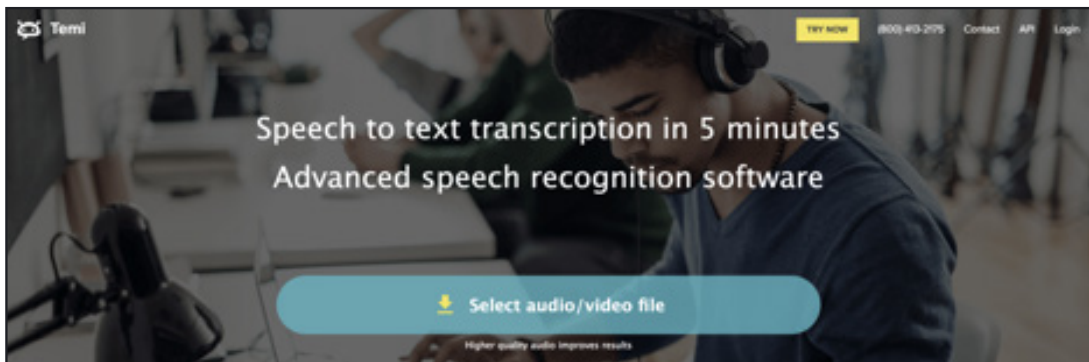
Contributor

Chris Johnstone



How to Implement:

Chris is good at creating YouTube videos but he wasn't leveraging them fully. The first step to this method is to transcribe each YouTube video that you create, using a tool like [Rev.com](#) or [Temi.com](#)



Next, create a blog post from the YouTube transcription, remembering to add the most important keywords.

The same video along with the transcription should then be posted to Facebook, with links to both your website and your YouTube channel.

Lastly, create AdWords ads with relevant keywords from the original video, and drive those visitors back to your website.

In this way you're able to leverage both organic and paid traffic on multiple channels.

VEEROLL VIDEO ADVANTAGE

VIDEO

Result

Easily Generate Pre-Roll
Ads on YouTube

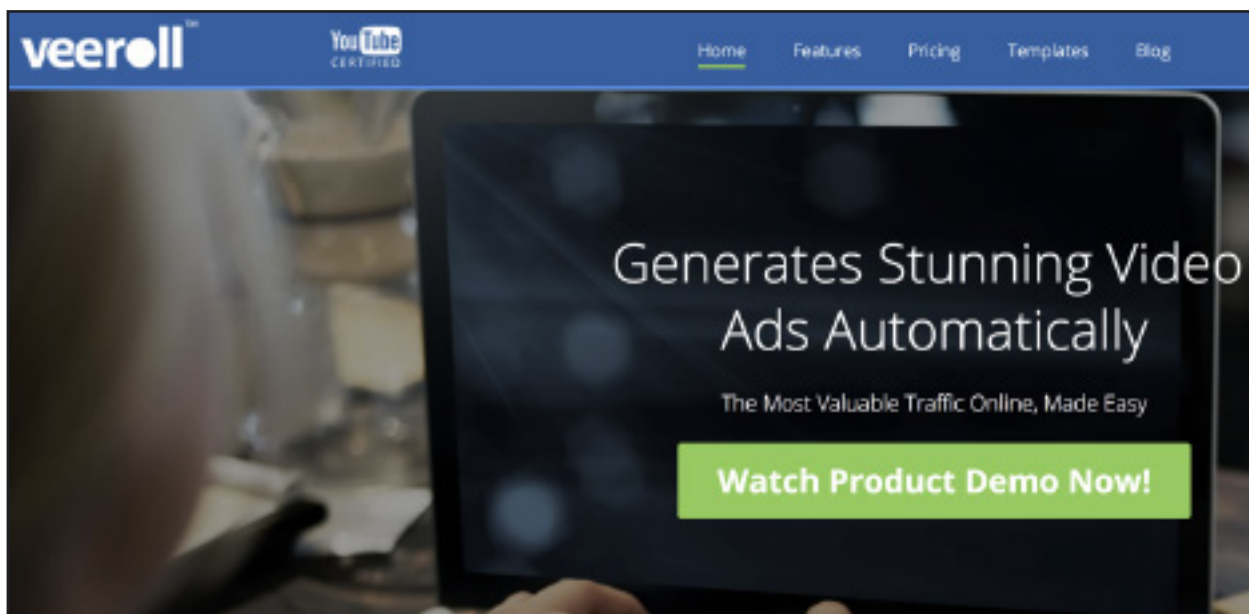
Contributor

Ralph Burns



How to Implement:

Use [Veeroll.com](https://veeroll.com) to create video ads for YouTube. The platform gives you pre-designed templates that you can customize with your own message. They also teach you how to use pre-roll ads most effectively.



THE YOUTUBE DIVERSION

VIDEO

Result Increased Conversion by 18%

Contributor Gary Henderson



How to Implement:

Gary created a Facebook ad campaign that was not generating enough opt-ins, so he changed the offer, to invite prospects to first check out his YouTube channel. The YouTube video that he directs viewers to invites people to opt-in on his website.

For some reason, the unusual step of sending people from a Facebook ad to a YouTube video improved overall conversion, and for Gary it led to an additional \$106,000 in revenue from previously unconverted leads.

**“IT LED TO AN
ADDITIONAL \$106,000
IN REVENUE FROM
PREVIOUSLY
UNCONVERTED LEADS”**

BE A DETECTIVE WITH TEND.IO


Result	Increased Sales by Getting More Accurate Data on Prospects
Contributor	Kirk DePlessis



How to Implement:

Kirk noticed that as people were going through his funnel, many were dropping off before they got to see offers for his high-end products. Using the online tool www.Tend.io, he was able to accurately track prospects through the funnel, to see more clearly where and why they dropped off.

Tend.io also gathered more data about the prospects from all over Google, appending the information to their records. This information included their Facebook account, their email address, and other contact info from various other social platforms. The enhanced data allowed Kirk to communicate with the prospects more clearly and thoroughly.

tend 

HOME BLOG PRODUCT PRICING LOGIN

The easy way to see what drives customers

2 minute setup. Free 21 day trial.

Free Trial Watch Video ▶

SCARCITY SECRETS

CONVERSIONS

Result

Doubled Conversions
from Cold Traffic

Contributor

Oles Timofeev



How to Implement:

Oles got the idea from [Booking.com](https://www.booking.com) to add scarcity to his online sales process, by doing the following two things:

- 1) In the bottom right hand corner of the website, there's a bar that tells the visitor how many items / tickets / spots are left to buy. Obviously this should be done only when the scarcity (limited supply) is real.
- 2) After 45 seconds on the page, a popup appears at the top of the page to let the visitor know that "Jason from New York" just ordered the same product they're looking at. This popup also triggers the scarcity bar to reduce in number. The same kind of message pops up after 3 minutes, and continues to do so, for 20 minutes. If the visitor leaves the page and comes back, the popup further reduces the number. Oles created the script to do this, there's also a script called "FOMO" that's offered for Shopify stores.

"OLES GOT THE IDEA FROM BOOKING.COM, TO ADD SCARCITY TO HIS ONLINE SALES PROCESS."

NIGHT PROFITS

CONVERSIONS

Result Improved Clickthrough Rate by 190% and Dropped CPC Cost by 31% on Facebook Ads

Contributor Michael Taggart



How to Implement:

Michael took one of his best-performing Facebook ads and tweaked the message for people reading it at night. For example, the headline might read:

“Tonight is the Last Night You...”

Or

“Before Your Head Hits the Pillow Tonight...”

This version of the ad only ran during evening hours, and they found respondents had the same lead value and same lifetime value as those who clicked during the day. It’s not necessary to change the image or the rest of the copy, only the headline.

“IT’S NOT NECESSARY TO CHANGE THE IMAGE OR THE REST OF THE COPY, ONLY THE HEADLINE.”

THE KEN BURNS EFFECT

CONVERSIONS

Result

Improved Conversion
on Facebook Ads

Contributor

Walter Burch



How to Implement:

A picture paints a thousand words, but video is more engaging. Walter took his best performing still images for ads, and converted them to video, by doing a slow pan (move) or zoom on the image. This effect was made famous by documentary maker Ken Burns.

Effectively, you're turning a glance into a stare. You can use a simple software tool like iMovie for the Mac, or Windows Movie Maker for the PC to create the video that pans across the image. Consider also adding royalty-free music as another aspect to test.

“A PICTURE PAINTS
A THOUSAND
WORDS, **BUT**
VIDEO IS MORE
ENGAGING.”

MAXMIND FILTERING

CONVERSIONS

Result Increased Conversion by Targeting
Follow-up Resources

Contributor Bill Broadbent



How to Implement:

Bill uses a resource called MaxMind to analyze where his customers are coming from. In addition to showing specific IP addresses of website visitors, the most useful data is the cellphone carrier.

In Bill's case, he was able to determine that his best leads were people who used AT&T and Verizon, whereas his worst leads came from people using Cricket.

Using this demographic information, Bill targeted his follow-up resources only on the people who were most likely to buy and be good customers – in this case the AT&T and Verizon users.

This strategy saved both time and money pursuing leads that are almost always unproductive.



THANK YOU PAGE TECHNIQUE

CONVERSIONS

Result Made more money from website
without selling anything else

Contributor Dave Parkinson



“PUT AN OFFER FOR
ANOTHER ONE OF
YOUR **PRODUCTS
OR SERVICES ON
ALL THESE PAGES.**”

How to Implement:

Most websites that sell don't leverage message pages such as those that thank a customer for opting in or buying a product/service.

Put an offer for another one of your products or services on all these pages, and if someone clicks 'no thanks' you can even send them to another page on your website that has AdSense on it! That way, you're increasing the likelihood of making money throughout your funnel, even when someone says 'no' to your offers.

THANK YOU PAGE QUESTION BOX

CONVERSIONS

Result	Increased Engagement and Customer Satisfaction
Contributor	Pam Ragland



How to Implement:

At the bottom of online thank you pages, place an autoresponder form and invite customers to ask any question about their purchase.

When the question is submitted, have that trigger an automatic reply that directs customers back to your website where their question may be answered instantly. Within 24 hours, have a staff member follow-up on questions that need a personal response.

By monitoring the questions that come in, you can add those answers to your FAQ or thank you page for future customers to benefit from.

**“INVITE
CUSTOMERS
TO ASK ANY
QUESTIONS
ABOUT THEIR
PURCHASES.”**

DECREASING DECLINES

CONVERSIONS

Result Decreased Credit Card Declines by 10.5% with 2 Simple Tweaks

Contributor Brett Allcorn



How to Implement:

On services where you bill the customer monthly, most cart platforms set a default value of charging the customer every 30 days. The challenge with that is, many months have 31 days, which means charges are often declined because the customer hasn't yet been paid!

The solution is simply to change all default recurring billing settings from 30 to 31 days!

The other tweak that will dramatically decrease credit card declines is to make sure that any upsells in your checkout process are a different price from the main sale. If an upsell is the same price and the customer agrees to buy it, the merchant processors will often see that as a flag of fraud, because of two identical charges for the same amount.

These two simple tweaks reduced Brett's card declines by 10.5%, and they take just minutes to implement!

"THESE TWO SIMPLE TWEAKS REDUCED BRETT'S CARD DECLINES BY 10.5%."

STUNNING RESULTS WITH STUNNING.CO

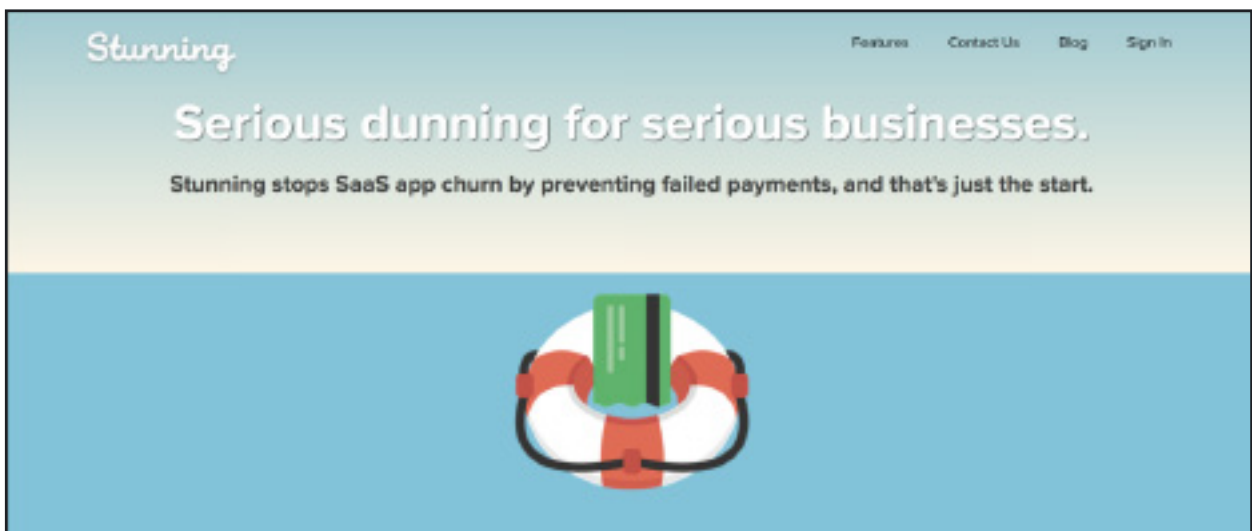
CONVERSIONS

Result	Increased Revenue by \$133,052 in 1 Year by Tweaking Customer Payment Plans
Contributor	Jean Francois



How to Implement:

A service called Stunning.co integrates with Stripe, to automatically keep credit cards up to date, as well as follow-up on missed payments.



If you visit the website you'll see all the details, but in essence there are 3 key parts of the service:

Prior to a customer's credit card expiring, three SMS (text) messages and three emails are sent to the customer, to ask them to update their new card info online (the customer can do this themselves).

After a failed payment is detected on Stripe, the customer is automatically sent a series of up to three emails asking them to update their card online. As soon as they update or add a new card and the charge goes through successfully, they're removed from that follow-up sequence.

Even though Stripe will automatically attempt to recharge a transaction that didn't go through, it only does that once every 3 days by default. Stunning forces Stripe to attempt the charge again, between each auto-retry, and those additional attempts often go through successfully.

Whether or not you use Stripe, the key principle and lesson here is to implement an automated system for managing both recurring payment failures, and credit card expirations.

Stunning is a paid service, starting at \$50/month for between 250 and 750 paying customers, rising as the numbers increase. Obviously it's a no-brainer considering the increase in income you're likely to get. Interestingly, War Room member Kirk Duplessis added another cool strategy into the mix, which resulted in him getting a 60% increase in conversion from trial memberships into paid.

The secret? Simply, to manually move all trial expiration dates to the 3rd and 17th of the month, to coincide with when most people get paid! Brilliant, right?!

**"IT'S A NO-BRAINER
CONSIDERING
THE INCREASE IN
INCOME YOU'RE
LIKELY TO GET"**

CREATIVE COMMUNICATION

CONVERSIONS

Result

Increased the conversion from leads by 75% and doubled revenue overnight

Contributor

Scott Baxter



How to Implement:

Scott's business relies on getting leads on the phone, and the problem was that most prospects simply weren't answering the phone. For those that did, most of them weren't in the right frame of mind to accept that interruptive type of call.

Scott automated an outbound SMS, asking the prospect if they would be open to accepting a call within the next 5 minutes, in order to answer any questions they might have, and get them setup with Scott's lessons.

Historically, only 10% of people answered the direct phone call. Now, they're getting an 85% response, and a doubling of sales.

Interestingly, although many people reply to the SMS to say, "not right now", this strategy still works because the main thing is that they're engaged. A suitable time can then be scheduled, whereas before, they were just ignoring the call.

"THE PROBLEM WAS THAT **MOST PROSPECTS SIMPLY WEREN'T ANSWERING THE PHONE.**"

Another little nuance of the strategy to be aware of, is that in Scott's case, the leads come about from people who are browsing his website, and then agree to enter the contact info.

Initially, Scott's team sent the SMS messages as soon as the lead came in, but he found that many people were freaked out to receive a text that fast. It seemed a bit "big brother" and unnaturally fast, even though the prospect had agreed to be contacted.

Scott introduced a delay of 5 or 10 minutes before the SMS goes out, and he's found that to be the sweet spot, for getting engagement.

**"HE LITERALLY
DOUBLED
HIS REVENUE
OVERNIGHT BY
IMPLEMENTING
THIS STRATEGY."**

If you are doing any kind of engagement with prospects and leads where you have a sales team call people, consider inserting this step of sending a text message first.

As Scott found out, this simple tweak has made all the difference to conversions. He literally doubled his revenue overnight by implementing this strategy.

Try it out yourself, and report back on your results in the War Room Facebook

group! We'd love to hear how you get on with it, and if there are some other tweaks you discover to make it even more effective!

Similarly, if you have preferred provider for sending texts, please share that with us, too!

TESTIMONIAL BREAKTHROUGH

CONVERSIONS

Result

Collected Many More
Video Testimonials from
Customers

Contributor

Vivian Ho

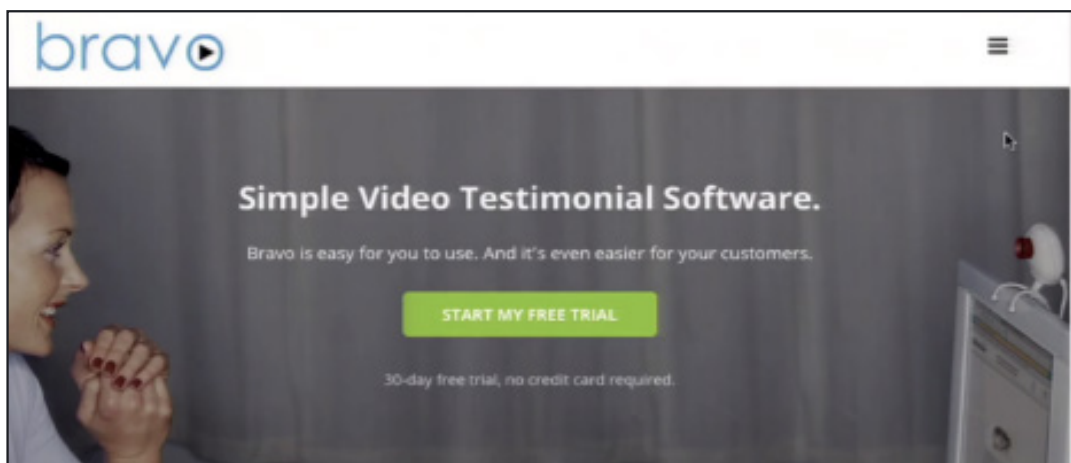


How to Implement:

Many people are simply not technically savvy enough to record a video testimonial of themselves, and upload it to you.

Vivian found an inexpensive platform called GetBravo that allows you to embed a special online video recorder within any page of your website. Alternatively you can use the hosted solution that GetBravo offers on their own website.

You can then direct customers to that page, for example: [www. MyWebsite.com/feedback](http://www.MyWebsite.com/feedback) and invite them to record a video. All they need is a webcam on their computer, the rest is push button simple.



UNBELIEVABLE UPSELL RESULTS

Result 26% upsell conversion from
\$29 to \$399 product

Contributor Cole Humphus



How to Implement:

On the thank you page, Cole offered a “refund” of the buyer’s purchase plus a credit.

Reposition your upsell with the message “We’ll refund what you just paid if you upgrade today.”

“WE’LL REFUND
WHAT YOU PAID
**IF YOU UPGRADE
TODAY.”**

THE LIVEPLAN SHORTCUT

TOOLS

Result Created a business plan quickly and easily

Contributor Parthiv Shah



How to Implement:

Parthiv discovered an online tool called [LivePlan.com](https://www.liveplan.com) for creating business plans. It's inexpensive (under \$20 a month) and it allows you to create a solid business plan fast.

The software also enables you to forecast sales using data from previous years, and the dashboard offers a number of tools to help organize a team and schedule events.



CONTENT TRANSLATION

Result Generated Valuable Backlinks

Contributor Stephen Cesaro



How to Implement:

Knowing the value of both university and government websites, Stephen used a tool called [www.Hunter.io](#) to find the contact name and email for each website.

Next, he copied a piece of website content (article or blog post) from each of these sites, and put it into Google Translate, to translate it into other popular languages (Spanish, Portuguese, Italian, French, etc).

Then, a PDF is created from the translated text, and uploaded to his own website. The link is sent to the original writer (or the university government contact), inviting them to link to the page with their content in the new language. An example email may look like:

Hi Peter,

Hope all is well. I'm a Portuguese student and my class is reading your website, so I translated it into Portuguese for them. I'm sure they can find it useful, so I've linked to it below from my website.

[www.InsertLinkHere.com](#)

Feel free to link back from your website.

Once you've done that we'll share the article with tens of thousands of our social media followers too!

Kind regards

Joanna

THE DOCUMENTARY DEAL

CONTENT

Result Leveraged a Multi-Million Dollar Documentary for the Business

Contributor Bill Broadbent

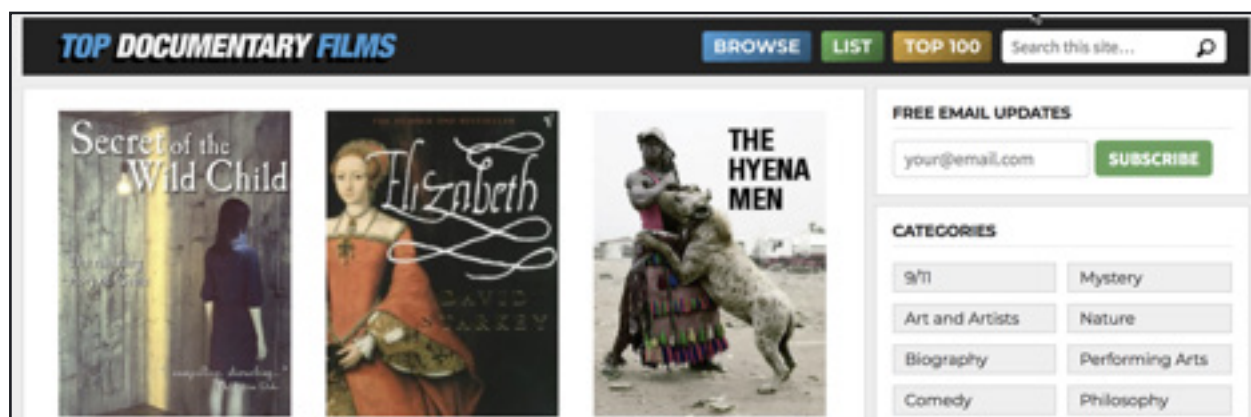


How to Implement:

Bill wanted a well-produced piece of content he could use a lead-gen device as well as content for his existing audience.

After finding a high quality documentary on Netflix (also see [TopDocumentaryFilms.com](#)), Bill found the details of the creator of the film on IMDB. He contacted the producer and negotiated a deal to license the rights to use it in his business.

The agreement allowed Bill to modify the film, insert his own content within it, and personalize it for his audience.



THE CONTENT UPGRADE

CONTENT

Result	Increased Conversions by 845% on Blog
Contributor	Syed Balkhi



How to Implement:

A content upgrade is an offer made within a blog post that's relevant to the content in the post. Instead of the generic "download an eBook" or "get free updates" on your website, the content upgrade is targeted to the specific post and page the visitor is on.

The best way to implement this is as a two-step opt-in. The first step invites the visitor to click on the link on the page to get the download. When the person clicks on the link or image, a popup opens asking them to enter their name and email.

This concept is based on the psychology principle known as the Zeigarnik Effect which states those who initiate are more likely to finish the process.

Because the user already initiated the process by clicking on the Download link or button, they are much more likely to complete the process and subscribe to your list. Here's some stats from Syed's own blog:

**"WE'LL REFUND
WHAT YOU PAID
IF YOU UPGRADE
TODAY."**

Generic Exit-Intent® Popup

2.86%

conversion rate



25,972

visitors

744

conversions

2

split-tests

Targeted MonsterLink™ Content Upgrade

27.04%

conversion rate



270

visitors

73

conversions

0

split-tests

The generic popup on the main website was seen by around 26,000 people, of which 744 opted in. After adding a content upgrade to a high-traffic blog post, it was viewed by just 270 people, of which 73 requested the download offer and opted-in

THE GREAT GMAIL HACK RESULT

Result	26% upsell conversion from \$29 to \$399 product
Contributor	Nitin Chhoda



How to Implement:

You can achieve 100% personalized one-to-one email conversations and follow-ups with full automation through gmail. 3000-4000 emails were sent with a daily 30% open rate (900-1200 opens a day) and 5-6% CTR (50-60 clicks a day). The appointment booking rate went up to 10% and were scheduled at a rate of 5-6 appointments a day with a 20% close rate. This is averaging 1 new client per day.

The secret sauce is a chrome plugin called Gmass. You can use Gmass to send automated personalized follow-up emails through gmail, and if they click on the link in the email, they will be added to a Drip automation sequence. You can use gmail's own servers with a sending limit of 2000 emails per day, or use your own server with a service like Mailgun, that has no sending limit.

This is a great way to set up appointments with B2B leads. This is also perfect for mastermind sales and high-end sales (above \$1000). You could also amplify the entire strategy with Dean Jackson's 9-word email.

“THIS IS ALSO PERFECT FOR **MASTERMIND SALES AND HIGH-END SALES.**”

WOONG WRITERS

CONTENT

Result	Easily Found High Quality, Qualified Writers
Contributor	Elizabeth Frisch



How to Implement:

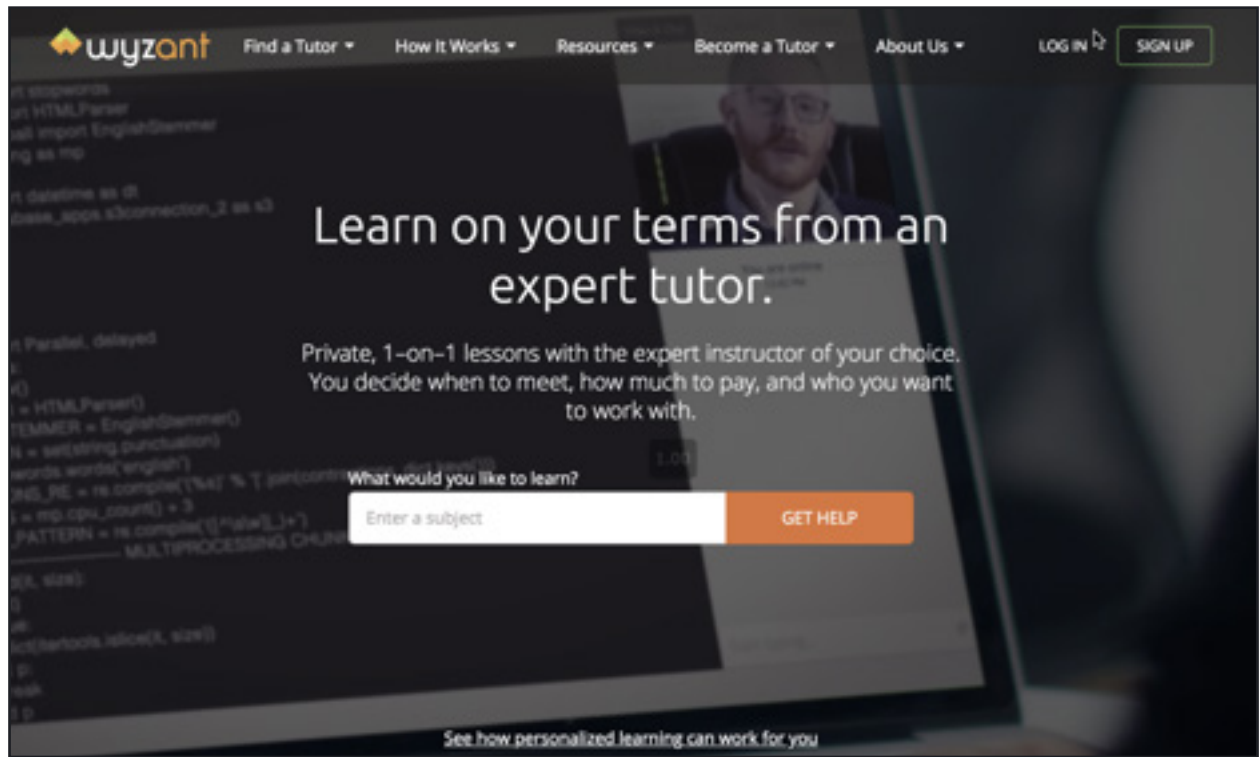
Elizabeth stumbled across an unconventional way to find experienced, high quality writers. The key is a website called www.Wyzant.com which is designed to provide private online tutoring on a wide variety of subjects.

You can use the website to search for a topic, and view the candidates who are available to teach that topic. Each person is ranked by the number of hours they've been teaching, as well as a rating between one and five stars.

Select a teacher and pay a modest fee for an hour of their consultation time. This is the ideal way to connect with them, explain your needs and invite them to work on a freelance basis for you.

The very fact that these people are offering their services on Wyzant means they're highly likely to accept a reasonable offer for additional work.

**"AN
UNCONVENTIONAL
WAY TO FIND
EXPERIENCED, HIGH
QUALITY WRITERS."**



“THE VERY FACT THAT THESE PEOPLE ARE OFFERING THEIR SERVICES ON WYZANT MEANS **THEY’RE HIGHLY LIKELY TO ACCEPT A REASONABLE OFFER FOR ADDITIONAL WORK.**”

LEVERAGING KINDLE

BOOKS

Result Free leads from Amazon.com

Contributor Fred Gleeck



How to Implement:

Fred realized that since Amazon allows publishers to make 10% of a kindle book available to read for free online, this is a great opportunity for the marketer.

First, create a suite of mini books (each one being around 2000 to 3000 words). The content can come from your existing blog posts, articles, books, or courses.

Give each book a compelling title, including relevant keywords. Research keywords using Keyword tool.io or something similar, and try to name your book like one of the top keyword phrases.

Include an irresistible offer, with a short website link, in the first few pages of the book. The link should be to a landing page with a compelling opt-in lead magnet style offer, even an audio version of the book they're looking at!

**"GIVE EACH
BOOK A
COMPELLING
TITLE,
INCLUDING
RELEVANT
KEYWORDS."**

Go to my website, FredGleek.com. Click on the BOOK image. You'll find this book. Clicking on the book will have any updates or changes since the last publication date of the book. So, if you find something that is inaccurate, or a link that doesn't work, please contact me at: gleeckfred@gmail.com.

In the subject line please put the words: "BOOK ERROR" and I'll make sure and make the changes on the site AND send YOU a SMALL gift for helping out.

This applies to typos as well.

The site will also give you the latest information in the field of information marketing. If there any changes to anything important, you'll find it on the site. Check it regularly for updates and "freebies".

***** FREE OFFER *****

**Find out more about the author by visiting FredGleek.com
AND to get your FREE Information Marketing Audio Course (worth \$397), go
to <http://goo.gl/VeCIB>**

Now, when Amazon makes the first 10% of your kindle book available for free to visitors, many of them will simply visit your website, without ever buying the book! This strategy is obviously not about selling books, it's about leveraging the enormous traffic that Amazon attracts, and siphoning some of that traffic to your own website.

**"INCLUDE AN IRRESISTIBLE OFFER, WITH
A SHORT WEBSITE LINK, **IN THE FIRST
FEW PAGES OF THE BOOK.**"**

LEVERAGING INSTAGRAM FOR BOOK SALES

SOCIAL MEDIA

Result 11 Weeks as Top Selling Book
in Category on Amazon

Contributor Ingrid Macher



How to Implement:

Create an image of your product and post it as an Instagram story, with a caption that says "Swipe Up" and an upwards arrow.

Add your link to buy the product (in this case Ingrid directed people to buy the book on Amazon).

Your Instagram account will need to be verified in order to use this feature.

"CREATE AN
IMAGE OF YOUR
PRODUCT **AND**
POST IT AS AN
INSTAGRAM
STORY."

CONNECT WITH FACEBOOK

Result Reduced Lead Cost from
\$17.71 to \$13.92

Contributor Bill Broadbent

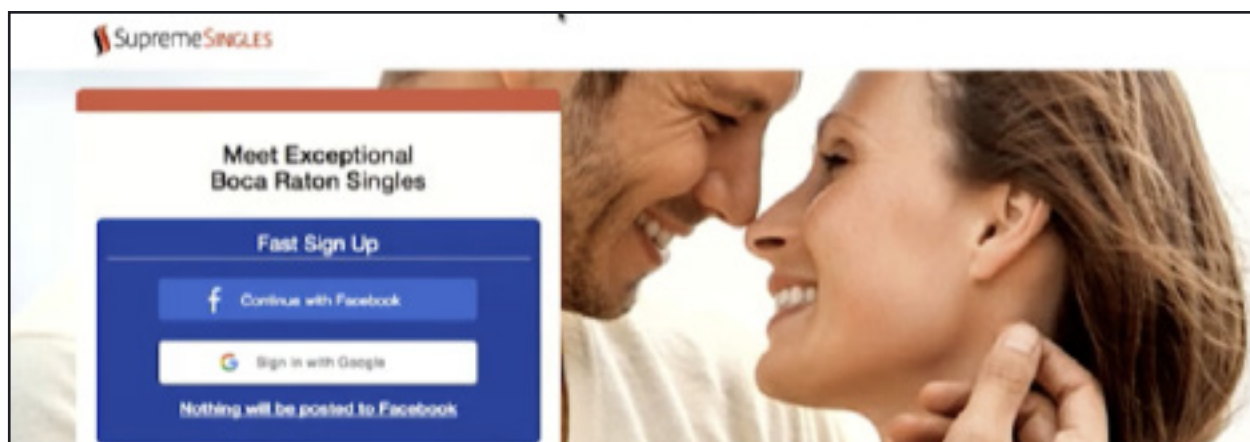


How to Implement:

Bill runs a dating website and his lead form asked people for their name and email address.

Bill decided to test the 'Connect with Facebook' option for gathering the same data, and installed the script. You've most likely seen the same invitation appear on many sites and apps that invite you to signup – rather than asking for your name and email address you can just click one button that allows Facebook to transfer your information to use as your login.

The results of this test were that approximately 50% of people used this new function, and the remaining 50% used the regular opt-in option of providing name and email address. The surprising stat was that it reduced the lead cost from Facebook ads down by about \$4 a person, a significant saving!



INFLUENCER BREAKTHROUGH

SOCIAL MEDIA

Result

Greatly Increased Traffic
from Social Media

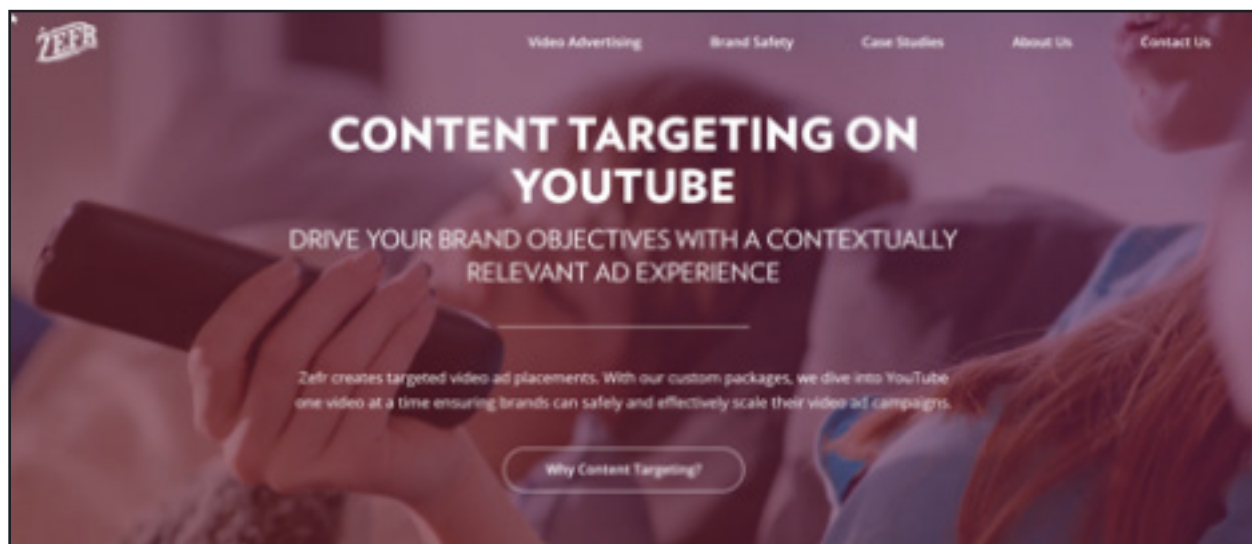
Contributor

Josh Lindsay



How to Implement:

Josh used www.Zefr.com to find and connect with Influencers on social media channels like YouTube in his target market.



He then invited these influencers to create and share content that included mentions of his products/services.

Since it's still relatively early days for this type of marketing, many deals can be negotiated. Josh saw revenue results of 6:1 on his spend, so it has been a highly successful form of marketing.

INSTAGRAM LOOT GIVEAWAY

SOCIAL MEDIA

Result	Added 11,000 Followers on Instagram in 5 Days
Contributor	Glenn Sisk

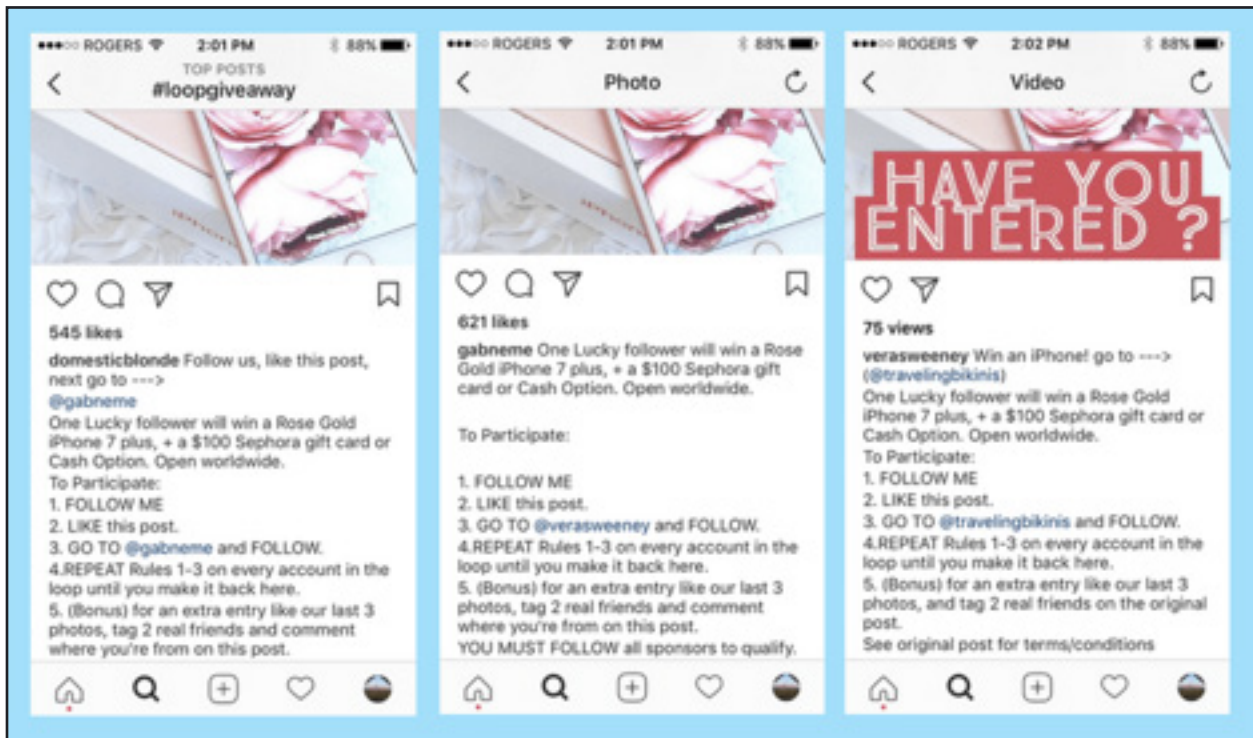


How to Implement:

A Loot giveaway is where you collaborate with other Instagram accounts that are in your target audience and collectively agree to give away prizes. In order to be eligible to win, the audience has to like, comment, and follow the other accounts tagged in the post.

Since all the accounts that are sharing this are in your same industry, the traffic being driven to your account will be your target audience that are already interested in your type of products.

“THE TRAFFIC BEING DRIVEN TO YOUR ACCOUNT **WILL BE YOUR TARGET AUDIENCE.**”



On one of their loot giveaways, Glenn saw a follower increase of over 11,000 new people!

To use this strategy, find at least 10 other relevant Instagram accounts in your industry. Contact the account owners to see if they're willing to participate.

Establish the details and rules of your contest (browse current Instagram examples as a template). Decide on a prize, and a date to start and run the giveaway.

**“ON ONE OF THEIR LOOT GIVEAWAYS,
GLENN SAW A FOLLOWER INCREASE
OF OVER 11,000 NEW PEOPLE!”**

FACEBOOK LIVE FUNNEL

Result

\$65,000 in One Week
from Using Facebook Live

Contributor

Nick Dougherty

**How to Implement:**

The formula for the content is:

Story » Tip » Stress » Safety » Reward » Call to Action

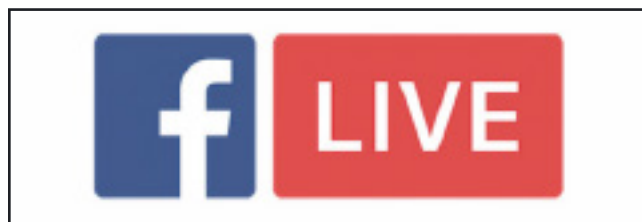
First, tell a story to grab the attention of the audience. Then provide a quick tip that will help them with the key problem you're bringing up in the video.

Next, stress the problem the target audience is facing, and remind them how painful it is. Then, reassure the audience that you can provide a safe solution.

The reward is offering the solution – funnel those who resonate into

a more niched Facebook group, and within that group offer the highly relevant product or service.

Make sure you're specific with the call to action. Tell the viewer exactly what you want them to do.



FACEBOOK AD FINANCING

SOCIAL MEDIA

Result Dramatically Reduced Cost of Running Facebook Ads

Contributor Ezra Firestone



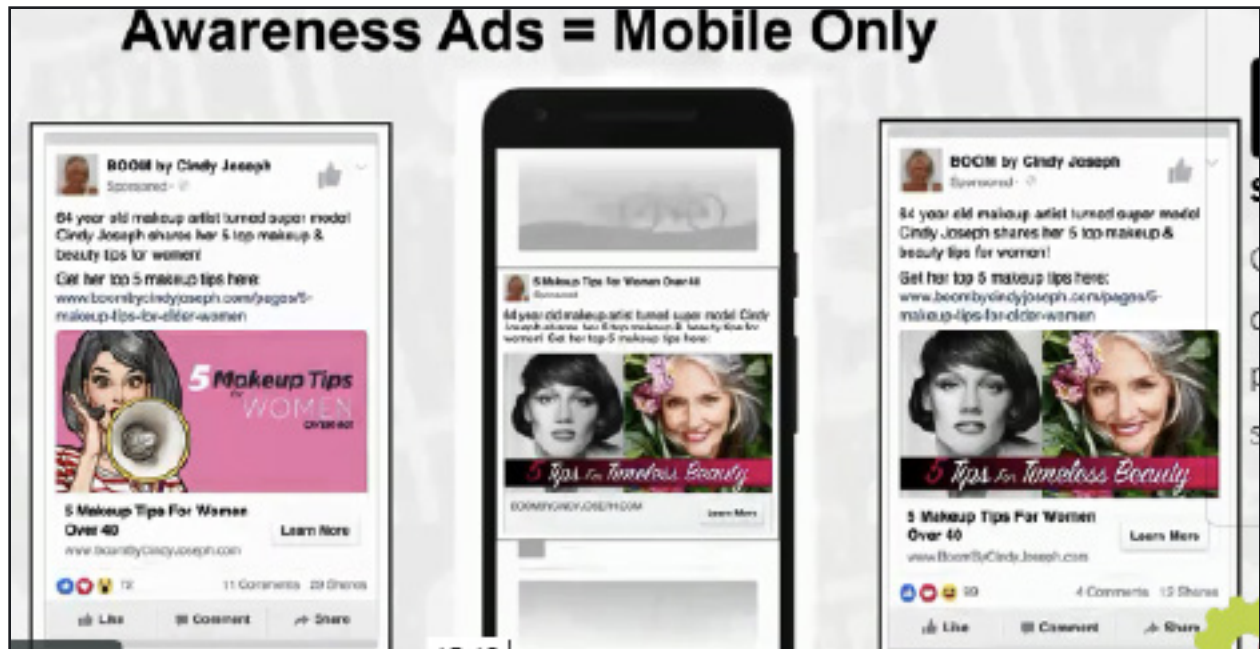
How to Implement:

It's easy to place a Facebook Ad with 'default' parameters but Facebook knows there's a lot of complexity to the ad platform and it rewards those who use it in the smartest way, by reducing the cost of their ads.

Ezra realized that humans tend to behave in a consistent manner when they interact with Facebook. Many people (the majority) who start shopping on a mobile device will finish the transaction later on a desktop or tablet because it's much easier.

So, Ezra creates campaigns that offer only awareness ads on mobile devices, and only retargeting ads on tablets and desktops.

"IT REWARDS THOSE WHO USE IT IN THE SMARTEST WAY, **BY REDUCING THE COST OF THEIR ADS.**"



Also, he recommends retargeting web users based on pages they visited, and creating dynamic email lists that sync to Facebook via apps like SyncSumo. Then using Claveo to create groups of people that didn't purchase, and target them differently.

An advanced strategy is to create lookalike audiences on Facebook consisting of people that bought multiple times, and incentivizing video testimonials to have a conversion asset to reuse in marketing.

“MANY PEOPLE (THE MAJORITY) WHO START SHOPPING ON A MOBILE DEVICE WILL FINISH THE TRANSACTION LATER ON A DESKTOP OR TABLET BECAUSE IT’S MUCH EASIER.”

FACEBOOK FANS BONANZA

Result

Unlimited Fans (and Customers) on Facebook

Contributor

Franck Rocca



How to Implement:

Create a simple graphic cover photo using a tool like Canva, stating a quote that's relevant to the topic. Ask the question, "Do you agree with this?"

Post a new quote every day, with the same question, "Do you agree with this?"

After at least two weeks, check your stats to see which quote got the most engagement. Using the winning quote, start a like campaign on Facebook, knowing that engagement will be as high as possible as you scale it. You should be able to attract many fans for just a few cents each.

At the same time, start a conversion campaign directed at the new fans. These fans can be converted to customers, easily. And this strategy works in any niche, any topic.

**"YOU SHOULD BE
ABLE TO ATTRACT
MANY FANS
FOR JUST A FEW
CENTS EACH."**

HACKING LINKEDIN

SOCIAL MEDIA

Result

Found Competitors' Best Followers and Targeted Them on Facebook

Contributor

Stephen Esketzis



How to Implement:

Using a tool called Crowdist, you can collect the names of the people who are avidly following a person on LinkedIn (commenting on their content). For example, if you're in a market where Gary Vaynerchuk attracts the same type of people you want to reach, use the Crowdist tool on Gary V's profile.

Next, use the following tools to flesh out the contact info for each person you've collected:

<https://contactout.com/>

<https://rocketreach.co/>

<https://pipl.com/>

That data should then be uploaded to Facebook to create a new custom audience, and then create an ad that mentions the celebrity name (e.g. Gary Vaynerchuk's 3 Ways to...) to attract the attention of the people you know follow that person.

Note: If you upgrade to the highest level of LinkedIn service, you can acquire 500 leads a day.

"IF YOU UPGRADE TO THE HIGHEST LEVEL OF LINKEDIN SERVICE, YOU CAN ACQUIRE 500 LEADS A DAY."

INTERACTIVE FACEBOOK FUN

Result Reduced Ad Spend by 50%,
Got 8,000 Leads, Increased
Engagement by 30x

Contributor Ezra Firestone



How to Implement:

First, Franck created an approximately 15 second video ad. Then he converted it to a live photo, and finally posted it as a Facebook ad and boosted it to show it to iPhone and Android users who can view live photos.

A 'live photo' is like a short video. It was introduced by Apple with iOS9. When someone takes a photo on an iPhone, the camera also records the motion just before and after the photo is captured.

The result is a short video. When someone is looking at the photo and they hold their finger on the screen (pressing down), the still image turns into a video.

Franck found a way to use this fun feature within Facebook, specifically for mobile users who support the feature. So, when someone is browsing their Facebook feed and they see Franck's ad, his text on the image invites the user to press their thumb in the corner of the image. This 'activates' the live photo, which in this case is a promotional video. Clever, huh?!

Once you have a video ad created (with a call to action on the still image inviting the person to press their finger on the screen), the secret to making this work is an app called "Into Live". The app converts any video or GIF into a "live photo". Then you can post that file (which looks like a photo) to Facebook, and show it to mobile users.



THE SOCIBOT SECRET

SOCIAL MEDIA

Result

Instant Engagement
on Facebook

Contributor

Jean Francois

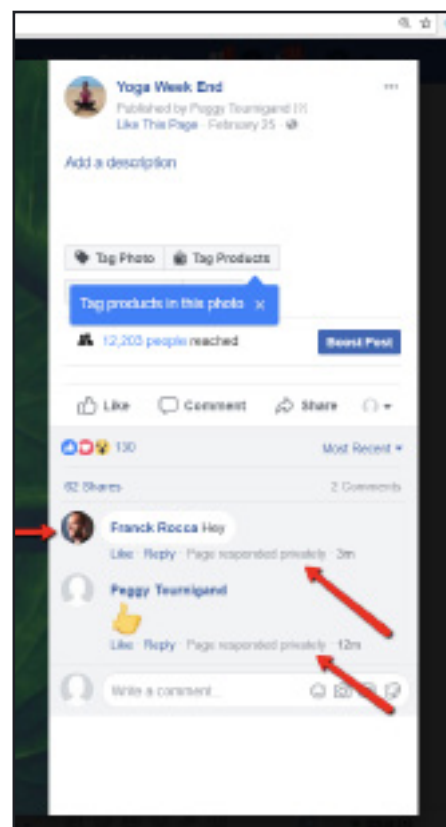


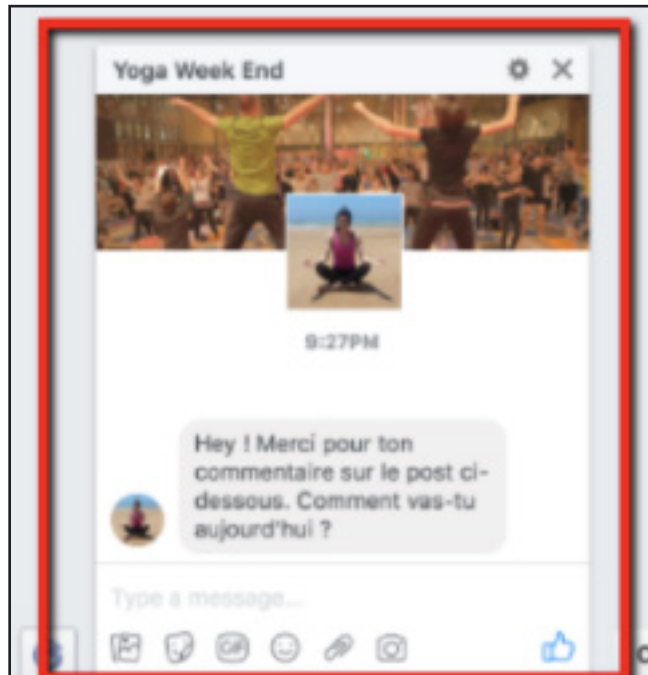
How to Implement:

When someone comments on any Facebook post on your Facebook page, they automatically receive an instant reply that says:

“Hey, thanks for your comment! How are you today?”

“MESSENGER IS A
POWERFUL TOOL IN **THE
MARKETING TOOLBOX.**”





Keep in mind that the message can be customized to whatever you want it to be. Jean Francois tested the example shown on the previous column, just bear in mind that he's in the French speaking market.

This is a phenomenal way to engage with people, and the fact that it can be done automatically is a game changer.

Again, as soon as someone replies to ANY post on any of your pages, they are opted in to your messenger bot list, to receive more messages.

Remember, open rates in Facebook messenger are 90 to 100%, so it's a great alternative to email. Messenger is a powerful tool in the marketing toolbox, especially since it has 1.2 BILLION active users!

The tool that makes this possible, is called Socibot, a cloud-based software service. It's available for a one-time fee of \$30, and it has a number of different functions built into the software, but the primary one is to allow instant replies to comments on your posts and adding those people to a list. This system can be setup once, and then will work automatically for you behind the scenes, so it's a great way to leverage the power of Facebook.

FACEBOOK GROUP GROWTH HACK

Result

7146 New Members of a Facebook Group in 7 Days

Contributor

Franck Rocca



How to Implement:

First, make a new Facebook group banner that's relevant to the topic and include persuasive text (there's no limit on text in a banner).

Next, copy and paste the URL of the Facebook group into a new Facebook post. Facebook will automatically add a preview image of your group as well as the "Join Group" button below the post. Now delete the URL and the image will stay on the post!

Write an invitation to join the group in your post, with a call to action to click the "Join Group" button.

Lastly, boost the post and choose the targeting to match the demographic you want to reach.



INSTAGRAM INSIDER

SOCIAL MEDIA

Result	Built a mailing list using Instagram Traffic
Contributor	Ingrid Macher



How to Implement:

Tweak your business Instagram profile to include an irresistible offer and a link to your website. Then, make your Instagram account private, rather than public. This means that people will need to request permission to follow you and see your content.

Next, create an Instagram advertising campaign that invites people to follow you (the call to action is for people to click on a link to view your profile). When the visitor requests to follow you, you need to manually approve their request. After you have approved the person, they will see your profile, with the call to action to visit your website.



FACEBOOK VIEWS EXPLODE RESULT

Result

11x the views on
FaceBook Live posts

Contributor

Franck Rocca

**How to Implement:**

Facebook just opened up the ability to boost scheduled & FB live posts for accounts that are verified with a blue badge. According to FB Support Team, only certain people can be verified. You must have 100,000 followers or be a journalist, government official, media, or entertainment.

For you: Get verified on Facebook, then you can boost every FB live. Franck spent 100 euros to boost live while he was streaming. His result was 3.4K likes, 172K views and 123 shares.

**“GET VERIFIED ON
FACEBOOK, THEN
YOU CAN BOOST
EVERY FB LIVE.”**

THE WATCH PARTY

SOCIAL MEDIA

Result Crazy increase in engagement among members of Cole's classroom (his membership site).

Contributor Cole Humphus



How to Implement:

Cole used a new Facebook feature called "Watch Party" which greatly encourages members to consume content and engage more.

By hosting a watch party in his Facebook group, he was able to get members excited about the content by watching and commenting on the videos together in real time.

"GET MEMBERS EXCITED ABOUT THE CONTENT BY WATCHING AND COMMENTING ON THE VIDEOS TOGETHER IN REAL TIME."

NO LIST. NO PROBLEM.

Result

Use our existing Facebook friends and Facebook groups to create new segmented lists in a completely natural way.

Contributor

Rachel Miller

**How to Implement:**

1. Using Facebook, make a post to see who is interested in a specific topic or attending a particular event.
2. Create a new friends list and add those who responded.
3. You can now write and share posts and choose which list they are shown to, allowing you to segment who sees your posts based on which lists they are on.

You can do the same process in Facebook groups where you're a member as well. This means organic reach for you, and it allows you to show posts only to those people who might be interested based on how they are segmented.

**“SHOW POSTS
ONLY TO THOSE
PEOPLE WHO
MIGHT BE
INTERESTED
BASED ON
HOW THEY ARE
SEGMENTED.”**

LOWER ADVERTISING COSTS ON FB

Result 14% lower advertising costs on Facebook

Contributor Aren Johnstone



How to Implement:

1. Write an article on medium.com
2. Go to microworkers.com and invite people to visit the post link. Have them “clap” 20-50 times on the article (similar to “liking” on Facebook), and then take a screenshot to prove they did it.
3. Use snip.ly on the links in the post and pixel visitors.

This will allow your post to rise the ranks on Medium (and search) as well as generate additional awareness and leads.

“THIS WILL ALLOW YOUR POST TO RISE ON MEDIUM AS WELL AS GENERATE ADDITIONAL AWARENESS AND LEADS.”

ADVANCED TRANSCRIPTION METHOD

OTHER

Result

Easy Transcriptions from Video and Audio

Contributor

Bill Broadbent

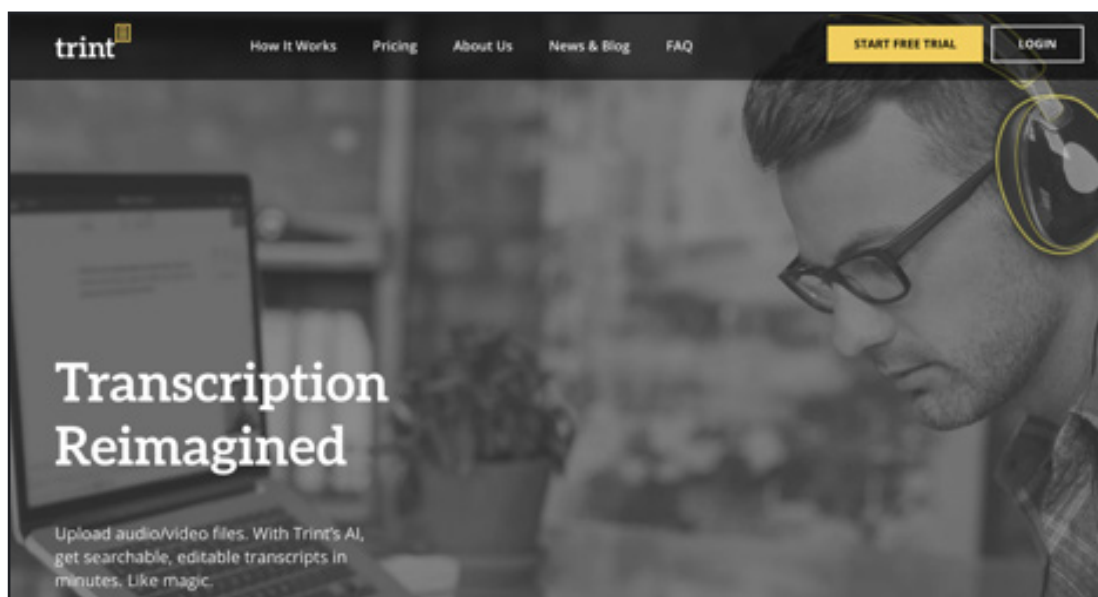


How to Implement:

Bill uses the online service [Trint.com](https://trint.com) to transcribe both videos and audio. Besides being inexpensive, Trint has an unusual feature that makes it easy and fast to ensure an accurate transcription.

The secret sauce is the way they present any words that the system is not sure about. It takes you to the exact point in the audio or video file so you can listen and verify what the word should be.

In addition, Trint offers an iPhone app, and a plugin for the Adobe Premiere editing software.



GIFOGRAPHICS

OTHER

Result Increase Traffic to Website

Contributor Neil Patel



How to Implement:

These days online, it's becoming more and more difficult to stand out from the crowd and get attention.

Neil has had great success growing traffic to his site by using GIF-ographics. These are infographics that also contain animated gif elements.

You can find and create GIFographics at: www.Dribbble.com

“NEIL HAS HAD GREAT SUCCESS GROWING TRAFFIC TO HIS SITE BY USING GIF-OGRAPHICS”

OTHER

LEVERAGING LANGUAGES

Result Increased Webinar Registration by 73% And Average Attendance by 64%

Contributor Neil Patel



How to Implement:

Neil realized that International languages account for a substantial amount of emerging Internet use, yet most business owners ignore that demographic online.

Neil downloaded and installed a Wordpress plugin called TransPosh, which automatically translates your blog into multiple languages.



After installation, go to Google Webmaster Tools for your website and find the words you rank for. Type in those top keywords. Scroll down and grab the 8 related keywords.

Add those related words into the original, ranked post. It will almost certainly get a traffic boost.

ON HIGH ALERT

OTHER

Result Easily Increased Backlinks to Website

Contributor Syed Balkhi



How to Implement:

Use a service called www.Talkwalker.com/alerts to monitor the web for any mentions about your company or products. Often the author will forget to include a clickable link.

Syed has someone on his team write the following email to the person who wrote the blog post or article, to kindly ask them if they will add the link, to give you a backlink.

Hey {First Name},

I saw your blog post today and wanted to thank you for mentioning OptinMonster.

I really appreciate the kind words.

I noticed that {you or your author} forgot to link to OptinMonster making it harder for your users to find the tool that you're recommending.

Do you think it's possible to update the article and turn that mention into a link?

Thanks once again for mentioning us.

**"MONITOR THE
WEB FOR ANY
MENTIONS
ABOUT YOUR
COMPANY OR
PRODUCTS."**

LEVERAGE OTHER PEOPLE'S MONEY

Result Launched a New Business
With Little to No Cost

Contributor Kevin Harrington



How to Implement:

Most people believe they need to raise startup capital to launch a new business, when they're not in a position to fund it themselves.

Kevin has found it's possible to leverage other people's skills, abilities and services, by offering them a very small piece of the company or royalty on the backend (instead of their usual fee).

Using this strategy, Kevin has got the services of lawyers, engineers, manufacturers and marketers to help him launch a new business. There was no upfront cost, and Kevin only has to reward them if the business is successful, so there's no risk.

"KEVIN ONLY HAS TO REWARD THEM IF THE BUSINESS IS SUCCESSFUL, SO THERE'S NO RISK."

CREATIVE STORE OPENINGS

OTHER

Result Moved into a Physical Store in 7 Days, Versus 6 Months - 1 Year

Contributor Russ Izzo



How to Implement:

Russ was frustrated that it took his company so long to open new brick and mortar stores. The lead time was between 6 months to a year, and with an average cost of \$250,000.

He decided to get creative, and he devised a plan to approach mall and outlet center owners directly, to offer to move into unoccupied stores, for temporary periods.

Unsurprisingly, these mall owners don't like to have empty units, so they're remarkably receptive to this arrangement. It's a win/win. Now, Russ gets a much lower rate on the rent, and is profitable within the first week.

"NOW, RUSS GETS A MUCH LOWER RATE ON THE RENT, AND IS PROFITABLE WITHIN THE FIRST WEEK."

THE T-SHIRT STRATEGY

OTHER

Result

30% Increase in New Signups to Program

Contributor

Phil Smith



How to Implement:

Phil offers a free t-shirt to his Facebook group members in return for them recording a one-minute video of them wearing the t-shirt and saying what they want to achieve in his program.

T-shirts that have a message that describes what the person is passionate about are extremely popular, and they're hard to beat as an incentive.

www.PrintAndFill.com is currently the best value t-shirt supplier. You can get a quality, custom printed full color t-shirt for just \$2.99.

**"YOU CAN GET A
QUALITY, CUSTOM
PRINTED FULL
COLOR T-SHIRT
FOR JUST \$2.99."**

RFM MIRACLE

Result	Increased Average Sale from \$34 to \$41 and Doubled Frequency of Purchases
Contributor	Ritchie Hale



How to Implement:

Rich identified his best customers from historical data. He used the RFM process (Recency, Frequency, Monetary) to grade each customer. Recency is how recently they purchased, frequency is how often they purchase, and monetary is the overall value of their purchases.

After finding the very best customers from your list, TowerData can supplement the customer data you have with advanced demographics and interests, to help you create a new avatar based on your best buyers.

When Ritchie did this process for his cosmetics business, he found that whereas he used to target millennials in advertising (he assumed they would be his best audience), the results of the RFM process revealed that his best customers are actually women aged between 45-65 who completed college.

With the adjustment in who their advertising is geared towards, Ritchie increased his average sale from \$34 to \$41 and the frequency of purchases also doubled.

SNEAKY POST-IT NOTE STRATEGY

Result

Got access to investment properties that the competition doesn't dare touch

Contributor

Rene Kamstra

**How to Implement:**

Rene created a large yellow post-it note and stuck to the door of all foreclosure properties. It had the message: "Do not solicit. You will be prosecuted" and on the other side is a message that offers \$350 for referrals of properties.

This both turns away the competition and brings in new properties. If you are in the foreclosure business, you can model this strategy.

"THIS BOTH
TURNS AWAY THE
COMPETITION &
**BRINGS IN NEW
PROPERTIES."**

THE VACATION EFFECT

OTHER

Result Increased gross revenue by 20% while working 40% less

Contributor Denise Gosnell



How to Implement:

Denise limited her work days to 3 days: Monday, Wednesday, and Friday. Tuesday and Thursday are reserved to work on other businesses, hobbies, ect.. She would only have meetings on Monday and Wednesday afternoons, and have no meetings on Fridays.

She was able to identify the inefficiencies in her business, like staffing issues, form new partnerships/capabilities, and become more productive. Happiness and time with family and friends is greatly improved.

“HAPPINESS AND TIME WITH FAMILY AND FRIENDS IS GREATLY IMPROVED.”

THE SECRET SEARCH STRATEGY

OTHER

Result

Easily found great
partners and affiliates

Contributor

Chris Pleines



How to Implement:

You may know that you can use SimilarWeb to check how much traffic goes to a particular website, but you can also use it to see what other websites its viewers are going to.

This will allow you to find partners or affiliates that are in the same space as you.

“THIS WILL ALLOW YOU
TO FIND PARTNERS OR
AFFILIATES **THAT ARE IN
THE SAME SPACE AS
YOU.**”

AFOL: ADULT FAN OF LEGO

OTHER

Result Consistently finish big projects faster and increase revenue through a nifty mind game

Contributor Wesley Rocha



How to Implement:

Find something that you are passionate about and turn it into a reward, or “carrot”, for completing work. Wesley enjoys building intricate (but expensive) lego sets, so he makes himself earn them by completing large or important tasks. This incentivizes him to get the work done and gamifies the project.

What’s that thing you’d normally feel guilty about purchasing—can you turn it into a reward? You can also use this method to reward team members as well. Find out what motivates them and see if you can increase productivity.

“FIND OUT WHAT MOTIVATES THEM AND SEE **IF YOU CAN INCREASE PRODUCTIVITY.**”

ARE YOU SURE THAT'S LEGAL?

OTHER

Result

Find out what's working for your competitors and discover who their top affiliates are.

Contributor

Syed Balkhi



How to Implement:

Use Nacho Analytics, a new SaaS platform, to collect data on competitors' funnels.

It allows you to view Google Analytics dashboards of other websites and collect data on their traffic sources and view their affiliates.

If your conscience allows, do the same thing!

“USE NACH ANALYTICS TO COLLECT **DATA ON COMPETITORS' FUNNELS.**”

CONCLUSION

We hope that you have enjoyed (and implemented) all of the Wicked Smart strategies we've shared in this book.

If you would like to learn all of our latest game changing Wicked Smart tactics, tools and strategies, the only place to do that is in the War Room Mastermind. We meet 4 times per year in a 5 star resort with the brightest business minds on the planet to network, do deals, share what's working (and what's not) and rapidly grow our businesses. War Room members own businesses generating annual revenue ranging between \$1 million and \$1.5 billion per year. So, whether you are looking for help scaling to \$10 million or \$1 billion, everything that you need is in War Room.

In addition to meetings, War Room members have free access to over a half dozen, 2 day deep dive topical intensives, which are also free to member's employees for advanced training on the hottest topics in digital marketing and business. Combine all of that with a member Concierge to facilitate appointments, professional note takers sending meeting notes out after each meeting, an active Facebook group, and a content rich members only site containing all meetings and presentations going back six years, there's simply no more comprehensive resource and support community to help you rapidly grow and scale your business.

Oh, and one last thing. War Room membership also gets you direct access to Ryan Deiss, Richard Lindner, Perry Belcher and Roland Frasier. In fact, War Room is the ONLY way to have up to 5 half hour calls per year with any of our founders to work directly on your business.

Check out the War Room site today at www.warroommastermind.com or call DeAnna Rogers at 512-797-5100 today and get connected to a whole new level of growth and profitability for your business.

The Wicked Smart entries contained in this book can change your business and change your life. They represent just a handful of the proven, actionable strategies and tactics shared by our members in past WarRoom meetings. If you would like to be a part of a community of ultra-successful entrepreneurs who are working together to grow the value, the revenue and profits of their businesses while having a positive impact on their families, employees, customers and the world, then you should consider applying to become a member.

Check out the War Room site today at www.warroommastermind.com or call DeAnna Rogers at 512-797-5100 for more information.