WICKED SMART

VOLUME 2

CONTENTS

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

TOP 10 LISTS

Result	More Traffic and More Profits
Contributor	Chris Pleines

How to Implement:

People love Top 10 lists. Create a simple one-page website on the theme of your chosen topic, and register a relevant domain name for it.

Model the style of other popular Top 10 websites, and put your product as #1 on the list, and list your competitors as #2 through #10.

Use affiliate links for your competitors, that way you can make money even when someone doesn't click on #1.

The psychology behind this is powerful, because visitors will view your #1 ranking as being independent, and therefore it carries more weight.
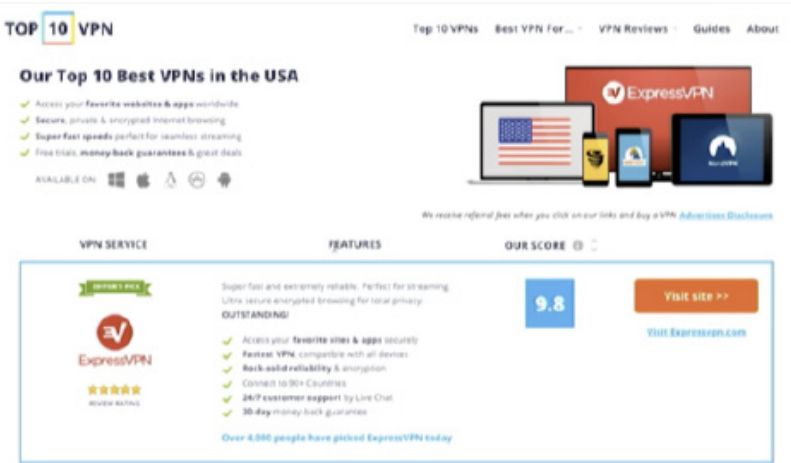
BACKLINK BONANZA

Result	Improved SEO Ranking on Website
Contributor	Ralph Burns

How to Implement:

Schools and universities often use .edu domains. Google sees these as high authority links, so Ralph targeted .edu users by offering a $1000 scholarship contest, inviting students to write a short essay. Ralph contacted a number of schools who were happy to promote the contest, and as a result, Ralph generated many .edu backlinks, as well as leads for his products/services.

Think about your niche and the colleges you want to target. Do some research to find out which .edu sites link to external scholarships. You can do this easily by using the following search phrases:

site:.edu "scholarships links"

site:.edu "scholarships"

site:.edu "college scholarships"

site:.edu "list of scholarships"

site:.edu "scholarship list"

Then write an email that details the specifics of your scholarship. Include the amount you'll award, number of winners, requirements, and an online application. Send the email to every college on your list and the backlinks will start to appear.

> "**SEND THE EMAIL TO EVERY COLLEGE ON YOUR LIST** AND THE BACKLINKS WILL START TO APPEAR."

ASSOCIATION SCHOLARSHIP
STRATEGY

Result	Great Improvement in SEO Ranking
Contributor	Myles Vives

How to Implement:

Research and find associations that align with your business. For example, if you train dentists, find the top associations for dentists. In most niches you can find 3 or 4 of these fairly easily.

Contact the associations and offer to partner with them to provide a co-scholarship for your products/services. The key benefit to you is getting backlinks from their authority websites. The cost is minimal, and it's easy to implement.

"THE COST IS MINIMAL, **AND IT'S EASY TO IMPLEMENT**"

SEO SHORTCUT

Result	Quick Search Engine Ranking Boosts
Contributor	Michael Taggart

How to Implement:

There are two services, which when combined, can help you rank your website fast:

Newswire.com and Pingler.com

Newswire is a press release distribution service, that allows you to include your website, to get hundreds or even thousands of backlinks to it.

Pingler sends notifications to search engines to inform them of your website, and how it should be categorized. When used together, Michael has found that these services have increased his SEO ranking very quickly.

LEVERAGING
YOUTUBE FOR SEO

Result   Dramatically Improve SEO
                          Ranking for Blog

Contributor   Syed Balkhi

How to Implement:

Once every 3 months, Syed looks at his analytics data for his blog, to discover the top 10 posts. He then goes back to those posts and creates a YouTube video that explains the same topic in visual form.

There's a couple of reasons for adding the YouTube video. First. since Google owns YouTube, they reward people who embed custom video content within a blog post. Second, it increases the average time the viewer spends on the page, which ultimately Google also translates into a higher SEO ranking. Third, Google often shows the video prominently in their organic search results, which leads to more traffic.

Syed also developed a WordPress plugin that adds a "Subscribe to YouTube Channel" bar below every YouTube video that you embed on your Wordpress website. You can download the plugin at: https://wordpress.org/plugins/subscribe-bar-youtube/
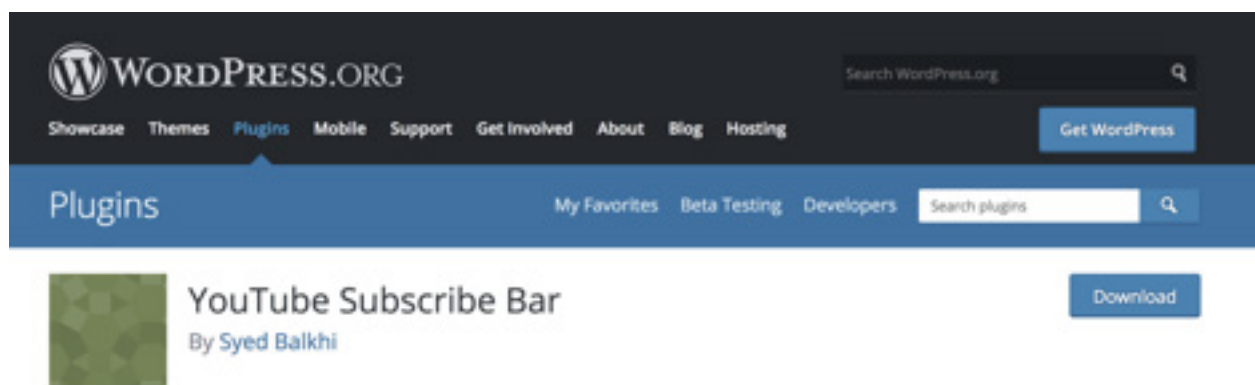
VICTORY FOR VOICE

Result	Website Ranked in Google's Instant Answers Box
Contributor	Chris Pleines

How to Implement:

More than 20% of all Google search enquiries are from voice requests, and the percentage is rising. Then there's Siri and Alexa, which are also popular voice-based searches.

In addition, Google is increasingly directly answering search requests directly in the results, within a box at the top of the page, as in the example below.

Chris found that although there's no way to guarantee that your website will show up in these results, there's a way to increase your chances. First, visit sites like AnswerThePublic.com and Quora.com to find the top answers to a question. Rewrite that information in an FAQ section on your website, formatting the headline as an H2 tag, and the content as html paragraphs. Google and other search engines can easily parse that data and may pick up on it to include you more prominently in their search results. In other words, simply give Google what they want, on a silver platter, and make it easy for them to choose your content!

BACKDOOR BACKLINKS

Result	Got Featured Articles in Major Magazines
Contributor	Loren Baker

How to Implement:

Loren is now able to easily get guaranteed valuable backlinks on well-known business and health websites including Forbes, Mens Health, Business Insider, Entrepreneur, and Inc.com

Community.co offers memberships to various 'councils' (associations) that are attached to brands like YEC, Forbes, and MensHealth. The membership fee runs anywhere from $800 to $1200 a year.

There are a variety of benefits in belonging to these councils (such as travel concierge services), but as business owners and marketers one of the most useful is the ability to publish articles to sites like Forbes.com.

A backlink on one of these sites would normally cost around $1200 if you were to pay for access. After you become a council member, you get access to a dashboard where you can directly submit articles for publication. There is an editorial review, but well written, practical content should easily be approved.

You can also take part in Q&A "expert roundup" polls among council members. If you contribute a helpful answer, there's a high likelihood your response will be featured on one of the high trafficked websites, along with that all-important backlink to your website.

If you want to get backlinks in business or health related topics, join one or more of the councils featured at Community.co and follow the directions.

HOW TO BE A HIRING HERO

Result	Got 565 Applicants for a Job Position, and Filtered Down to One Ideal Candidate
Contributor	Babak Azad

How to Implement:

Babak traditionally found the process of hiring new staff very painful. It's stressful, inefficient, it's hard to track who's at what stage of the interview process, and you often don't attract the type of people you really want.

The two best platforms for posting on are: UpWork.com for short-term project-based work, and Workable.com for part-time or full-time roles. Babak recommends NOT using ZipRecruiter even though its well-known, because the interface is much harder to navigate compared with Workable. Workable allows you to automate much of the process.

First, when creating the job posting. stand out from the crowd with a creative job title. For example, rather than "video editor", say "Talented & Creative Video Editing Genius". Rather than "marketing manager" say "Entry Level Marketing Superstar".

At the top of the listing description use the phrase: "Read the entire posting before applying." Somewhere in the description say, "You MUST include the word "banana" in the subject line of your reply". You'll be amazed how many people don't follow this simple detail. Delete them!

Next, make the job description about the person you want to hire, rather than your company. Make the focus on them, not you!

For example, "Are you a fun and passionate person who believes anything worth doing is worth doing well? Are you a creative thinker who enjoys marketing? Do you naturally take ownership and track details to completion?"

Then be VERY specific about what you want the person to do. Most job descriptions are vague and open to interpretation, which is frustrating to the applicant. After the applicant responds initially, direct them to an application form.

Final Stats:

• 565 Initial Applicants

• 240 Responded to the next stage form request

• 60 Completed the next assessment

• 7 Scheduled phone calls, 5 showed up

• 3 Skype Interviews

• 1 Hire

"MAKE THE JOB DESCRIPTION ABOUT THE PERSON YOU WANT TO HIRE"

SIMPLIFY
INFUSIONSOFT

Result	Simplified Training and Speed of Use for Infusionsoft
Contributor	Parthiv Shah

How to Implement:

Parthiv found that Infusionsoft CRM had too much of a steep learning curve for his interns. He researched and found a tool called Macanta which is an inexpensive platform that integrates perfectly with Infusionsoft. Essentially, it's a simplified dashboard for Infusionsoft that's fully customizable.

Using Macanta, Parthiv can specify what data from Infusionsoft he wants the interns to be able to see, in a custom web interface. So, if he simply wants them to call leads or hot prospects, he can filter that information and only show the needed details from Infusionsoft, in Mercanta.

This makes it easy for staff to use the data from Infusionsoft, increases their productivity, and automates more actions to reduce human error.

BE YOUR
OWN SUCCESS

Result   Re-engaged Employees and Got Featured on National TV

Contributor   Ryan Blad

How to Implement:

Since Ryan's company SunWarrior sells vegan nutrition products and focuses heavily on public relations ambassadors, he came up with an idea to use his own employees as success stories.

Over a month the staff used their own products and a workout regiment to collectively lose over 500 pounds. This not only got them a segment on Good Morning America but also re-engaged the employees. Is there a way for your staff to creatively use your products/services in a way that would motivate them and/or lead to PR?

Utah Co-Workers Collectively Lose Over 500 Pounds

By **NICOLE PELLETIERE** Dec 15, 2015, 9:45 AM ET   f Share   Tweet

SELF-FUNDED
HEALTH INSURANCE

Result   Saved Hundreds of Thousands
of Dollars Annually

Contributor   Lena Requist

How to Implement:

Lena's company switched from traditional health insurance plans to a self-funded program. By making this switch they're saving hundreds of thousands of dollars a year, because the big name insurance companies generally charge very high premiums.

As the owner of the Insurance program, you get to customize the plan to decide what is going to be covered and the specific percentage being covered by your company. Also Lena found that instead of giving raises to her employees, she can increase the percent of coverage as a form of a "raise" without having to pay taxes on the money used, because it is going to employee healthcare.

"YOU GET TO CUSTOMIZE THE PLAN TO **DECIDE WHAT IS GOING TO BE COVERED**"
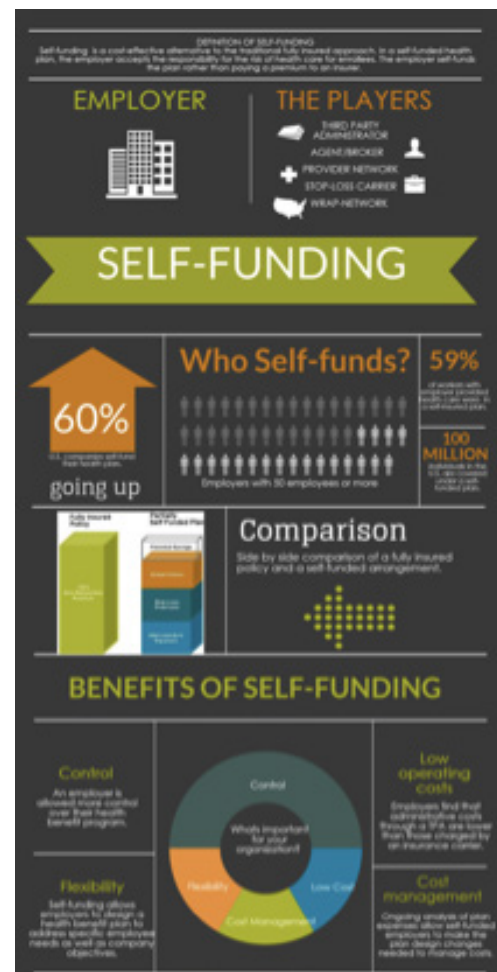
EASY PAYMENT
MANAGEMENT

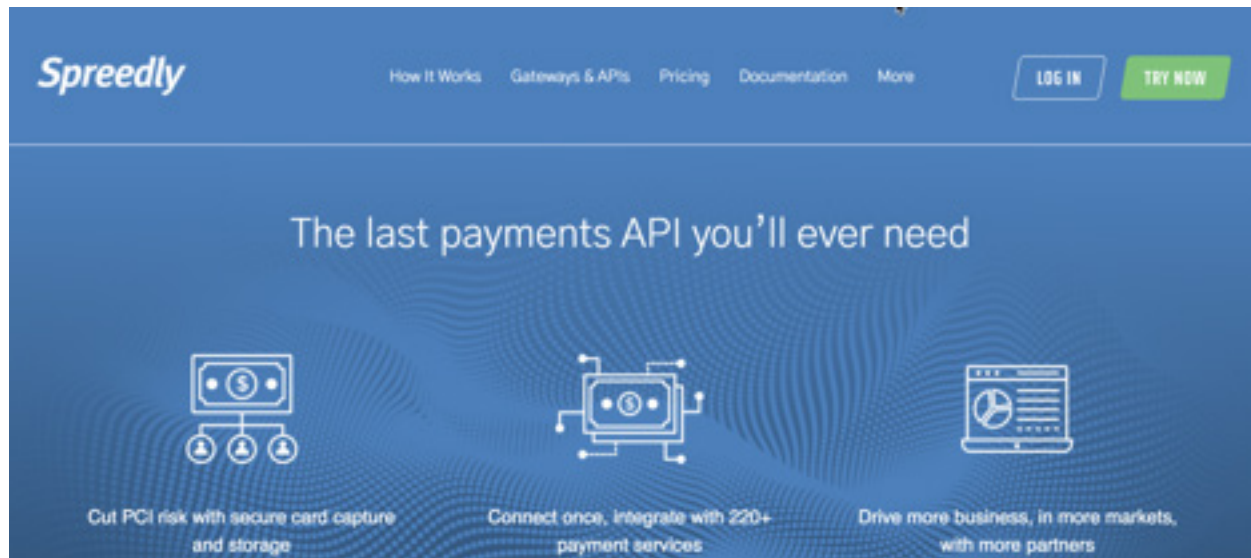|	
Result	Porting Payments Between a Variety of CRM Platforms
Contributor	Clifford Mee

How to Implement:

Clifford found that the CRM platforms he was using were storing customers credit card information, and would not allow him to easily port that information to other platforms. Many platforms won't even allow you to move that data to another provider.

Spreedly solves these challenges by managing the customer credit card information in a vault that stays under your control. There are 3 other benefits to using the platform:

1) Automatically updates the expiration dates on customer's cards

2) Connects to 220+ Payment Gateways

3) Can Process Numerous Different Currencies

Spreedly

How It Works   Gateways & APIs   Pricing   Documentation   More   LOG IN   TRY NOW

The last payments API you'll ever need

Cut PCI risk with secure card capture and storage   Connect once, integrate with 220+ payment services   Drive more business, in more markets, with more partners

TIME SQUEEZE
STRATEGY

Result	Reduced Time Working With Clients from 3-6 Months Down to One Month
Contributor	Brad Ball

How to Implement:

Brad reduced the launch time for building a website for his clients, from between 3 to 6 months (before) down to just one month (after)! Additionally, he was able to more easily sell add-on services to those same clients.

Since most of Brad's clients live remotely, he was relying on the traditional model of communicating with clients via email or phone, back and forth.

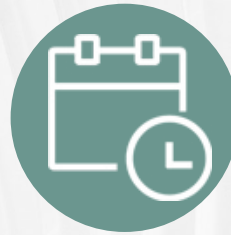Clients were slow to respond to requests, and they were also very slow to make decisions. In addition, they often misunderstood the communication, leading to further frustration and delays.

Invariably, acquiring the text, images and graphics needed to build a website also proved to be a painfully slow process. The solution was to schedule a 2 day in-person website build, Brad called "WarRoom". Sounds familiar!

The client is now required to assemble text, images and graphics for the website ahead of time, and then on an agreed upon date they fly into Brad's office to meet with his team.

Over the course of two days, their new website is then fully built out.

The client sits with the web developer, answers questions in real-time, and approves the design as they go.

As you can imagine, this simple change has been a revolution in Brad's business. As mentioned before, what used to take up to 6 months to complete can now be finished in less than a month!

The other key benefit of this adjustment is that since the client is now effectively a captive audience for 2 days, Brad's team can discuss and recommend some of their other services while they have the client's full, undivided attention. Brilliant!

Brad mentioned that another company that's adopted this model is Sixth Division, the Infusionsoft automation specialists. They invite clients to come into their office and sit with them to implement projects.

Look at processes or projects in your business that currently take an unusually long time, or that frustrate you for taking so long to complete.

Get creative to think about ways you might shorten the process, by focusing the work into a shorter period of time.

WHAT'S THEIR WHY?

Result	Happier Employees
Contributor	Melyna Harrison

How to Implement:

We often focus on taking care of customers, but sometimes neglect to do the same for our employees.

Talk to each employee personally and find out what their personal interests are, and what motivates them at work. Do they want recognition, more time with their family, a vacation, significance, a promotion, or something else?

You'll be surprised at the many different reasons people provide about what motivates them.

Once you know the individual needs of each person, be sure to follow-up appropriately. For example, for some employees, they may be motivated to reach a goal within a certain time period, in return for a paid weekend getaway. Others may prefer a donation to their favorite charity, or to their kid's scholarship fund.

By showing that you care about them, they will work more and feel personally obligated to find ways to be more efficient at work. She then gives raises for meeting goals by certain time periods. This motivates employees and also makes them think about work, outside of work as well, because they are thinking about how to better do their job, in order to receive the raise.

> **"TALK TO EACH EMPLOYEE AND FIND OUT** WHAT THEIR PERSONAL INTERESTS ARE"

STRATEGIC
STAFF FINDER

Result   Found Great Staff
for the Business

Contributor   Paul Kerchoff

How to Implement:

The key to this method is in targeting people who recently got laid off from a company or department that relates to what you need.

Determine in advance the types of major life events that could provide you with a new customer base (e.g. mass company layoffs). Then use Google Alerts or a similar system like Mention.com to setup an alert that notifies you via email.

With the lay-off example, focus on individual departments in a business to personalize an ad to that particular customer. For instance, if the layoff occurred io the marketing department of a business, target people interested in marketing within a certain mile radius of the company that laid them off.

This method is particularly useful if you are able to put the ad out within hours or days after the event. This is why having the alert system is the key to making this strategy work well.

> "DETERMINE IN ADVANCE THE TYPES OF MAJOR LIFE EVENTS THAT COULD PROVIDE YOU WITH A NEW CUSTOMER BASE "

THE HIRING FILTER

Result	Greatly Improve Quality of Job Applicants
Contributor	Andy Mackenson

How to Implement:

When looking for new recruits for your business, be more strategic about filtering the best candidates.

First, give your applicants specific questions to answer in their cover letter. The 70-80% of applicants that do not even submit a cover letter are immediately discarded. For those who do include a cover letter, verify that they answered your questions and then evaluate the quality of their writing in the letter. All of these elements provide clues about both the person's competence and their ability to give attention to detail.

If they pass that first test, send a follow-up email congratulating them on being considered in the shortlist. In the email, include some of your company's accolades, followed by a set of specific instruction, such as having them submit a Google document or a spreadsheet. This doesn't have to be correlated with the job that they will be doing, it's simply an aptitude test to see how proficient they are.

Also, consider asking the applicant to make a YouTube video where they are asked to answer a list of questions. Making the video shows that they can follow instructions, while their answers and how they present themselves on camera will generally prove more valuable than their resumes.

Once all of these steps have been completed, you should only have a few well qualified candidates left.

> **"WHEN LOOKING FOR NEW RECRUITS FOR YOUR BUSINESS,** BE MORE STRATEGIC ABOUT FILTERING THE BEST CANDIDATES"

OUTSOURCING
SECRET

Result	Outsourced the Process of Hiring Staff, for $8 an hour!
Contributor	Liz Ortiz

How to Implement:

Liz used the popular outsourcing resource UpWork to hire a hiring manager in the Philippines. After providing a detailed job description to the outsourced hiring manager, she left the project in her hands. As a result, for just $8 an hour, Liz was able to get a number of high quality candidates for the positions that needed to be filled.

Most people think of UpWork as a resource to outsource tasks, but you can also find experienced hiring staff to help filter and fill job positions in your business. You could also use this type of person as a project manager, too.

To search UpWork, use the keyword: "recruitment" and filter the results by the Philippines location.

PHILIPPINES
CALLING

Result	3,000 Real Estate Agents Registered for a Training Per Month
Contributor	Colvin Curry

How to Implement:

Colvin licenses books to real-estate agents, for their own self-promotion. He hired a team of 12 phone staff in the Philippines to call 300,000 U.S. based real-estate agents each month. Approximately 3,000 register to attend a webinar presentation, and about 600 show up to the webinar.

To register, the agent shares their phone number, and they're sent a text message confirmation.

The cost is approximately $10,000 per month.

"APPROXIMATELY 3,000 REGISTER TO **ATTEND A WEBINAR PRESENTATION**"

THE **SMS** CONTEST

Result	Improved Conversions from Prospect to Customers
Contributor	Derek Woryn

How to Implement:

If you have both an email address and phone number for many people on your list, consider sending them an email inviting them to enter a contest. The reason for sending an email first is so you can be sure you have permission to send text messages.

The contest offered people the opportunity to decide on their own prizes, which naturally encouraged more engagement. When you have the prospects attention, it makes it much easier to present offers to them too.

Derek used technology from Mobit, which works with Infusionsoft to send the text messages.

THE **SMS** SECRET

Result	Increased Conversion From Leads by 75% and Doubled Revenue
Contributor	Scott Baxter

How to Implement:

Scott has a team that follows up on leads by calling customers. The challenge was that most people don't want to answer the phone when it's a number they don't recognize.

So, Scott automated an SMS (text message) asking leads if they were open to being called in the next 5 minutes, to answer their questions and get them setup with lessons that can help them.

This simple step has been a revolution in his business.

Previously, only 10% of people answered the call, and now it's 85%. As a result, sales have more than doubled.

Instead of cold-calling leads or prospects, first send them a text message asking if you can call within the next 5 minutes, and give them an incentive or positive reason for answering the call!

"THIS SIMPLE STEP HAS BEEN **A REVOLUTION IN HIS BUSINESS**"

SMS SUCCESS

Result	Engaged and Converted Webinar Registrants via SMS
Contributor	Wesley Rocha

How to Implement:

Wesley was using SMS messages to remind webinar registrants to attend a live webinar. However, he realized that many people were trying to respond to those messages, but he had no way of collecting their responses or replying to them.

With the help of FrontApp.com, Wesley was able to create a system to monitor and reply to text message reminders. It gives you a nice dashboard that your team members can use to reply to webinar registrants, and of course drive more sales.
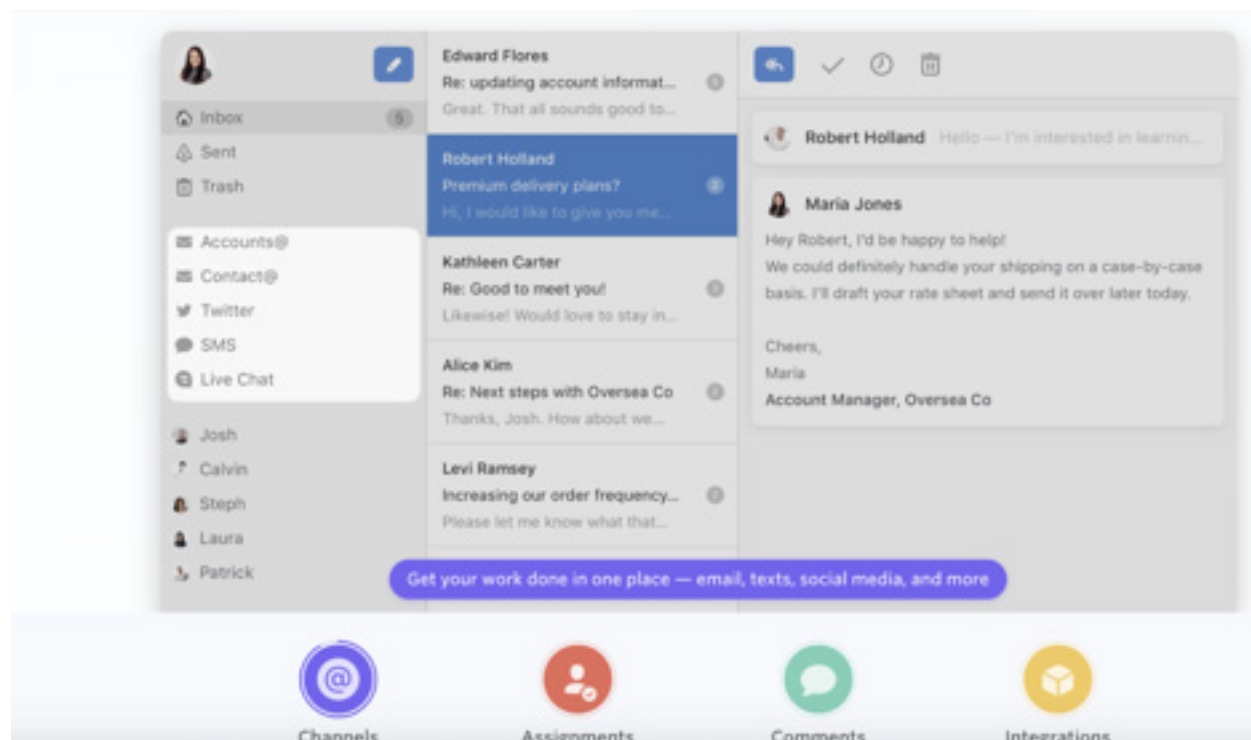
TEXT MESSAGE
ADVANTAGE

Result	Unresponsive customers became responsive
Contributor	Nick Bentley

How to Implement:

Nick was having trouble collecting documents and payments from prospects and customers, so he integrated Infusionsoft with Twilio to send out personalized text messages, requesting the needed items.
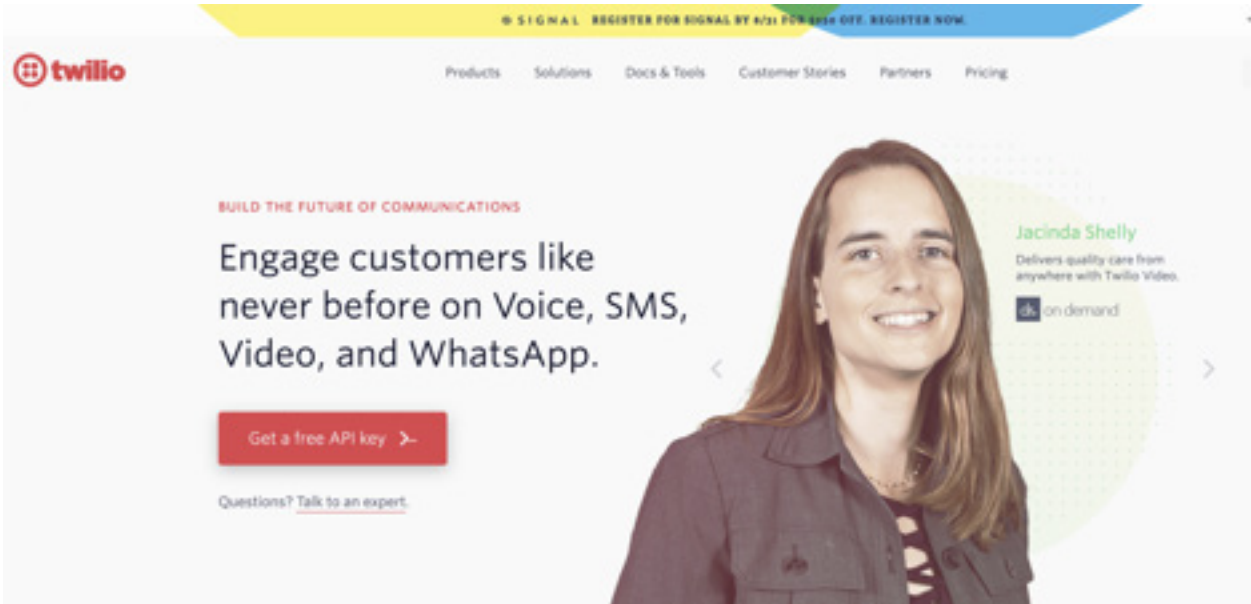
These text messages cut through the clutter, get read, and produce far more responses than email or a phone call (many people tend not to answer calls from unknown numbers). Also, SMS has a sense of urgency about it, which prompts most people to reply sooner.

THE OPV
STRATEGY

Result	Improve Both Engagement & Opt-ins on Website
Contributor	Joe Simonds

How to Implement:

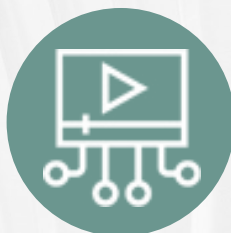There are countless high-quality videos on YouTube and Vimeo. Many people don't realize that most of these videos can be legally embedded and used in your own website. In other words, you can benefit from OPV = Other People's Videos!

To embed a YouTube video, click on 'Share' below the video. Then, click on 'Embed' in the "Share a link' section. Copy the HTML code provided, and paste into your website. In the 'Embed Options' section, uncheck the 'Show suggested videos when the video finishes' option.

To embed a Vimeo video, click on 'Share' below the video. Then, select the HTML code in the "Embed" section at the bottom of the popup window. Click on "+Show options" to customize the way the video looks. For example, you can change the size or make it responsive (saleable) for mobile devices).
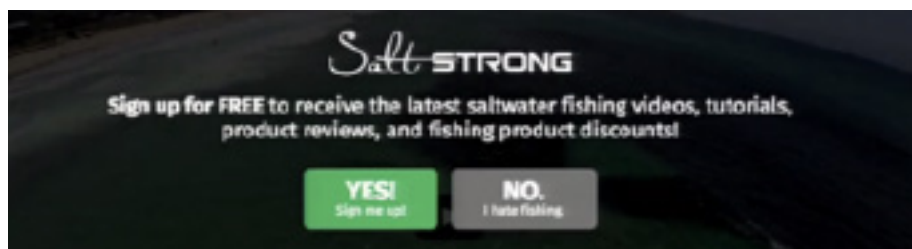
Joe embeds relevant videos in his website, which attracts more engagement. He also created a simple WordPress script that adds a call to action at the end of the video, along with a 'Yes/No' option.

COUNTDOWN TIMER

| **Result**	Increased Opt-Ins and Time Spent on Site
Contributor	Markus Heitkoetter

How to Implement:

Markus added a 2 minute timer to his opt in page, to encourage visitors to make a quick decision. When the countdown timer reaches zero it doesn't prevent the person from placing an order, but most people don't let the countdown timer reach zero anyway.

Markus also uses the email he normally would have sent after the opt in, as a part of the indoctrination sequence on his landing page before the call to action. This not only increased the number of opt ins, but also showed Google that the average new visitor was spending more time on his website, thereby validating his page.

00 00 01 52
Days Hours Minutes Seconds

WARNING: Don't even think about making another trade until you read this remarkable internationally best-selling eBook for FREE...
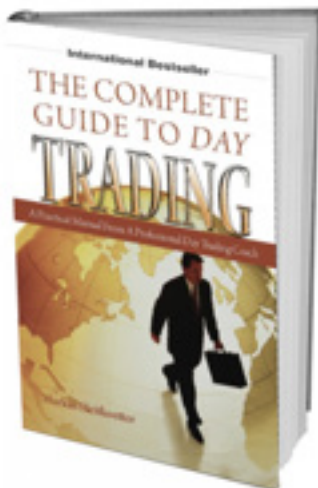
Easy To Understand Blueprint Helps Beginner Investors Day Trade...

Take Control of Your Financial Future with The Complete Guide to Day Trading

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No credit card required - This eBook is 100% free

Enter Your First Name Here...

Enter Your Email Address Here...

GET MY EBOOK NOW

THE LOCAL TV TRICK

Result	Got featured on 3 local TV stations for free
Contributor	Derek Alessi and Stephen Binks

How to Implement:

Local TV stations, especially those with news programs, are constantly broadcasting looking for content that is brief and educational. These 2-3-minute segments also allow you to provide the viewer with a website where they can get more information.

Producers are usually in their late twenties or thirties, and they respond to anyone who can serve them relevant content, that's ready to go. Think about the types of topics or angles of your business that would be of interest to the community, and send the producer the title of the segment, how it will help the audience, and a link to your website.

Since the traffic you will get is still curious rather than serious, offer them additional free content on the front-end, via a lead magnet and then trip-wire offer.

"THESE 2-3 MINUTE SEGMENTS ALSO ALLOW YOU TO PROVIDE THE VIEWER WITH A WEBSITE WITH MORE INFO"

THE **CONTACT**
CONNECTION

Result	Find High-Value Prospects' Contact Information
Contributor	Dave Lavinski

How to Implement:

The first step is to go to builtwith.com and become a paid member. This will allow you to get the raw data and url of relevant industry websites, which is important for the next step.

With this information, go to toofr.com and upload the information gathered on a spreadsheet. With this information the website will find the email address associated with that person on that website as well as the confidence level of that email being owned by that person from 1-100%.

This process will give you a list of emails of decision makers from your target audience.

OPTING IN
THE OPT-OUTS

Result	Got 21% of Opt-Outs to Opt-in Again
Contributor	Dmitry Yurchenko

How to Implement:

First, use TowerData to look at the demographics of your audience, including their likes and dislikes.

Next, create a custom audience on Facebook using the opt-out data from your list.

Target the opt-out group with offers for other relevant lead-magnets that may appeal to them. Remember, these people signed up to your list at one-time because they were sufficiently interested in the topic, so it's not difficult to warm them up to encourage them to opt-in again.

USING
MEDIUM

Result	Easily achieved bestseller on amazon for her book
Contributor	Stephen Esketzis

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 THE RANKS ON MEDIUM**"

HOLIDAY
PROMOTION PROFITS

Result	$6,700 in Sales from a "Fake" Holiday Promotion
Contributor	Joe Simonds
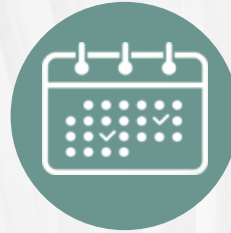
How to Implement:

The calendar is full of niche holidays for different topics, and people like to see these holidays appear in their calendar. There's nothing to stop you adding another one to serve your own industry, and declaring it ahead of time to build anticipation and excitement.

Joe Simonds did exactly that by designating October 23rd as "Anglers Day' in the fishing niche.

By creating this 'fake' holiday and offering special promotional discounts, his company made $6,700 in additional sales from unwanted inventory.

Happy National Angler's Day (Oct 23rd)! Your Special Gift From Salt Strong Enclosed.

By: Joseph Simonds on October 23, 2015
Found In: Salt Strong • Salt Strong Products

PR REQUESTS

Result	Free High Profile PR Mentions in Numerous Media Outlets
Contributor	Tim Kitchen

How to Implement:

Many journalists use Twitter as a way to find contributors and participants for upcoming stories. The two most common hashtags they use to mark these requests are:

#journalrequest and **#PRrequest**

By regularly searching Twitter for these hashtags, you can find opportunities relevant to your niche. Whenever you come across something suitable, reply to the journalist on Twitter being sure to first consider how you can benefit their audience, rather than just simply promoting yourself.
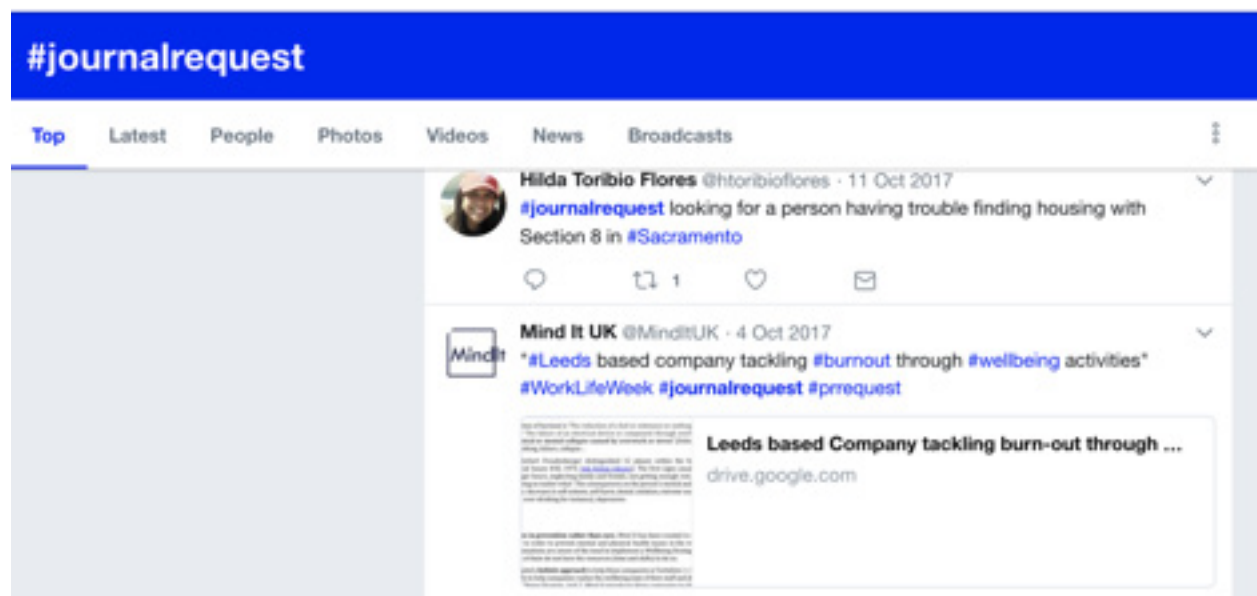
CAUSE
MARKETING

Result	4 Local TV Stations Provided Free Coverage About the Business
Contributor	Jock Putney

How to Implement:

Jock created a 'Second Chance' program that was promoted on social media. It's all about giving back to a deserving cause, which naturally gets media attention.

In essence, you run a contest to give away your product or service to someone deserving.

For example, a dentist could offer a 'second chance' program to offer a deserving person with bad teeth the gift of dental implants (replacing teeth). Get suppliers involved to donate the tools/equipment or relevant services.

As the promotion gains traction, send a note to the local media who love this kind of 'giving back' story. Invariably, they will pick up on it and promote your business.

In the dental example, the resulting media coverage brought many new patients into the dental office, where each patient is worth an average of $50k.
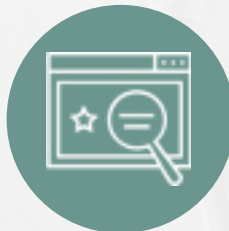
"IT'S ALL ABOUT GIVING BACK TO A DESERVING CAUSE, **WHICH NATURALLY GETS MEDIA ATTENTON**"

COMPLAINTS
TAKEDOWN

Result	Got Google to De-Index Unwarranted Complaints (Negative Reviews)
Contributor	Daniel Matishack

How to Implement:

Submit a DMCA to Google.

To do this, visit: https://support.google.com/legal/

Click on the last option named: "Submit a Legal Request" and then when the drop down appears, click on 'tool' to open the window to start the process. Google will de-index the page with the offending comment/review, even if it's technically not a copyright issue.

"GOOGLE WILL DE-INDEX THE PAGE, **WITH THE OFFENDING COMMENT**"

Legal Removal Requests

When users ask us to remove content

If you've come across content on Google that may violate the law, let us know, and we'll carefully review the material and consider blocking, removing or restricting access to it. Abusive content on Google's services may also violate Google's product policies, so before sending us a legal request, consider flagging the post, image, or video for one of our content teams to review. For more information on our product and privacy policies, our commitment to transparency, and how to submit a valid legal notice to Google, read on below.

Finding support for your issue

Protecting your information

Transparency in our process

Understanding copyright

Submit a Legal Request

This tool will guide you through the process of reporting content that you believe warrants removal from Google's services based on applicable laws. Completing the appropriate form will help ensure that we have all of the information necessary to investigate your specific inquiry and resolve it as quickly as possible.

If your legal request involves multiple Google products, please note that you must submit a notice for each product affected.

BUSINESS
GROWTH HACKS

Result	Grew Business to More Than $1 BILLION in Sales
Contributor	Babak Azad

How to Implement:

Babak Azad shared 5 factors that he believes have contributed to the phenomenal success of his Beach Body brand:

1)   Use auto account updating software when recurring charges are declined.

2)   Always be thinking about the LTV of customers (lifetime value) rather than just an initial transaction. For example, you offer other people's products (be an affiliate) as an upsell if you don't have any currently.

3)   If you have a physical product to sell, it MUST be on Amazon.

4)   Measure everything, and make your people accountable for growth.

5)   Marketing on TV still works, and it's cheaper than most people think.

"IF YOU HAVE A PHYSICAL PRODUCT TO SELL, **IT MUST BE ON AMAZON**"

BUY THEM OUT

Result	Instant Acquisition of a Large list, and a New Marketing Channel
Contributor	Lori Taylor

How to Implement:

Instead of using traditional marketing methods like buying traffic to build a list of target consumers, Lori found a company that had both an amazing product and a large consumer base, and made them a low-ball offer to buy them out.

The purchased company had a large list of clients as well as a popular social media campaign, but they were not leveraging their influence to sell their products because the owners had other companies that they were prioritizing.

The owners were willing to sell the company to Lori, which gave her not only a new large list of her key demographic, but also a second platform to cross-sell her original products.

Ultimately, the acquisition gave Lori a new revenue stream, with international recognition, while also saving her from having to build a whole new marketing campaign from scratch.

"THE ACQUISITION GAVE LORI A NEW REVENUE STREAM, WITH INTERNATIONAL RECOGNITION"

SEND A MESSAGE

Result From 200 to 3800 Messenger Subscribers a Day on Facebook

Contributor Jeff Macher

How to Implement:

Facebook allows you to add a button labelled "Send Message" as a call to action on a post from a Facebook page. After writing your post, select the 'Get Messages' option which will add the button below your post.

When people read your content, they can send you a messenger message directly by clicking on the button. If you use a tool like Manychat, the person will get automatically subscribed!
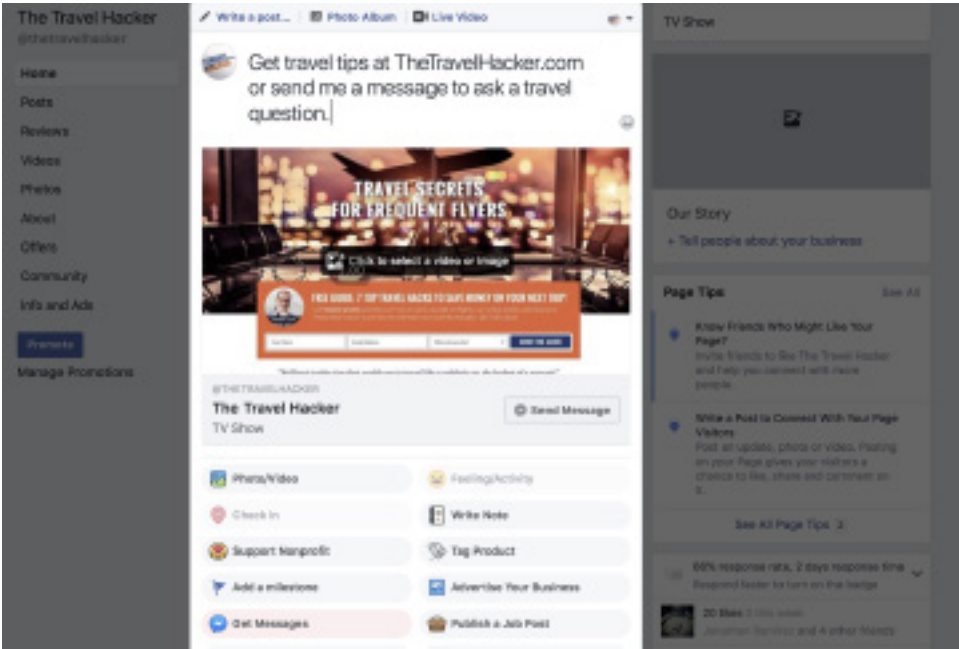
THE GENIUS 9 WORD EMAIL
TO UNCONVERTED PROSPECTS

Result	Get Prospect's Attention via Email
Contributor	Dean Jackson

How to Implement:

Most email marketing is too formal and long-winded. Sometimes the simplest message works best, and that's the secret to this strategy. The first time Dean tested this idea, the message was for a real-estate broker, and it said:

"Are you still looking for a house in Georgetown?"

The response was phenomenal! Why? It sounds personal, it's simple, relevant, and it's easy to understand.

Other examples:

"Hi Dan... are you still looking for a yacht?" (sent from a yacht broker)

"Hi Susan, are you still available?" (sent from an executive recruiter)

"Hi Rebekah, are you still planning a trip to Israel?" (sent from a travel agent)

"Hi Dean, are you still looking for a cash flow property?" (sent from a real-estate agent)

As an example of results, one person used this method to send 309 emails, 143 were opened, 31 appointments were scheduled, 9 services sold for $166,000 in annual revenue.

Dean says that your mother has a 100% open rate to your messages! Yet most marketers don't approach their audience in the same way, as family or friends. So, keep it relevant, and simple. Avoid over-hyped over dramatic subject lines. Neutral and factual tends to work better.

"SOMETIMES THE SIMPLEST MESSAGE WORKS BEST, AND THAT'S THE SECRET TO THIS STRATEGY"

SUBJECT LINE
SECRET

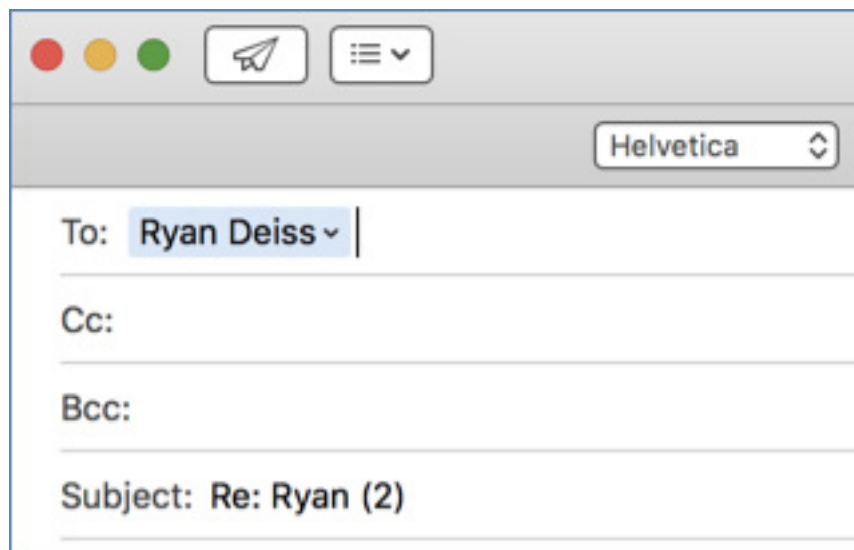|	
Result	Improved Email Open Rates
Contributor	Mark McManus

How to Implement:

Use "Re:" in the subject line of emails, then add the first name of the recipient (example: Ryan), then add (2) after the name so it looks like an ongoing conversation. This makes the email stand out from the crowd.

So, it would look like this:

To: Ryan Deiss ⌄

Cc:

Bcc:

Subject: Re: Ryan (2)

CRM CAMPAIGN
CUSTOMIZER

Result	Make only relevant offers to customers
Contributor	Doug Desmond

How to Implement:

When a customer buys a product from you, make sure the product is tagged in their account.

Next, redesign your autoresponder or marketing campaign to use "IF/THEN" logic to check whether someone has purchased a particular product. Determine in advance what offers should be presented to people who have purchased a particular product or set of products in the past.

For example, those who have purchased an introductory course should not be offered the same course again, but instead be offered an intermediate or advanced level instead. This can be done automatically with tools like Infusionsoft, Kajabi, Ontraport etc.
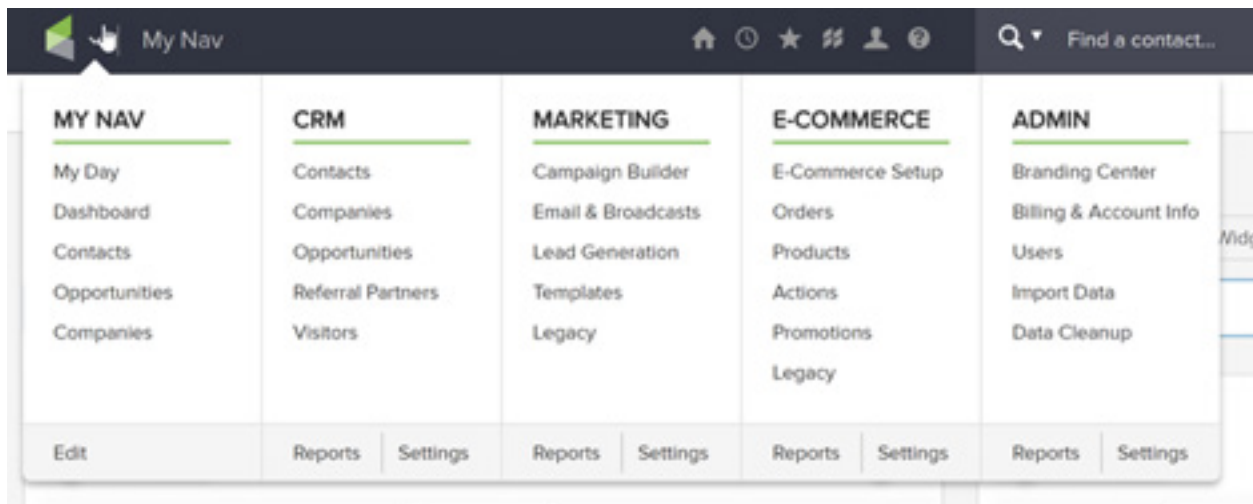
WEBINAR INCEPTION

Result — Dramatically Increased Sales from Webinars

Contributor — Fred Gleeck

How to Implement:

Fred had a number of successful webinars in various niches. One of his top clients is a voiceover artist who teaches others how to develop that skill. Together, they created a winning webinar that sells a "how to be a voiceover artist" course.

The challenge with the webinar was that it tries to appeal to everyone, and it's a broad market.

So, Fred took his winning webinar from the voiceover industry and created niche webinars, simply by changing the first and last few slides of the presentation.

Now, they have a webinar for pastors, one for teachers, one for radio DJ's, and so on. They can target these specific demographics when promoting the webinar, and the viewers believe the product is 100% applicable to them, versus being for everyone.

"THEY CAN TARGET THESE SPECIFIC DEMOGRAPHICS **WHEN PROMOTING THE WEBINAR**"

SURVEY SUCCESS

Result	Increased Webinar Sales by 4x
Contributor	Vladimir Zakharov

How to Implement:

To increase sales, Vlad sent a survey out that had people vote on what topic of Webinar they would most like. Then, based on their vote, he sent a follow up survey with an email saying: "Thank you for your input, as a reward for your input you can get a discount on this product."

The offer in the email gives a discount on a product that's relevant to the topic they voted on. This way the prospect only receives a discount on a product that they've verified they're very interested in. This strategy led to a 4x increase in sales!

"THIS STRATEGY LED TO **A 4X INCREASE IN SALES**"

THE WEBINAR STRUCTURE

Result	Increased Webinar Conversion by 18%
Contributor	Jason Fladlien

How to Implement:

The structure of flow of a webinar is very important, particularly when it comes to making the offer near the end.

The sequence that Jason has found to work the best is:

1) **Transition from the content to the offer.**

2) **State the offer briefly.**

3) **Reveal the price briefly.**

4) **Stack the bonuses**

5) **Convey scarcity.**

When mentioning the price, do that briefly and quickly move on to spending time on all the bonuses (free stuff) that people get when they act today. Note, it's never the core offer that persuades people to buy, it's more often the free stuff they're going to get when purchasing the product. This is how the buyer justifies the price in their own mind.

"THE STRUCTURE OF FLOW OF A **WEBINAR IS VERY IMPORTANT**"

THE WEBINAR
BOOST

Result	Increased Sales by $2.7 Million in One Year
Contributor	Cole Humphrus

How to Implement:

Cole uses webinars to sell his training programs and access to his photography training membership site.

He had traditionally followed the sales model of presenting content, followed by a sales pitch or offer. However, he decided to test a new approach of letting the viewers know up front that there would be an offer, and then mentioned the offer throughout the webinar.

This transparency has worked wonders for his audience, because it has translated into a boost of sales conversions from 11% to 26%.

"IT HAS TRANSLATED INTO A BOOST OF **SALES CONVERSIONS FROM 11% TO 26%"**

WEBINAR COMPRESSION
FUNNEL

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

Contributor   Gary Henderson

How to Implement:

Gary is an expert at selling via webinars, and he did a lot of testing to find out what works and what doesn't.

He reached the following 5 conclusions:

1)   The highest attendance rate is always from those people who registered right before the webinar. The lesson is don't promote it too far in advance, 2 days is plenty.

2)   Don't offer any free training when selling a product.

3)   Schedule webinars at 3pm and 8pm to catch different audiences.

4)   Remind the entire list of the upcoming webinar 15 mins before it starts (not just those who registered).

5)   Use the platform that most of you list is used to (GotoWebinar, Stealth, WebinarJam, etc.).

6)   Create urgency during the offer, otherwise there's no reason to buy at that time.

"CREATE URGENCY DURING THE OFFER, OTHERWISE THERE'S NO REASON TO BUY AT THE TIME"

WATCH THE WEBINAR

Result	Increased Sales by $2.7 Million in One Year
Contributor	Jon Shugart & Luke Sample

How to Implement:

Jon and Luke sell to customers via webinars, and they were using evergreen webinars on a regular schedule.

They decided to test a new approach of continuously running a webinar on repeat, over and over again. In other words, as soon as the webinar finishes, it starts again. The breakthrough came in the way they positioned this to viewers.

Webinars are still offered on a timed schedule to viewers. However, within the webinar, Jon and Luke now inform viewers that if they've arrived late, not to worry because there will be an "instant replay" following the "live" webinar.

Using this strategy, many people who miss part of the webinar now stay on to watch the 'instant replay'. This dramatically increased engagement, and a massive increase in sales followed.

"THE BREAKTHROUGH CAME IN THE WAY **THEY POSITIONED THIS TO THE VIEWERS**"

WEBINAR WONDER

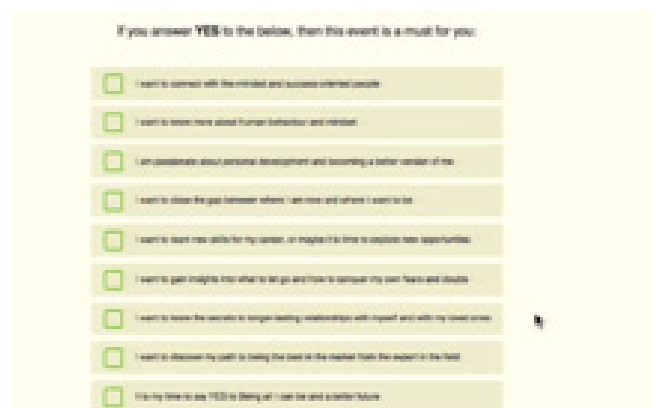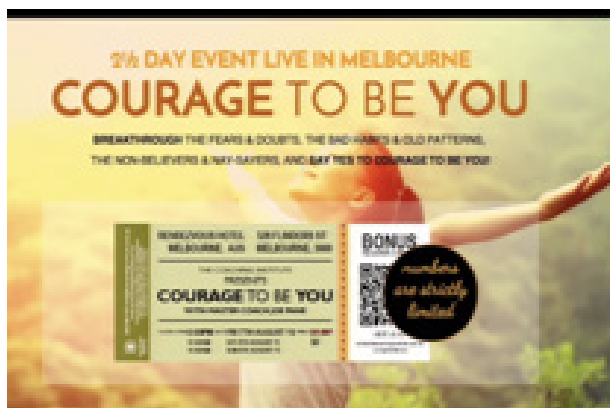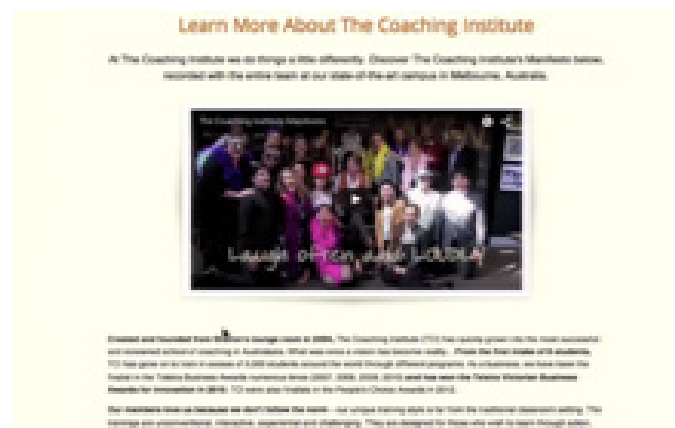|	
Result	Improved Webinar Registration by 26%
Contributor	Elysium Nguyen

How to Implement:

1)   Add a graphic that conveys a physical ticket to an event, even though the event is online.

2)   Change bullet points to interactive check boxes, which conveys a more positive tone.

3)   Add a brief "About Us" section with a video, to gain credibility for those who don't know you.

FACEBOOK TO QUIZ
TO WEBINAR STRATEGY

Result	Increased Conversion from Facebook Ads
Contributor	Glenn Ledwell

How to Implement:

To stand out from the crowd and improve engagement from Facebook ads, Glenn developed a dynamic quiz. A Facebook ad that mentions the quiz directs people to a landing page that houses the quiz.

The quiz is designed to segment visitors into one of four 'buckets' that identify the area they most need help with. At the end of the quiz, a tailored 'solution' is offered, depending on the result.

Next, the visitor is also directed to watch a webinar that relates to their needs, and a high-ticket offer is made.

"A FACEBOOK AD THAT MENTIONS THE QUIZ **DIRECTS PEOPLE TO A LANDING PAGE THAT HOUSES THE QUIZ** "

BLOG BOT

Result	Increase Visitors Time on Website by 28%
Contributor	Drew Canoli

How to Implement:

Instead of using a popup or other annoying methods of trying to engage with website visitors, use a chat bot tool to engage with people.

Customize the bot with real sounding language to make it sound as much like a natural conversation as possible. Direct the blog reader to other relevant or popular blog posts, so that they stay on your site rather than clicking away.

"DIRECT THE BLOG READER TO OTHER RELEVANT **OR POPULAR BLOG POSTS**"

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.