WICKED SMART

VOLUME 3

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

THE HUMPHUS
RUMPUS

Result	Cut CPA by 68% on Facebook Ads by Wearing Controversial T-shirts
Contributor	Cole Humphus

How to Implement:

We all love those "Ah-Ha!" moments. Especially when our businesses are not performing to their highest potential and we can't quite seem to see a good profit margin. Well, Cole had himself an "Ah-Ha!" moment.

After discovering his Facebook ads were derailing, Cole created a solution to scale his business without any ad spend.

Cole's great idea popped up one morning in the shower: 'How can I get people's attention?' He went into his closet and pulled out a 'Coors Light' t-shirt and thought, 'This is it.' Cole has proven, that by wearing different brands in public and implementing them in just one piece of clothing, you will be able to get more viewers and consumers.

Cole discovered that his idea polarized his audience, he was able to connect better with his ideal customer, and his clickthrough rate increased 3% just by wearing a branded t-shirt.

By being more controversial in Facebook ads, you brand yourself as authentic to customers. So, when you post a video ad online, in a branded t-shirt, you will be able to catch more viewer's attention and obtain the product results you've been searching for.

"BY BEING MORE CONTROVERSIAL IN FACEBOOK ADS, YOU BRAND YOURSELF AS AUTHENTIC."

TREMENDOUS
TESTIMONIALS

Result	Overwhelming Social Proof Via Video Testimonials Collected from Over 564 Customers
Contributor	Brian Page

How to Implement:

You can now send in testimonial videos with no struggle!

Brian Page sent out emails to customers inviting them to click on a link within the email to do a testimonial video via videopeel.com. He offered an upgraded version of his product at $1,000 value as a resistance free course. He then sent the testimonials that he received to Rev.com to be transcribed and later posted to his website.

Brian Page was able to get over 700 videos in just 30 days. Out of those videos, he was able to use 564 of them in his course alone. By making it simple for customers to be able to send testimonials (and maybe even using a bribe) your customers will be willing to send testimonials with no hassle or inconvenience.

Example of the email:

Hey there!

Would you like to get the upgraded version of our course at a $1000 value for just a fraction of the cost?

By simply sending us a 1 to 3-minute video testimonial, you can receive our great course at a discounted rate!

Simply click the button below to share to your customers.

Resource: Videopeel.com

> "YOU CAN NOW SEND IN TESTIMONIAL VIDEOS WITH NO STRUGGLE."

INCREDIBLE
INTERNS

Result	Free Interns Generated Thousands of Pieces of Content, Drove Traffic, and Signed Up Thousands of Customers and Affiliates
Contributor	Scott Jordan

How to Implement:

You can go on Internships.com to get U.S. based college students to do outsourcing or pretty much any work in any industry for free (you can offer to pay them, if you so please).

Scott recruited students through Internships.com by posting an ad for the internship position that entails directly working with his clients. Scott trained his hired interns on how to work and directly converse with clientele, a training video on digital marketing, and a sales training program to be able to sell affiliates and customers on his business.

Internships.com is a great way to get an intern that you can train to help your business. Go to Internships.com, post an ad for the position for the intern, run the interns through training programs to get them caught up on what they need to know for your business, then you have yourself an intern.

Note that it also helps them gain more work experience as a student going into the work force.

Resource: Internships.com

"INTERNSHIPS.COM IS A GREAT WAY TO GET AN INTERN **THAT YOU CAN TRAIN TO HELP YOUR BUSINESS**"

SCHOLARSHIPS

Result	Within 2 Weeks, Filled a Small Event by Offering Scholarships
Contributor	Robyn Crane

How to Implement:

Robyn had an event that she started promoting 3 weeks prior to her event date with a scholarship to get people/ qualified leads to attend the event.

Here's how to promote your event quickly and efficiently:

1) Posted a scholarship application to invite qualified prospects to the event. The application entails qualification questions to make sure the leads are qualified. If qualified, they receive a subsidized ticket for $500 instead of the VIP ticket for $1,197.

2) Anchored the value using a traditional sales page

3) $1 application fee and upsold $350/ $500 tickets

This is a great way to keep qualified people in the room who are excited about the event and the scholarship.

"HERE'S HOW TO PROMOTE YOUR **EVENT QUICKLY AND EFFICIENTLY**"

SHINY HAPPY PEOPLE

Result	Created Employee Addiction: 9 Years of Employee Loyalty
Contributor	Eric Edmeades

"MAKE SURE YOUR EMPLOYEES FEEL CERTAIN, VARIETY, CONNECTION, **SIGNIFICANCE, CONTRIBUTION AND GROWTH**"

How to Implement:

The core challenge for entrepreneurs is differentiating why your business is running and why your employees work for you.

Eric's key ingredients to employee loyalty:

1) Make sure employees are emotionally fulfilled.

2) Based on Tony Robin's: 6 Human Needs tactic, Eric used the following tactics or strategies for making sure employees feel functionally and not difunctionally.

Make sure your employees feel certain, variety, connection, significance, contribution, and growth.

Use one workshop per tactic over a 12-month plan to get employees the best out of every tactic and feel better in the workplace. Eric recommends having a management, company leads, and staff-oriented workshop to get everyone involved.

The key principle is if you get people to score a 10/10 on at least 4 of these emotional needs, they will be addicted to your product. Most people do this with customers, why not your employees?

You will find keystone strategies throughout the workshop can achieve multiple different things all in all.

3. Create deployment plan for best strategies.

Eric does what he calls "Flexitime". This is a strategy that came up at one of Eric's workshops that he uses in his office that give employees the opportunity to come and go as the employees deem necessary outside of core office hours. His employees crave this time and will not even consider other job offers because of this unique productive time. Eric has had a 9-year loyalty streak and only lost 1 person out of 40 employees (due to a family loss).

Implementing happy employees into your workspace, makes it better for everyone to feel included in the business. This goes for customers and staff members as well. Eric calls it the "Problem of the Mind." When you evaluate what is important to your employees, you can't help but evaluate it through your values. If you use this tactic, your workspace will become more beneficial as a team and in your personal life as well.

Resource: businessfreedom.com

"IMPLEMENTING HAPPY EMPLOYEES INTO YOUR WORKSPACE, **MAKES IT BETTER FOR EVERYONE TO FEEL INCLUDED IN THE BUSINESS**"

INSTAGRAM INSANITY

Result	12k Direct Instagram Messages Sent in 1 Day to Subscriber List, Resulted in $5k Additional Income
Contributor	Rohan Seth

How to Implement:

Rohan had managed all of his client's Instagram accounts at one point and needed some help doing so. He ended up hiring someone to manage his client's Direct Messages (DM's).

Rohan tried searching for something similar to ManyChat (automated DM's) and couldn't find anything. Then he came across Directheroes. com. He used Directheroes.com internally as a platform to grow subscribers and clients on Instagram and communicate with customers directly on the app. Rohan uses this as a data collection and automated platform for Instagram use.

You can track highly engaged followers and get offers through the platform built in directheroes.com.

Resource: Directheroes.com

> "YOU CAN TRACK HIGHLY ENGAGED FOLLOWERS AND **GET OFFERS THROUGH THE PLATFORM BUILT IN DIRECTHEROES**"

TAX MAN TRICK

Result	Deferred Capital Gains Tax from Any Asset by Investing Strategically in Real Estate
Contributor	Jillian Sidoti

How to Implement:

Jillian Sidoti found qualified opportunity zone funds that allow you to take the gain from any asset and purchase real estate. Deferring taxes until 2026 and gives 15% reduction in cap gain and no tax increase. Jillian's firm ignored this implementation at first but realized this can change a lot.

If you make a lot of money in stocks or real estate and you do not want to sell or pay capital gains, you can invest in qualified zone funds that allows you to defer capital gains until 2026. It will also give you a 15% reduction in capital gains if you hold the property in the opportunity zone fund for at least 10 years. If you have an asset such as this, Jillian shares that it's important to find an opportunity zone fund and get your money in it this year.

Consider using qualified opportunity zone funds. You can only invest this year! Then you can hold the property as long or as little as you please.

"YOU CAN INVEST IN QUALIFIED ZONE FUNDS THAT **ALLOW YOU TO DEFER CAPITAL GAINS UNTIL 2026**"

FROM FREAKING OUT
TO FREAKING FABULOUS

Result	1200 New Trials For a $79/month Stock Scanner Membership (53% Conversion Rate from in House Mailing List)
Contributor	John Carter

How to Implement:

If you have people who are engaged in your product, but not buying, this is for YOU! John has a scanner membership that he wants more eyes on. He sent out a list message to potential customers:

"Hi, Welcome to your Scanner Membership! Click here to get it instantly."

The immediate reaction to this email was a freak out. Most customers came back with a confused and concerned response.

"I am not a member... I don't know anything about this scanner!"

Other's said:

"Wow! Thank you so much!"

Later the same day, John distributed another list message to the same people that included an apology about his "mistake" and a complimentary option to try out his product.

"Hey, so sorry about our mistake earlier. Here is a 30-day free trial to try out our scanner. Enjoy!"

The reaction to these emails was 1,200 people signed up for trials which was about a 53% conversion rate.

By sending an email out to your customers that makes them angry and later apologizing with a free trial or complimentary option to your new product, you be able to get more consumers to try out your product, convert and bring loyalty to your brand.

AMEX GAVE ME MONEY

Result	Got a $125,000 Cash Injection from AMEX Without a Lengthy Application or Paperwork
Contributor	Wesley Rocha

How to Implement:

Wesley searched for loans because business wasn't going so well and needed a loan to be able to do payroll. He found a known loan from AMEX that offers 6% flat fee for a 12-month loan.

He considered the "Merchant Financing" loan from AMEX.

It is a super easy process to get your business approved. It is also a way to hack your savings or scaling acquisition campaigns.

This rate is the best around but bases it off of your merchant account.

"IT IS A SUPER EASY PROCESS TO **GET YOUR BUSINESS APPROVED**"

WAIT, DON'T GO!

Result	Saved an Extra 26.9% of Members from Canceling Their Monthly Membership
Contributor	Cole Humphus

How to Implement:

If you have a membership site or a recurring site, you probably know that it is pretty expensive to go out and get new customers, instead of keeping the ones you have. The hardest thing is keeping your numbers. Cole added a pause membership to fix this issue.

Try adding a 'pause membership' option when your customers try to cancel their current membership.

Usually sites give you a page that doesn't want you to leave or cancel your subscription. It will have something like this:

Ryan, are you sure you're ready to leave? You too can get these results if you give yourself a fair chance at success...

After this page, there will be some kind of promotion for the company's best feature to draw the customer back in. Once the best feature is displayed, there will be another page that will have more membership options:

Once you continue, we cannot save your account or any information that was given to us. If you can't afford $X/mo for this program, let me help you out with a more affordable plan.

Providing more options for your customers, makes it easy for them to be a part of your community. Cole provides his customers with 3 different payment options on his website to choose from, including the "Pause Your Membership" option that allows you to hold your account for 30-60 days without paying and without losing your account. How awesome?

Doing this, Cole's was able to save 27% of people that were already out the door by using this hack.

By giving customers the option to pause their memberships, you will see greater results for both you and your customers.

EASY PAYMENT MANAGEMENT

Result	Increased Sales By 300% & Got Back Lost Traffic Fast!
Contributor	Harold Rich

How to Implement:

If heavy Google updates hit you, it doesn't have to impact your revenue. Harold discovered this strategy by being asked a question by one of his biggest clients:

'How can you drive so much traffic with SEO?'

SEOvisibility: tool for keywords. If your rankings drop, your visibility goes down allowing you to see your revenue go down. Harold's revenue isn't affected with Shark Digital. They send one catalog and one email a year and will help you more than anything!

Trust building strategies. Improving searches for brands helps customers with visibility on your website and on other sources. With this, Harold was able to do penalty recovery for big clients.

Harold went from 560k in revenue and now is up to 1.8 million by using this penalty safe program. He uses cleanup secrets (link-based cleanup for google), user-intent secrets (content-based cleanup for google), SEO-Metric secrets that analyze and fix massive ranking drops for clients, and trust-building secrets (trusted program to help drive the traffic) to help you see results.

Resources: SEO-lies; Top 10 ranking website for keywords and content analytics.

MEETINGS
MAYHEM

Result	Created Training Decks for Various Departments, Established Documents Processes & Got Team Members to Present & Cross-Train
Contributor	Brian Page

How to Implement:

Processes are more important than the product.

If you have ever had problems with documenting processes when your team is extremely busy, what can you do to reevaluate your time to become more effective?

Meetings became sporadic and a waste or employee time and energy, so David restructured them with purpose. He asked employees to document what they do and present specific areas of their job to

the rest of the company on a weekly basis. Each week a different department presents to the rest of the team and trains them on what they actually do on a day-to-day basis.

By implementing this, David's team gained cross-training and education from all levels and departments, documentation of processes, training decks, speaking prep and practice, and also gained communication across all departments throughout the company.

If you get your team together and commemorate ideas, your employees will be better at communication in the office setting and have training in all departments.
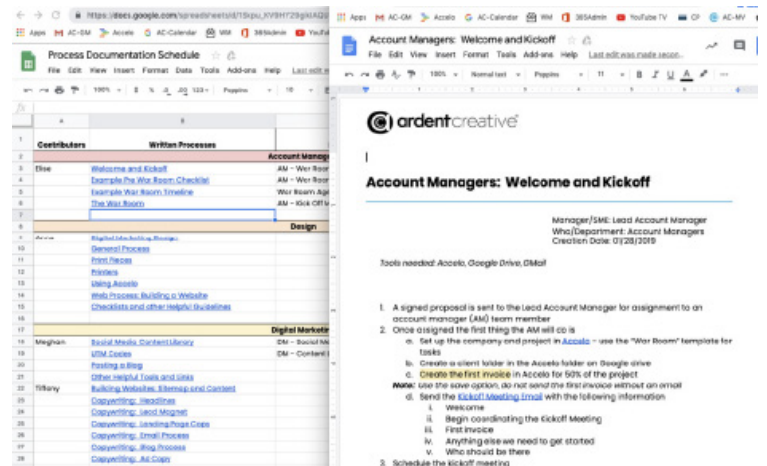
What was gained?

- 1) Cross-training / education
- 2) Documentation of processes
- 3) Training decks
- 4) Speaking prep and practice
- 5) Open communication across departments

AVATAR
SCHMAVATAR

Result	Most Companies Think They Know Their Customer Avatar, But We Found a Way to Deeply Understand Who Our Best Customers Are
Contributor	David Cannington

How to Implement:

Getting to know your customers on a more intimate level can provide a more knowledgeable customer-based service. So, stop guessing and start knowing.

First step towards targeting: You usually guess when it comes to avatars. With most methods, you don't want to guess any longer. So, start with your current customers to get more information and fill in the blanks.

Brian had sent data from 2,500 existing buyers to a data research

firm. He created an in-depth profile of the ideal buyer and applied it to digital marketing. Brian took these 2,500 data reports of people who have bought his product and submitted the general information to a database company. The company removed all the nonsense information that are just inaccurate profiles, and left Brian with 1,500 results. Two weeks later, Brian received a detailed report that gave his team the opportunity to send out a direct mail campaign to a live webinar.

Brian was able to figure out exactly who his customers are: email, phone numbers, permanent address, current address, etc. better than what he would find out about them on Facebook. Now he can go out and create a mailing list to invite his customers to a live webinar.

Brian thought that his customers were people who didn't spend much money, but discovered that they're actually big spenders, doing-well financially, donating, IRA spenders, married, college graduates, mostly middle-aged people who that are fluent in money just by getting his detailed data report.

Using this data, Brian targeted the perfect customer via direct mail to invite them to a webinar course.

Direct marketing is even more efficient now than ever because the majority of businesses have switched to online marketing. Dig deeper on your customer data to understand who your customers really are and mold to them. Change your offers to fit your customer demographic to be able to do more, for more. It is important to truly know your base so you can only go up in your business.

Resource: Epsilon- Total Source Plus

MIND YOUR
MANYCHAT

Result	45% Fewer Unsubscribes on ManyChat
Contributor	Clayton Keirns

How to Implement:

Clayton discovered a way to send out 3 messages a day without your audience hating it. Instead of just an unsubscribe button for ManyChat, Clayton now offers a flow that has 3 different options:

- Send less messages

- It was a mistake

- Remove me

Clayton figured out that his consumers are political junkies that want to consume content nonstop. He noticed on his ManyChat settings, there are Messenger Reviews that told him that multiple customers had accidentally unsubscribed.

Include an unsubscribe button so they don't block conversations. If you get good reviews and they are consistent, you will stay out of trouble with Facebook.

Clayton created an unsubscribed "flow" that asks customers if they are sure about unsubscribing. His results of the flow showed Clayton that 55% say remove me, 7% say it was a mistake, and 18% say to send them less messages as a whole.

This is great feedback for Clayton and his team to be able to understand their customer interests in notifications from ManyChat.

This is a great way to help you get 5-star ratings/reviews, staying out of trouble on Facebook and seeing 43% fewer subscribers. Don't assume everyone wants to unsubscribe! Some people accidently press the button and others just want less messages.

Resources: RecordIt

HIRE SMARTER

Result   Reduced Operational Costs by 20% by Implementing a New Hiring Process

Contributor   Andy Mackenson

How to Implement:

One of the greatest ways to increase profit is to reduce your expenses. Pamela wanted a great team, so she learned to focus on what is most important in finding that perfect team member.

Tips on your hiring process:

- Make sure your job description is exciting and appealing.

- Get clear on what you want as an employer: skills, personality, work ethic

- Have a test for core competency that has a quick turn-around rate.

- If the person doesn't seem to be a good fit to your team, eliminate them.

- The best employees often come through your existing network, but they should go through the evaluating process.

How to implement your hiring process:

5-minute unscheduled audio chat

It is better to call the candidate out of the blue to catch the person off guard. That way you are able to identify their phone skills and true communication skills. Get to know your candidate without preparation.

15-minute video interview

Create a checklist for the interview process that you can check off as you are interviewing them to get what YOU want.

Test (relevant to position being offered)

In-Person Interview

Review References

This is improved Pamela's team members but decreased her employee compensation operational expenses tremendously. This helped her by bringing better people onto to her team that she saw fit.

You want this process to be how you want sales to be for ideal clients. This is not a qualification, but a disqualification process. Make your job description amazing so that really awesome people apply, and you can disqualify them.

THE MYSTERY
FREE GIFT

Result	Generating $150k Every 3 Months, Consistently
Contributor	Craig Collins

How to Implement:

Craig sent 4-day email sequences every 3 months to his cacao bliss customers-- offering a mystery gift when they purchase a minimum of 3 bottles.

Mystery gift offers work so well for your clients.

Craig figured that the left-over merchandise that was sitting in the back of his warehouse could be used as special mystery giveaways for clients. He wanted to sell more of one item and wanted to sell it as a premium to existing customers.

If you purchase a minimum of 3 of X, then you will receive 3 mystery gifts!

By doing this, Craig generated over $150,000 in sales in just 4 days of the giveaway.

This is a one-time deal! You don't want to miss out!

Craig tested this giveaway twice within 2 quarters and was able to sell $150,000 each time. There is something about a mystery gift that will get more people to buy your product!

"CRAIG GENERATED OVER $150,000 IN SALES IN SALES IN JUST 4 DAYS OF THE GIVEAWAY"

CUSTOMIZATION
RULES

Result $100k Ad Spend Brought in $250k
                    Short-Term & $500k in LTV

Contributor   Samuel Cook

How to Implement:

Samuel started funnels through a story telling 13 to 20-minute documentary style video on Facebook. These videos will get you more attention, the best results, and produce the best sales. Samuel and his team have continuously researched and tested how long and what style of the video reaches his audience the best. Every time he has tested these videos, this result worked the best.

After his viewers watched his video, he gives them a personality quiz of 20 questions that identify which of the 4 different types of personalities his viewers might be. Of the 4 different personalities, Sam tries to sell his content to his main customer persona which is The Expert/Author/Consultant/Coach.

Once they found out what type of personality they were, they were then directed to a master class video that has a count-down timer attached to it. This limits your audience on how much content they can watch before the time is expired. Leaving them wanting to buy more of your product and leaving you with greater sales.

Example of Personas:

• An Expert/ Author / Consultant / Coach

• A Business Owner Selling Products, Services, or Software

• A Marketing Manager for a company

• A Marketing Consultant/ Agency Owner

Samuel Cook spent over $100,000 on customizable Facebook Ads that resulted in $250,000 revenue short-term and $500,000 in LTV.

Customizing your ad space can multiply your revenue coming in! Try selling your main consumer persona a personality test and give them free content for a limited time. Consider implementing customization based on your responses. This will give your current and new customers a boost to watch your content and buy your product!

Resources: JamesCookMedia.com

PAYPAL
PAYOUT

Result — Receiving $11k in Additional Sales in One Month

Contributor — Wesley Rocha

How to Implement:

Wesley added PayPal credit as a payment option for his customers.

PayPal has an option for credit. Once you get started, PayPal sends you a code that you can implement onto your page.

Wesley shared a video with his clients that explained how PayPal Credit can help them. He offered a "No Interest if paid in full in 6 months on purchases of $99 or more!" deal. This helped get his customers the special offer right then!

Wesley added this option to the bottom of his check out page for his customers to use and within a month of posting this option, his sales went up $11,919.

Consider offering PayPal credit to your customers!

"WITHIN A MONTH OF POSTING THIS OPTION, **HIS SALES WENT UP $11,919**"

Place Your Order Using the Order Button in the Chat Window
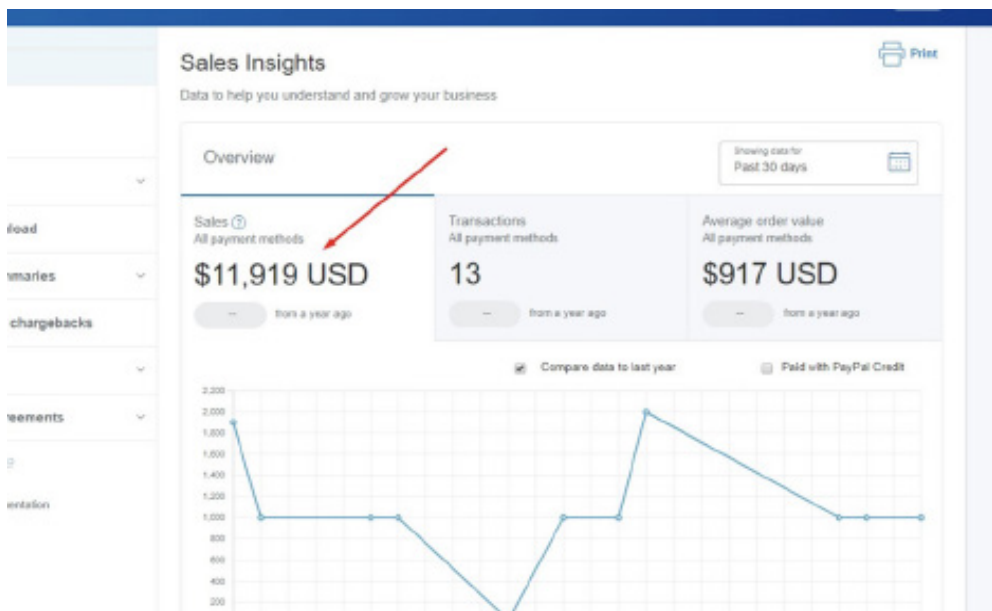
EVERYONE'S A WINNER

Result	Hundreds of Testimonials & Doubled our Tripwire Conversion Rate by Utilizing Giveaway & a Claim Your Offer for More Entries Option
Contributor	Brittany Lynch

How to Implement:

Brittany's customers have posted testimonials throughout social media of their most recent purchases generating traffic to her Facebook page. Her conversion rate went from 4% to 8% while doubling her revenue without spending a dime

Giveaway Method #1: Generate Tons of Testimonials

When someone buys one of Brittany's products, she ships out a postcard saying: "Post a picture with you and your most recent purchase for a chance to win MORE!" By doing this, hundreds of customers posted their testimonials of the products.

WIN $1000 OF YARN!
- To enter, just take a picture like this one with you and your yarn holding the MakerU pattern book.
- Email the photo to info@idealme.com Today with a sentence describing your reaction to everything you received in your MakerU welcome bag. We'll feature the picture, along with all our other Makers in our community.
- You'll receive 10 entries in the giveaway for $1000 of yarn.

Brittany also gave customers the opportunity to claim prizes through a comment feature on her Facebook page by submitting testimonials from her previous event.

Giveaway Method #2: Combining Giveaways & Tripwires: EVERYONE WINS

Brittany also found that it not only works for physical products, but digital as well. Brittany created an embedded tripwire to gain more traffic to her page. Each customer that entered received a "Free + Shipping" giveaway which generated tons of traffic for Brittany's business.

ULTIMATE
WRITER'S BLOCK

Result   Steal Your Competitor's Writers with Automation & Block Anyone from Doing It to You with This Tool

Contributor   Syed Balkhi

How to Implement:

You can screw over your competitors and you can assure they will not do the same for you. So, where do you go to find people who are familiar with your subject matter?

Word Press has released the API so you can now view who the author is on every site. With every writer being exposed, you are able to reach out to any writer you want to write your copy.

To ensure that your competitors are cannot do this to you, install the Disable Json API plug-in. Google "Disable Json API" and you will be able to block your competitors from stealing your great content writers.

Resources: wordpressexpose.com | wordpress.org/plugins/disable-json-api

6 FIGURE
STORYTELLING

Result $140k with 13 Instagram
                           Stories & $0 Ad Spend
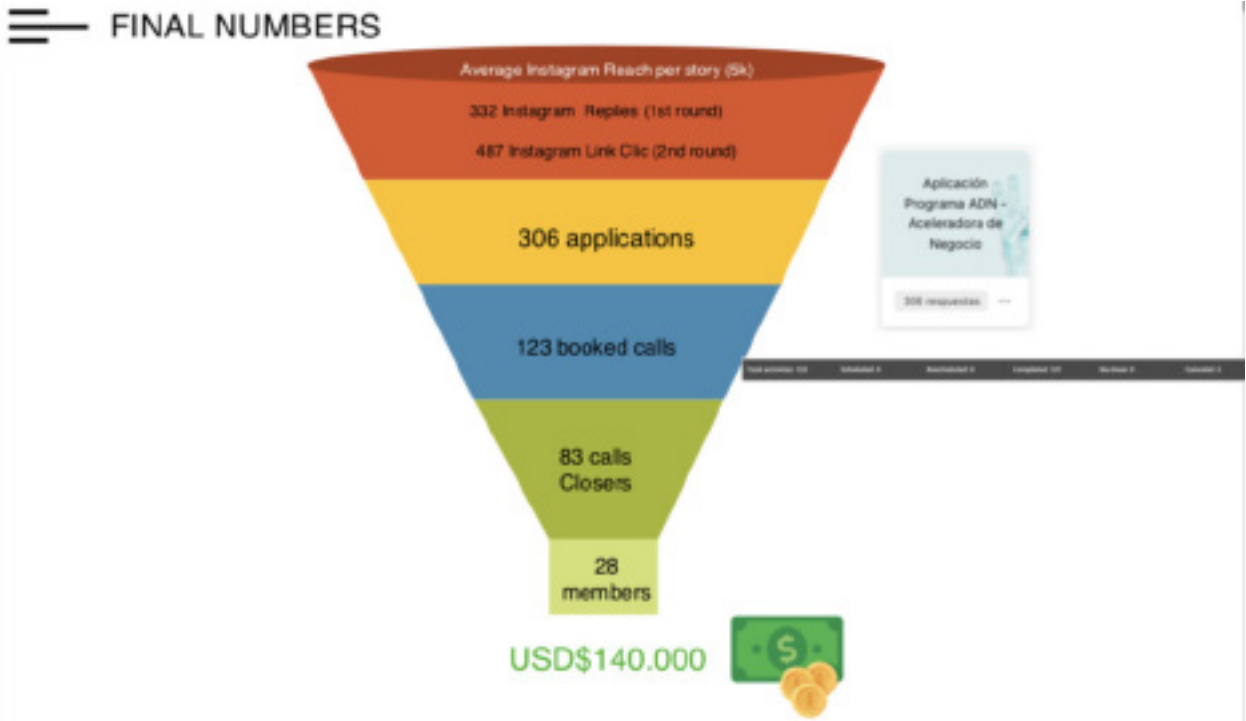
Contributor   Vilma Nunez

How to Implement:

Vilma and her team prepared a 12-week mentoring program called ADN (Digital Business Accelerator) for content creators. Though starting with a following of only 75k followers and an average of about 5k reach per story, she launched her program through Instagram stories.

She released 13 Instagram stories with video location nuggets and teaching tutorials that would convert her Instagram followers into a 5k mentoring membership.

Most of her audience replied to her Instagram stories with "Yes, I want to be in the program!" Vilma's clients would sell their "why" to be in her program by revealing what they need from her program to make their business successful.

INSTAGRAM STORIES PRETTY COOL QUALIFYING SYSTEM FOR SELLING A HIGH-TICKET SERVICE

FINAL NUMBERS

Average Instagram Reach per story (5k)

332 Instagram Replies (1st round)

487 Instagram Link Clic (2nd round)

306 applications

123 booked calls

83 calls Closers

28 members

USD$140.000

Aplicación Programa ADN – Aceleradora de Negocio

306 respuestas
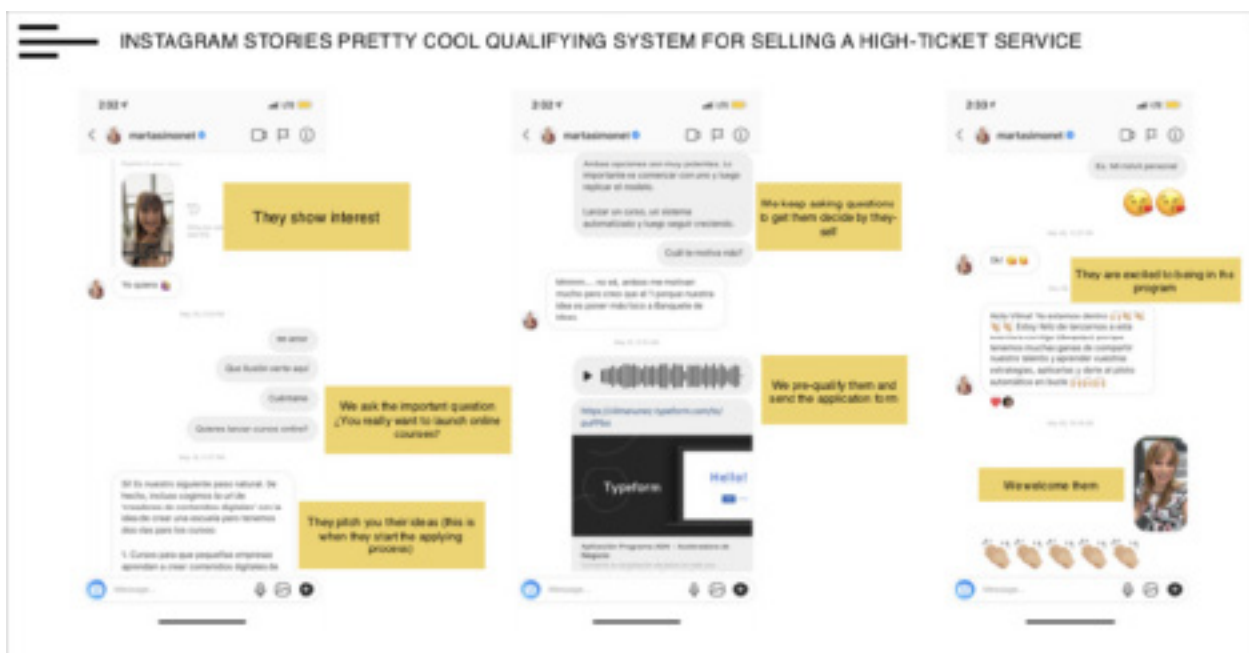
By sending voice and video messages to her clients, she received 2x as much interaction. Her video messages give closers that specify the client to notify Vilma when it is the day before the start of the program, so that she can send a story out boosting her program and demonstrating how excited she is about starting it with these new clients. This then boosted her program and gets more clientele inside her funnel before the program begins. By sending this one last Instagram story, she was able to receive hundreds of interested replies that then generated great conversion rates.

By Vilma's second round of stories, she was able to get just under 500 clicks just 5k reach average viewers! Her program received over 300 applications, 80 calls, and 28 members that generated $140,000 with $0 ad spend. Vilma was able to create a crazy high conversion rate while allocating a quantified value to her following.

"BY SENDING VOICE AND VIDEO MESSAGES TO HER CLIENTS, SHE RECEIVED 2X AS MUCH INTERACTION"

ME FIRST

Result	Consistent, Effortless Leads for Anything!
Contributor	Brad Weimert

How to Implement:

Instead of Signature with Ask at the Bottom, Invert It to the Top & People Think it's Part of the Email & Respond Routinely

Brad Weimert started adding short questions to the top of his email credentials and got 3X the response rate that he normally would if he would have inserted the same question at the bottom of the credentials.

If you move things to the top of your signature, the messages will constantly go out every time you send an email.

Brad mentioned a simple question above the signature line to catch some action.

It is not to make a sale nor to slip into a funnel, it is to start a conversation. By sending out small questions or statements that can constitute as a channel to get responses instead of crickets.

"IF YOU MOVE THINGS TO THE TOP OF YOUR SIGNATURE, **THE MESSAGES WILL CONSTANTLY GO OUT EVERY TIME YOU SEND AN EMAIL**"

TURN HATE
INTO PROFIT

Result Comparative Advertising Is Crushing It. Deeper Connections & Loyalty in Ads Have Resulted In 2X Clickthrough Rate + 20% Higher Conversions with less Impressions from "Positive" Ads We Ran Simultaneously

Contributor Philip Stutts

How to Implement:

Deeper connections and loyalty in ads have resulted in 2x clickthrough rate + 20% higher conversions with less impressions from "positive" ads we ran simultaneously

How can we turn hate into profit?

First, know your clients. It's important to know what your clients want and desire within your product, business, or whatever the circumstances may be.

Philip works in Political Marketing and is now integrating Corporate Marketing. In his industry, it is important to get to know his clientele and what exactly it is that they want to hear and what they care about in order to create good campaigns.

Philip has created a relationship with the greatest data collection group in America that now collects anything and everything he wants to know about his clients. From what his data collection services could assemble, he now knows what drives his voters, what they love, what's important to them, and so much more.

"IT'S IMPORTANT TO KNOW WHAT YOUR CLIENTS **WANT AND DESIRE WITHIN YOUR PRODUCT**"

From the data that they collected, about 50% of them are Vegan/ Vegetarian and hate soda. He was able to conform this from the 10 testing ads that his team made.

Philip was able to configurate that the highest performing ad that came back was the Vegan/ Vegetarian. He also configured that the negative ads outperformed the next best brand-positive ads by a huge margin!

The comparison ads (example: comparing mixing bottles to soda cans) generated more action and more conversions from customers while costing less. Philip saw nearly 2X higher clickthrough rates with 20% higher conversion rates all with 8% fewer impressions than any other ad they had sent out.

Philip is essentially comparing his product to the thing that he knows his clients hate. He is sending out comparison ad campaigns that is preforming every single time.

It is all about messaging, not offending your audience, understanding your data, and running a negative campaign.

I PROMISE IT'S NOT
A PITCH #TEXTMEBRO

Result	Turn Event Attendees into Prospects (With Full Customer Records)
Contributor	Rich Goldstein

How to Implement:

Rich Goldstein talks about how making personal connections with your audience will get them wanting more.

For Example:

"For more information about my message today, here is my number. Shoot me a text and I will send you a free copy of one of my books."

You want to treat your audience with a personal connection.

To add another leg to the connection is even adding a special gift in there. Sending a personal gift to top it off will get you more ideal customers that will the connections will last forever.

The big-ticket sales happen when you make those connections. Give out your personal phone number, email, etc. to make that next step a true connection with clients.

"MAKING PERSONAL CONNECTIONS WITH YOUR **AUDIENCE WILL GET THEM WANTING MORE**"

MO EVENTS MO MONIES

Result	$2MM in 6 Days
Contributor	David Bayer

How to Implement:

David Bayer sold a Digital Program that came with digital tickets to a live event a couple of years ago. His hypothesis was to have people show up with those tickets at the live event and then from there they would be offered the $25k digital program.

David's hypothesis ended up working, but it came with the liquidation of waiting for an entire year for the process to come into play.

During David's second year, he created a 6-month coaching program that was sold throughout the year. This drove them to the live event where they were offered the 6-month coaching program.

David then asked himself, how could he increase his customer life-time value that will make everything on the front end of his business a whole lot smoother? And how can he increase our revenue on a faster scale?

On the 3rd year, he included a 2-day live event with the 6-month coaching program. During the 2-day intensive event, he created value for the people who are in the coaching program since they receive the free 2-day intensive. But then they created 3 touch points throughout the course of the year to entice people into their once a year $25k program.

David was able to create value for the event attendees, the 2-day event and the annual event, and also accelerates the revenue bring in.

Ask yourself, 'what am I doing once a year that works really well?'

By asking yourself this question, you will be able to replicate this idea continuously in different ways that will get you the same result of generating more revenue and traffic in all areas.

JUST GIVE THEM THE FISH

Result   Added In extra $2MM in ARR

Contributor   Brittany Burns & John Carter

How to Implement:

Built a Continuity product we have trading program. Launched a mastery program based on one of John's small accounts that was a $6k account and tripled it over the course of 3 months.

They built a continuity program based on that trading class. That includes one live trading day a month and building a community around that class.

1. Join mastery class

2. Get one day of live trading

3. Get alerts on John's exits or entrees on trades

4. If no trades are happening, John continues to reach out to the Trading Community

They have launched the program 6 months ago and it is now a $2M Annual Reoccurring Revenue Product.

This class is to train people for the continuity program. He wants his clients to feel prepared for the program itself. His purpose was to have his class that they can now turn it into a $6k continuity while growing a community.

So, find out the reasons why people aren't buying the thing that you are selling and create a program that specifically addresses those things. Like David and Brittany did, they thought what people wanted was more of them, but in reality, the reason why they aren't buying the things that you are selling is because they cannot commit that much to you at the moment.

If you create a program or an offering that doesn't require that level of commitment, you will get all of the people who liked the idea that couldn't commit all at once, but now get the people who ready to make that small commitment first, then they are ready for the big commitment (the program) as the upsell.

EXTREME PRODUCT
DIFFERENTIATION

Result	Extra $158,400 Profit Per Year On 2 Small Changes to Create 1 New Product with Higher Margin
Contributor	Matt Buchel

How to Implement:

What can you do to get more margin?

Matt found how to create higher margin by finding out what his best seller items were, removing some things that would bring the value down and upselling them as separate entities on the side.

One of Matt's best-selling items is a food trailer that he had posted an ad for online. For the ad picture, he took some items out of the picture and ended up upselling the sale with those non-included items later in which ultimately gave him a total profit cost of $17,290. The customer doesn't think they get all these extra items inside, but really, they do. With this strategy, Matt was able to sell more and make more per unit.

Less = More

- Best seller = $33450 Maxi
- Wanted more margin
- Took out a couple of components
- Moved to not as good physical location
- Added in instant upsell $1600
- Took price to $35,900
- Costs to me $17800
- Total profit = $17290

Less = More

- New Best seller = $33490 Maxi elite
- Same trailer as maxi
- Put in better location
- Added in parts total cost of $1000
- Took price to $30,900
- Costs to me $18,800
- Total profit = $21,100 per unit
- Extra $3,300 per unit

There is always something that you sell that is not always valued by the customers, but the best way to generate extra margin is to actually remove those things and upsell them as their own items. The customers will see that these items have value to them because you have now applied value to those items.

THIS MEETING WILL ACTUALLY
MAKE YOU MONEY

Result	Made Law Firm Largest Estate Planning Firm in CA; Eliminated Competition (Really)
Contributor	John M. Preston

How to Implement:

The sale has nothing to do with the product.

If you have a product or a method that works for you and your clients, stay loyal to it. There are 3 principles that truly break the ice when attempting to boost your conversion rates:

1. Attract: How do you attract?

Copy, improve and advertise is what will get them attracted to you.

John found this by reviewing his clients' trusts and give them free legal advice on what the trust says. John attracts his clients by sitting down to explain and teach his clients the key elements, rather than sending them off to figure it out and missing those potholes.

2. Present: How do you present this information?

Figure out your mission statement for your business. Figure out what works best for you and your business to help your clients to maintain that ROI. John's mission statement is "We Fix Trust". So, he asks, "Why is my trust broken?" and "Why are you the only one fixing it?"

3. Convert: How we you convert?

John wants to be the best in his industry (don't we all?). But he has a stern belief that if he isn't the best, he will start over. Each client leaves happier and busier than ever before. Every Monday morning John and his team have a weekly meeting that involves these 3 questions: How do we attract? How can we present this? Now, how do we convert?

It is important to know that if you have the ability to ask the right questions that work, continue to ask those questions over and over again. This generates more leads and also more return. John has been able to convert client after client after client, just by using these 3 principles. John stands strong with his method as long as it is legal, ethical, and moral.

Example

1) ATTRACT	SUSPECTS	(CIA)
2) PRESENT	PROSPECTS	(REPEATABLE)
3) CONVERT	CLIENTS	(PARAMEDIC)

AVATAR
SMAVATAR

Result	Took Client Who Was Never Successful with Cold FB Ads to Profitability in 2 Months by Leveraging User Generated Content
Contributor	Josh Eberly

How to Implement:

Josh came across a client who has an interesting question: How do we market our product to multiple avatars?

Every business and business owners think that they know the avatars they are selling to. Well, to answer the statement, no. Most people do not know WHO they are selling to entirely.

John sat down with this client to figure out who each avatar really is and break it down into micro-avatars to find out where are the profit centers are in their business.

Throughout this process John focused on 2 things:

1. Approach a market that you can target who is interested in your produt.

2. Create your ads based on the testimonials you receive. It will generate more clicks on your landing page.

You can get the user-generated content by running a FB ad that will promote your giveaway or event by asking for a photo.

"Generate a photo using my product. Tell me what you love about my product and why."

This requires engagement and will generate interaction on your ad. And since FB is based on an algorithm, when FB notices you are getting more engagement, your ad will go farther through the organic process.

> "WHEN FB NOTICES YOU ARE GETTING MORE ENGAGEMENT, YOUR AD WILL GO FARTHER THROUGH THE ORGANIC PROCESS"

OLD AD COPY

CURRENT AD COPY 1

CURRENT AD COPY 2

CURRENT FB AD ACCOUNT

DO IT FOR THE GRAM

Result	Used Instagram in a Unique Way by Turning It Into a Free CRM for Follow Ups & Conversation Starter
Contributor	Brandon Breshears

How to Implement:

Brandon started using Instagram stories as a way to give out quizzes and specials to his market for interaction.

Whether it's a high-end niche market or a low-end market, you can post on Instagram about your product. From there you can generate an Instagram quiz to get a list of people who can answer the quiz as an interest in your product. Then with each reply, you can copy and paste the promo code URL into the product page, so the product purchase is next in line.

"WHETHER IT'S A HIGH-END NICHE MARKET OR A LOW-END MARKET, **YOU CAN POST ON INSTAGRAM ABOUT YOUR PRODUCT**"

I'VE GOT FRIENDS
IN [MO] PLACES

Result	Get Celebrities & Influences to Shoot Testimonials and Use On Social Channels at an Insanely Low Rate
Contributor	Liran Hirschkorn

How to Implement:

Liran found a way to get celebrities and influencers to share testimonials and use them on social media platforms at an insanely low rate.

What better way to scale your brand name or product idea than to have a celebrity promote it publicly? Liran learned that he could get celebrities and influencers to talk about his company services as video testimonials on Cameo.com for ad campaigns on social media.

Nowadays, celebrities will do just about anything for a pocket full of cash. Liran acquired this great tool to reach his audience that has an interest in celebrities who happen to be advertising his product. It not only grabbed his audiences' attention, but he was able to do all of it for a reasonably low rate.
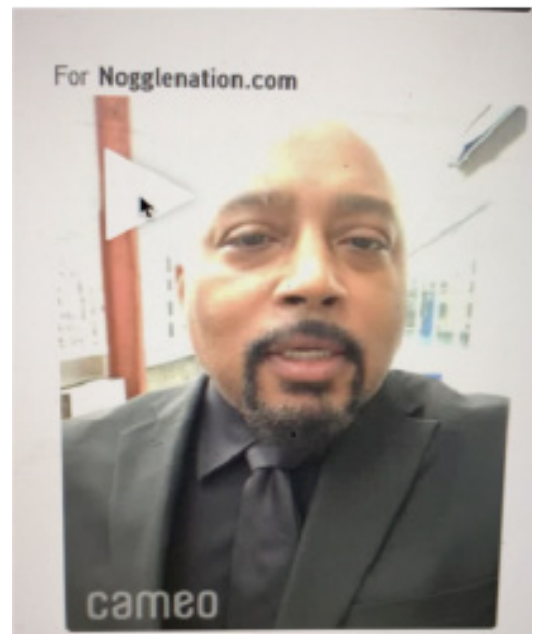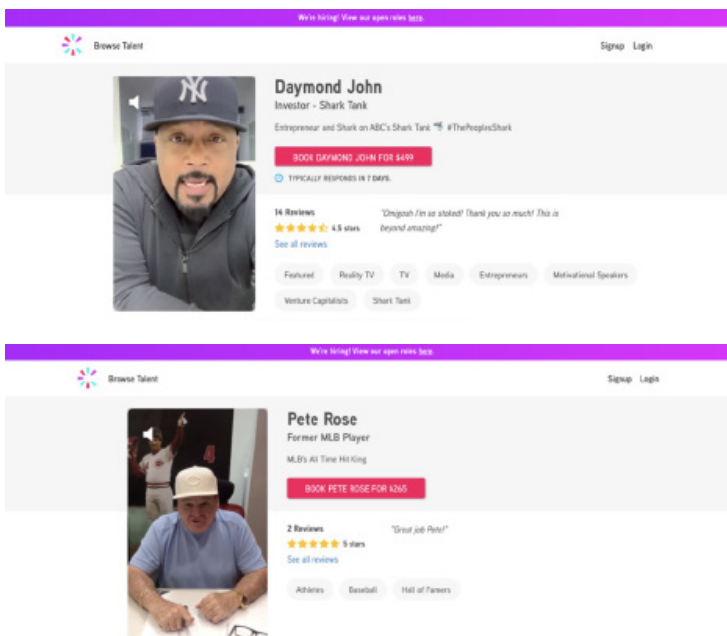
FAKE BESTIES
REAL BENJAMINS

|	
Result	Reduced Churn ~20% Immediately Using a Simple Value Add on Instagram
Contributor	Ken Brickely

How to Implement:

Membership subscriptions, Instagram Stories (Public or Close Friends)

You can add your paying members on the "Close Friends" tab on Instagram Stories to produce better content for this group of customers. This makes the members feel really special and personal to you considering it is a place that no one can get anywhere else.

CLOSE FRIENDS PT. 1
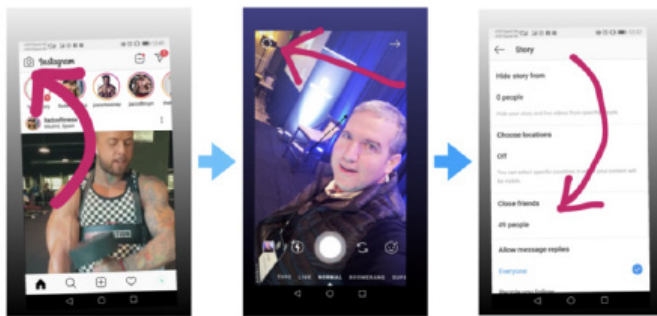
CLOSE FRIENDS PT. 2
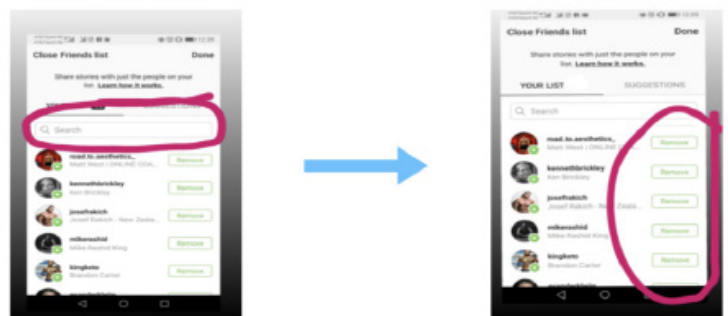
You can also add and remove your members as needed. (i.e. people who want to cancel their membership)

You can produce content on your public story with this:

"I usually only share this piece of content on my 'Close Friends' list (our paid subscribers list), but I am going to show you to let you in on THIS"

Then you get feedback like this:

"Ken, that was GREAT content!! How do I get on your 'Close Friends' List?

This produces churn almost 30% and see changes in conversion rates as well.

THE STAGE
MASTER 5,000

Result   Bolstered Speaking Gigs with One Short Video

Contributor   Dennis Yu

How to Implement:

Dennis Yu asked Uncle G to produce a video that best demonstrates a "Best One Minute Tip". To summarize the video, you have to get people's attention. Throughout the video, Uncle G randomly yells, switches the camera motion, changes the subject quickly, shows his daughter, shows his plate of fruit to the camera, etc. All to get the audience's attention.

Now Dennis' question is: is it Evil or Genius to have this celebrity produce a video instead of Dennis, himself produce the content?

Dennis used this video with the use of vertical video (from cameo.com) and uploaded it to his public figure page instead of his profile.

Essentially you can continue to remarket the video to different audiences and stack the assets over and over again to market into other channels as well.

This prompted tons of feedback and conversion rates for his product. Dennis has also booked 3 keynotes ($20,000 each) in just 2 months.

So, by leveraging a celebrity, you can now promote your live event ad, you can now send out videos to anchor your brand.

"THIS PROMPTED TONS OF FEEDBACK AND **CONVERSION RATES FOR HIS PRODUCT**"

DOING THE GOOGLE
THING RIGHT

Result   Leveraging Google IA Across
Your Entire Funnel

Contributor   Dmitriy Smirnov

How to Implement:

If you use automated strategies, ad campaigns Google ad campaigns and most people are optimizing to an email submit. Google sends out (especially if you use the automated strategies) email leads. Google thinks they did their job, so they stop. Between the lead and the high ticketed sale item, Google doesn't care or respond to it even after you tell them to optimize your email leads.

Example:

You have a $2.5k ticket item (i.e. event or digital product) that you want to sell. You will never be able to optimize it straight from Google. You will not have enough data to know if any placements of leads are good enough.

So, from the email lead to email opened to the webinar view, and now the point of sale, Dave figured out that you need to run the regression analysis to calculate the correlation between the other metrics and the sale. Since each of them will have a different correlation with the sale, you can assign each metric of value. By doing this, you can use ROAS to hack the Google system.

In Google ads, you set up multiple conversions and assign different values into each conversion. Instead of assigning the $2.5k item in dollars, you can assign it a number or any value you choose. Save yourself the time and money, have Google optimize the qualified leads (everything) instead of just an email lead.

"IN GOOGLE ADS, YOU SET UP MULTIPLE **CONVERSIONS AND ASSIGN DIFFERENT VALUES INTO EACH CONVERSION"**

"CAN YOU HEAR ME NOW?"

Result	Added Massive Revenue, 100's of New Clients & Improved Sales Team with 1 Process + 1 Tool
Contributor	Dave Conklin

How to Implement:

Tool Dave and his team built a tool that you can use on your landing page.

Step 1: Email List of some kind that contains the name, phone number, and an email of your people.

Step 2: (CEOKnow.com) you will send out an email that provides a link that has information about the client's company.

Within the CEOKnow.com link, there is a URL Variable that contains the clients name, number, and email address (from database: discover.com). When they receive the email, click on the link, they get directed to your website. Once they land on your site, Dave can use Clicky.com analytics to send an alert to Dave's sales guys. This gives live alerts to people to let them know they are on your site.

Example:

I send Jane Doe an email. Jane Doe clicks on my website URL within the email.

My team gets an email, while Jane is on my site, that says:

"Jane Doe is on your website right now. Her number is XXX-XXX-XXXX. Her email is janedoe@gmail.com"

From there, we call Jane Doe:

"Hey Jane! We noticed you were on our site by looking at this report that we created for you."

Jane Doe comes back:

"That's so freaky... Okay, I'll buy."

EXAMPLE 1

EXAMPLE 2

EXAMPLE 3

We also call them because the phone number is in the url variable which clicky tells you (which freaks them out) while they are on the site.

This is incredibly high touch and successful.
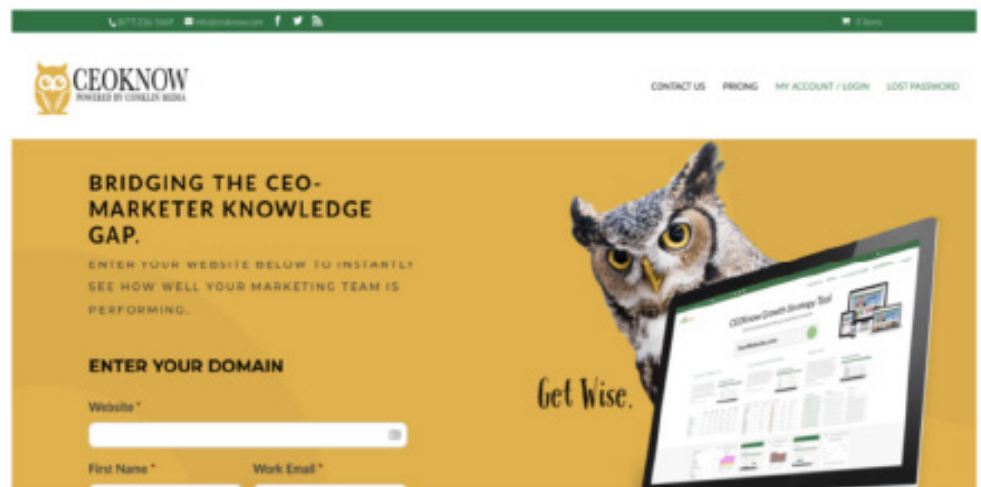
Resource: Clicky.com - live alerts | CEOknow.com

SUPER SECRETIVE
MEDIA MONEYMAKER

Result Published 3 Articles for Our Startup on TechCrunch.com for Less Than $150 & Secured VC Funding

Contributor Stephen Esketzis

How to Implement:

Stephen wanted his company to make it up to the top tier of media publications, "media jack".

It is super hard to get straight to the top. Usually you need connections, or you have to pay an extensive amount of money for it. So, how do you get to the top tier without needing those things? Well, Stephen found a way to growth hack this process.

Essentially there are 3 tiers: Tier 1 | Tier 2 | Tier 3

Step 1: find a low-level blog

Step 2: Send the blog a great press release with a great hook

Step 3: becoming a dominating article on the lower-level blogs. Become the #1 article on the lower tiered communities/sites.

Step 4: send people up to the high publications to give good traffic to your lower tiered articles to bring them up through the ranks. Don't bring bot traffic, send social traffic. Make it go viral. (use microworkers.com or facebook.com)

Step 5: now leverage your lower tiered publications to your tier 2 publications

Step 6: outreach email to a journalist that has been featured or had an article on tier 2 so that the higher publications see the credibility. Ask them to repost your article in that space to get your name out there.

Step 7: From here, repeat the traffic and ranking process. (social traffic; pushing with paid ads)

Step 8: Once you get to your numbers, you need to reach out to the Tier Crunchers (before reaching out, make sure your assets are on point—your portfolio looks fabulous).

Step 9: they will look through the ranks, look at your credibility, now will feature you on a top tier community.

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.