

# GOATED Marketing Call w/Damien (Autism, Baller Fades, and Cheeky Banter) - May 20

[VIEW RECORDING - 60 mins \(No highlights\)](#)

[@0:00](#) - Josh Drylie

I don't I've been with it.

[@0:04](#) - Damien Clark

Are you routing through OBS or no? No. I route through OBS in a virtual camera, so I don't know.

I don't know. Okay, whatever. So anyways, Josh, what do you got? What's on your mind?

[@0:20](#) - Josh Drylie

Anything you got? What did say? Was there anything particular today on your mind?

[@0:26](#) - Damien Clark

Anything particular on my mind?

[@0:29](#) - Josh Drylie

Ads are still tricky. I'm hitting a record month this month from upsells in LTV, which is epic. But I haven't closed a single deal in the 20 days of this month from ads, which is frustrating.

So record month, no sales from ads. It's bittersweet. Right now, I'm going profile visit. Profile visit is what got me to where I'm at right now, and then it just kind of halted.

And then I went in some circles and then came. I back to profile visit and then I was just getting the worst leads.

So now I just pivoted to DM rather than profile visit, like follow campaign, going to DM. And I'm booking more calls right now as of two to three days ago.

Remind me your niche again. Cash medical practices. Cash medical practices.

[@1:24](#) - **Damien Clark**

Yeah, that's oddly specific. Okay. I don't know if you ripped the TAM research at all, like how big the TAM is with perplexity or anything like that.

I did a few calls ago when you told me to, and I can't remember what.

[@1:38](#) - **Josh Drylie**

I want to say it was like, what would I prompt perplexity for that?

[@1:43](#) - **Damien Clark**

Well, if my total addressable market or ICP is this, so cash, whatever, medical people that you said, what is the TAM?

and it should be able to give you an approximate by applying research.

[@1:57](#) - **Josh Drylie**

So there you go.

[@1:59](#) - **Damien Clark**

Um. That'd be cool to know. And then, so how long have been running the DM stuff for?

[@2:04](#) - **Josh Drylie**

I think I started on Monday. Yeah, Monday. Or it was Monday or Sunday. Okay.

[@2:12](#) - **Damien Clark**

How's that going?

[@2:14](#) - **Josh Drylie**

I've booked two calls so far, which is more than I booked from the last two weeks with the profile visit funnel.

So it was like a little bit better, but that was just like, that was in the first 24 hours.

And then I don't think I've booked a call since. What's the cost per call? I can tell you here in 15 seconds.

Easy money.

[@2:36](#) - **Damien Clark**

Yeah, I'm top of funnel.

[@2:38](#) - **Josh Drylie**

Today is the 20th. 80, 83 bucks. Okay. Those were intro calls. Three odd calls.

[@2:49](#) - **Damien Clark**

Yeah, it can be a little high, but it's all relative to obviously who's showing up and are you going to be able to close them pretty well.

So I was like at 300.

[@2:58](#) - **Josh Drylie**

I couldn't get below 300. I'm doing a BSL funnel. So, other than that.

[@3:03](#) - **Damien Clark**

Have you had any actually show? Have like the scheduled time passed yet from the two? Yeah, both of them passed.

[@3:09](#) - **Josh Drylie**

One of them I think is going to close here in a couple days. The other one, I still have a next step.

Like I have my closing call scheduled to them. So, we'll see.

[@3:19](#) - **Damien Clark**

Well, I mean, the brain rat easy answer is, hey, let's see how this cooks. And if it does well, increase spend.

I feel like that's the biggest thing most business owners are scared of, but especially agencies for some reason. Like they're just scared of scaling their own ad spend, which is kind of funny because it's like paradoxical because you're usually going to ask your own clients to spend more of their own money.

So, it's like if you can actually do that, then you're going to have a better time convincing other people to do it, right?

Right. But, I mean, that cost per call seems okay. And if you're already about to close one or two, I mean, what, that's \$160-ish you spent then?

Yeah. \$160 per CAC, if you close one, I mean, is fire. So, I would just rip the out of that.

You know what I'm saying? You were going to find, though, no matter what. Obviously, I know this is not even on your mind yet, but as soon as you get to like 200 to 500 a day with DM funnels, it's going be pretty hard to maintain until you start building like an actual almost like setter army.

You can use stuff like Mochi or AI as well to do more of the DM setting, but it's even like a next level of kind of advanced to set up.

[@4:24](#) - **Josh Drylie**

I got to about 300 a day with the profile visit funnel with setter army, and then things just absolutely plateaued.

So I'm that's probably where I'll get to capped on the DM funnel here again. Yeah, exactly.

[@4:40](#) - **Damien Clark**

I definitely want to know more about your VSL, and I know we've talked about this before. I'd be curious why it flopped, because that by far is going to be the easiest funnel for you to get right to have consistency.

So it's like VSL funnels for every single niche ever work. So the real thing you have to figure out is how can you make it work for you, right?

That's the biggest thing. Don't think that VSL funnels don't work. It's only this secret Gooner profile visit, trust-building thing.

That can work, obviously, but VSL is going to be so much more scalable, especially if you ever want even a sales team to be able to push forward.

DMs are okay, but did you get the TAM number, by the way? Perplexity is being absolutely autistic right now, which is probably my fault.

[@5:26](#) - **Josh Drylie**

I'm the autistic one with a bad problem. What's your, how would you describe your niche again?

[@5:31](#) - **Damien Clark**

Their cash-based medical? Cash pay medical practices.

[@5:36](#) - **Josh Drylie**

Okay. They tried to tell me how big their TAM was, and now it's telling me market cap of how much money the industry is worth.

It won't tell me how many people. Okay. Let me get the robots to crawl the internet's real quick.

[@5:57](#) - **Damien Clark**

Okay. I'll cook on that, and we can loop back around, but... Yeah. mean, if your metrics hold for DM funnels, keep ripping that.

But then we should really deeper question, more longer term question, is see why your VSL stuff didn't run. So we could probably wrap up to that.

But Mr. Tyler, my boy, what's up?

[@6:15](#) - **Sam Makhoul**

Yeah. Yes, sir.

[@6:17](#) - **Tyler Bains**

So I got a little autistic in the last time I was on the call. So I missed the last call before that.

So I went through all my winners. I actually watched one of your videos. I think you had like how to call it like the tiering system.

So I went through, tiered them, found that they're all like product or solution aware, right? Like there's one that's most aware.

And it's probably more solution than anything else. And all the different lead types. It's basically two lead types that work well.

My question is, is like, would you continue to do that? I have a couple, but I don't want to like take up the whole time.

Would you continue to just go all in on that? Like, what is your split typically? Is it like 70, 20, 10?

Like, I'm not sure if you mentioned that. I've heard that before.

[@7:01](#) - **Damien Clark**

So if I had to give you a basic overview, because the real answer is it depends, says everything else, right?

But generally speaking, if you find something that's actually working and scaling, because in that video, too, I talk about not only win rate, but can it sustain a decent amount of spend as well, right?

So the tiering, right? So the higher tiers, which are the ones that sustain more spend, which I assume is what you're talking about.

We only have two that are like tier three, is what I put.

#### [@7:25](#) - Tyler Bains

And tier three is 25 qualified calls. Okay, cool.

#### [@7:29](#) - Damien Clark

Yeah, I would iterate the out of that messaging as much as possible, because it's like you really want to find a general concept between your message and how you communicate your message that wins.

And it's the name of the game to get the volume you need to scale is like iterating a ton, like 70% of your ads.

If you have things to iterate off of should be iterations of some kind. So whether it's like, I don't if I talked about in that video, but I do in the next video or two that's coming out, like exactly the difference.

Ways you should iterate like in order that is like, do this immediately versus like, okay, now you're getting to like the realm of almost net new.

So there's like five or six different things you can do to just rip a winning ad as soon as you get it to expand its life a lot.

And so if we can do that, it's like, cool, this messaging clearly resonates. But now the rest of your spin or creative, you know, brain, let's say 30%, just for ease of math, right, is going to go towards new ideas, generally speaking, because then you want to find another one of those pillars.

Because it's all about fishing for those pillars. Because as soon as you get a really good breakout winner, then you just want to, again, iterate the crap out of it.

And eventually, in your account, you might have four or five of those pillars that have like 20 to 30 ads each.

There you go. That's how you have a crap ton of ads in your thing and you're scaling.

[@8:48](#) - **Tyler Bains**

So yeah, and just question around that is we're talking about like testing budget versus scaling budget, right? I'm only spending like right now as I with that.

I think I told you last time, only spending like \$600, \$700 a day. And I want to scale it further, but half of our budget is going to testing right now.

And I'm just scared to allocate it towards the scaling campaign because the scaling campaign has not had new creative for three, four months.

And so it's terrible right now. And now we're starting to get a couple of concepts. Like we have two more winners that we've thrown in there.

But when I get to that point, like what do you typically spend towards different areas? Because I also don't want to not spend enough to test ideas out, that makes sense.

[@9:33](#) - **Damien Clark**

So typically speaking, if the account is new or I'm like desperately trying to farm winners, I don't care about a split between scaler versus testing.

I will like rip testing as much as I aggressively can. If I have a really good scaler, then obviously I'm not going to just like turn it off or de-scale it or anything.

But if it's the context of, hey, my scaler is kind of wibbly, like I don't have anything good cooking right now, I'm going to cook as hard as I can on testing.

So I'm going to be like 80%, 90%. Okay. That cleared it up then.

[@10:03](#) - **Tyler Bains**

Yeah, exactly.

[@10:05](#) - **Damien Clark**

But as soon as I have something with stability, I flip that pretty hard. Then I want to get 60% at least in my scaler up to 80% and the rest is for testing.

But it's more so about what spend level you're at and what is the status of your account that that percentage changes.

Because if you try to do 80-20 off the rip and you're spending like 600 bucks a day, you have like 5 cents to test your stuff, right?

Yeah, exactly.

[@10:29](#) - **Tyler Bains**

Not going to really be helpful.

[@10:30](#) - **Damien Clark**

So you need enough money to be able to push the spend and get data fast enough to be able to push and test, whatever.

Right. So does that make a little more sense?

[@10:39](#) - **Tyler Bains**

Yeah, makes sense. Cool. It's cool. Literally just asking about in your testers, because I'm not sure if you went through this in your video, is do you have image and video in like different net concepts and within the same testers ad set?

Or would you go just like one concept per ad set? One concept concept per ad set?

[@11:00](#) - **Damien Clark**

I try to, especially in testing, not mix images and videos because Meta is always, even Google is going to, well, it depends on the placement, but most people don't run Google Images.

So on Meta, in general, images are always going to get much of the spend because they're to have a lower CPM and they're just going be pushed by Meta like every single time.

So you're almost going to always see an image or two at the top compared to your videos because it's trying to get the lowest cost thing.

It thinks the lowest cost is by having the lowest CPMs. That's just how the algorithm is training itself, right?

But as we all know, okay, if you're optimizing for lead, cool, you're just going to get the cheapest cost for lead, but it doesn't always directly correlate to back-end closes, right?

And so that's why I don't like to let Meta just purely bias off of that, especially if I'm not optimizing or I'm at a place where I can optimize for purchases, even for like a call funnel, like you can do that, right?

And so in that case, I split it up so then I can really track the efficacy of cool. Cool.

Videos might be more expensive from a cost-per-lead, CPM standpoint, whatever, but they're more pre-framed. There's way more I can do in a video versus communicating one flat image, and so it's good to separate it out.

That's for testing specifically. For scaling, it gets to a point where, hey, if this thing was actually tested and is getting me good downstream metrics, like good qualified apps, qualified cost-per-call, closes, clients, then don't.

I will chuck it in my scaler, and I don't care if they mingle as much because it's already been proven, and it's bringing in who I want it to bring in, right?

So scaler, I'm less lax. Creative, I'm way more strict on separating them. Sounds good. Thank you.

[@12:43](#) - **Tyler Bains**

Dope. Mr.

[@12:45](#) - **Damien Clark**

Sky, what do we got?

[@12:46](#) - **Sky Tan**

Mr. Damien, so I literally just found out you have a YouTube channel because Tyler was talking about your videos.

searched it up, so let me know if this is going to be the answer. Like, it's in the video. can take a look there.

But I was actually pretty interested if we can go into a little bit more depth in terms of how you test, like, how

I know, like, if I remember correctly, did you have, like, specific components per script slash video creative? And how do you, like, plug and play and how do you test within the format, if that makes sense?

Okay.

#### [@13:16](#) - **Damien Clark**

It will get answered in a couple videos because that's a deep thing I could talk about. In general, are you basically asking how do you think about ad creative, basically, and the blocks of it?

Or, like, what did you ask specifically?

#### [@13:30](#) - **Sky Tan**

I guess, like, the biggest, I guess the reason why I'm trying to ask about this is because I saw a lot of, like, since the first call, saw a lot of similarities between just paid and organic.

So I'm trying to figure out, because no one's really done it for organic, per se, or, like, not that enough.

So I think it would be really interesting to take the same principles from paid and then apply it to organic and then run, like, very similar, like, testing.

That's what I'm doing. Yeah. So I'll have a couple videos that go deeper into it.

#### [@13:54](#) - **Damien Clark**

The biggest thing that you need to think about, obviously, from a copywriting perspective, is who is your ICP? Where they want

What are their problems? What are their pains? Yada, yada. And if that's newer to you, I can talk a lot more about the beginner stages of getting good at copywriting.

But if you're already like, cool, I pretty much understand most of that, yo, breakthrough advertising, let's go, right? If you understand that basic, then it's really now strategic.

How do you rotate messaging either with organic or your ads to the different awareness levels, basically, that is broken down in that book that Mr.

Josh pointed, right? And so really, you're going to have two categories of content or ads, which is you're going to be your problem aware slash unaware focus segment.

You kind of talk to people in those segments the same, because obviously, if they're unaware, usually don't start with this, but you can do that when you scale eventually is like hitting them with a story, then ensuring the problem, ensuring your solution, and then pushing it to the CTA, generally speaking, right?

For more solution aware or product aware or focused ads, it's like, yo, here's my thing. You want it? Go click on it, right?

And so you're going to have that. Like a very basic overview of like the two big blocks that you're going to have.

And you want to be able to rotate between both. Solution aware, Sal category, you're going to be able to get better results and hit them usually faster.

You just don't have as much scale because there's not as many people that are solution aware. For problem aware slash unaware, they're harder to write.

You're going to have a lower win rate technically, but you're to have higher scalability. So you kind of want to balance between both of those things.

And then when it comes to, okay, cool. That's like the macro messaging, the actual templatization of what to write in each ad.

There's like a million ways to do that. And I can break it down in a video that I could send to you.

That works.

[@15:43](#) - Sky Tan

Yeah, that would be amazing. I think I'd be curious to hear. As you're saying, you're breaking into unaware slash problem aware.

So that's like you're leading with a story first or like some sort of like lead that's interesting to them.

And a solution product is like more for like... Obviously, they're warmer. They don't understand what's going on. I know you shared something last time.

was like the six types of leads. But after the hook or the lead, what are the components after that, Calvin?

For ads, it's literally your lead, your body, CTA.

[@16:22](#) - **Damien Clark**

Okay, cool. But then it's like, cool, what are the micro components of my body? What are the micro components of my lead?

What are the micro components of my CTA? That's when it can get really autistic, basically, depending on what you want to do.

Yeah.

[@16:38](#) - **Sky Tan**

I wanted to bounce off that real quick. I know Tyler has a question, so maybe I'll ask it later.

Or should I just ask it? Momentum. Go ahead. You can go, Sky. So how do you typically think about like, obviously, there's like, I understand the intricacies of it, but is there like a standardized way that you're thinking about?

What's the first principles? What are you trying to optimize for? Optimize for which part?

[@17:05](#) - **Damien Clark**

For the body. Sorry, I saw that here. Yeah, for the body, it's basically, literally, purely based off what the lead is.

And most of the time, it's just a bridge to your CTA. So like your lead is usually going to be the, it's like your hook, but longer.

It's like, what belief are you really pushing on in general? What type of lead, right? And then your body is just a bridge between that and your CTA.

So it's like, cool. I talk about this concept to my lead on my body. I'm just saying, cool. So that is relevant to you because I have this thing, by the way, that's a cool training yard or whatever, you know, that I have.

And you can access it by CTA, right? So it's really just a bridge between the lead and the CTA.

The lead is like all the thinking work. You know what I'm saying? Okay, gotcha. Yeah, sorry. I got distracted.

[@17:55](#) - **Sky Tan**

Where is that? You're good, bro. Poker face, bro.

[@17:57](#) - **Damien Clark**

Poise, bro. There you go. Very good. All right. Mr. Tyler, what do you got? Yeah, I have a question about the VSL.

[@18:06](#) - **Tyler Bains**

I know Josh was going through it. When you're looking at a VSL, what are success metrics you're looking at?

We've been running a VSL funnel for like two years. We've been testing out. I just got some new VSL hooks because I think our hook rate is , but I don't know what a good hook rate is on a VSL.

So I'm kind of curious what you think there. But yeah, what metrics would be looking at and how do you optimize a VSL funnel better?

For sure. So are you sending straight to the VSL? Yeah, I'm not doing an opt-in. Okay.

[@18:36](#) - **Damien Clark**

So typically speaking, I assume also you have an app on your VSL? We're doing iClose, just straight to iCloseCal.

[@18:43](#) - **Tyler Bains**

Do you ask any questions in your iClose before?

[@18:46](#) - **Damien Clark**

Yeah, of course. What do you ask besides contact info?

[@18:50](#) - **Tyler Bains**

I will tell you right now. It's business name, their website, Facebook page, Instagram. just found that worked really well for a qualifier.

Revenue level. Yeah. And then, yeah, just like a confirmation one that we could take off, which is like, you understand it's Google Meet, right?

But then, of course, like first name, last name, phone number, email. Okay. And is there a qualified or unqualified or just whatever they put doesn't matter?

Yeah, we have unqualified for sub 10K and then we have different routing. So Jen's in here. She takes like the less qualified ones.

I take the more qualified ones. Okay, cool.

[@19:23](#) - **Damien Clark**

So generally speaking, you want to have at least 2% up to usually 5% of people that land on the page.

I actually fill out the app, period. So I don't know where you're at with that, but that's typically what I'll see for that range for B2B, right?

From there, if you want to look at more granular metrics for like the VSL engagement, typically speaking, I want to have at least the 50% play rate.

So people that land and actually click play at least, if not more. Then what I'd like to see, generally speaking, is it's more about what your engagement graph looks like.

Like you're usually going to have a spike, obviously, in the very beginning, and then it kind of tapers down.

Logarithmically, basically, right? Pull it up.

[@20:03](#) - **Tyler Bains**

You're to pull it up? I got the Vitalytics in front of me, if you want me to. Yeah, that's it.

All right, sweet. Here we go. Okay, let me share my screen. Am I allowed to share my screen? I it's a power method to me.

say yes.

[@20:19](#) - **Damien Clark**

I'm just a little boy in Curtis's world, so I don't know. Yeah, here we go.

[@20:25](#) - **Tyler Bains**

We did stats. I think this is it. Here we go. So I'll do all time. Let go from here to here.

Let's see. Here we are.

[@20:38](#) - **Damien Clark**

Okay. So already that seems pretty healthy. I'm looking at the blue one. The blue one, it should be like big spike and then slowly kind of trailing off to the end, right?

And so if I saw big divots in any certain area, then it's like, okay, well, clearly you said some that pissed people off in this area or just like totally was incongruous.

or something was wrong with that, where it's like, okay, you need to fall off. But it's a pretty steady curve down.

The other metric that I look at here is by the time you're actually pitching, whatever it is you're pitching, like your CTA to book a call, typically you want about 20%, if you can, of your audience to be retained by then.

But I see that it's not the case, eh? That is not the case.

[@21:20](#) - **Tyler Bains**

Like 5% of the CTA.

[@21:23](#) - **Damien Clark**

So that's probably a kind of a big issue that you want to think about when it comes to, okay, well, clearly I'm getting people.

Well, I assume you're getting a good amount of people to click on this and then go watch your VSL.

But then it's like, what is the incongruency between what you're saying and promising that you're going to talk about versus what you actually talk about?

And then that's what you want to go deeper into your VSL structure itself, right? You're like, cool, I'm going to teach you this awesome thing.

But then you don't teach anything, for example, the whole time. And they're just like, oh, kill yourself. I don't want to watch this.

You know what I'm saying? So that can be like part of it. Like that's an example of incongruence. So player rates.

Looks good, though. 91%. Yep. And then that's the main metrics for VSL engagement is play rate. And then they get to the CTA, about 20% of those people.

The rest is harder to track, but that's what you can already see in this. So that's that. Then from a further standpoint, again, 2% to 5% of people actually are on the page throughout the app.

Out people that fill out your app, you want at least 30% of them to be qualified, if not up to 80%, essentially.

Out of the people that are qualified from your qualified apps, you want typically 50% to 60% of those people to book a call.

Then you typically want a 50% to 65% or 75% plus show rate. Then you want usually whatever. It depends.

Close rate. Calvin can say his numbers because it totally depends. 10% to 25% is a very broad-range. So that's typically the metrics that I look at, if that makes sense.

Okay. I have the percentage of people that have booked a call and it was 1.2%, 1.22%.

[@22:56](#) - **Tyler Bains**

So like from VSL to book a call.

[@23:00](#) - **Damien Clark**

Yeah, it's also a little bit low. I'm not saying it can't work, but like, what's your ROAS on this right now?

Our ROAS this month's a lot better.

[@23:09](#) - **Tyler Bains**

think it's like a 2x or 2.5x. But yeah, it's been worth. That's another caveat.

[@23:15](#) - **Damien Clark**

You can hear from every guru who's going to jerk you off and be like, yo, I have the best metrics on earth.

If you don't have a 20% view to application rate, you're cooked, right? But it's like, if it's working for you, clearly your economics are set up in a way where it works.

Like, what's your CAC, basically? Cost per close? I can pull it up right now. I've been measuring it a lot better since our last call.

[@23:41](#) - **Tyler Bains**

So yeah, marketing here. So right now our CAC is around \$3,000 Canadian. What's your average cash collected, like your AOV?

[@23:50](#) - **Damien Clark**

Cash collected has been higher because we've been pushing PIFs.

[@23:52](#) - **Tyler Bains**

I believe it's around \$7,200. There you go. That makes sense.

[@23:57](#) - **Damien Clark**

So that is why you, for example, another perfect... example, can sustain those metrics. Because your 3K CAC, if I'm like a local agency selling \$1,500 retainers, I'm cooked as hell.

That's a 0.5 ROAS. you know what I'm saying? Yeah. But since you have the 7K average cash collected, you can hit a 2X with a 3K CAC.

So then that's okay. I got it. Yeah.

[@24:16](#) - **Tyler Bains**

Cash collected. What we're at, we're at 34K last 30 days. Yeah. Off of 17. So it's about a 1.9.

[@24:24](#) - **Damien Clark**

So why aren't you scaling boom? Great question.

[@24:28](#) - **Tyler Bains**

Because marketing finally is working a little bit better. It just started working better. Yo. So when are you scaling?

Bro, I'm launching more ads today. We're going to spend another \$300 a day. Why don't you put more spend behind the stuff that's already working?

[@24:42](#) - **Damien Clark**

Because I was going to say, I don't really have that many winners.

[@24:45](#) - **Tyler Bains**

We only have a couple of winners right now. Yeah. Well, if you have a couple, you can still scale it.

[@24:50](#) - **Damien Clark**

What are you spending per day? We're spending about \$600, \$700 a day, but we're trying to scale it further.

[@24:57](#) - **Tyler Bains**

I would low-key try to double your ad spend.

[@25:00](#) - **Damien Clark**

As soon as possible, as long as you have the throughput on the back end. Can you take double the amount of book calls, live calls, stuff like that?

Yeah, we have way too much capacity.

[@25:13](#) - **Tyler Bains**

Jen's probably bitching about not having enough calls. Calvin just heard about it today.

[@25:18](#) - **Damien Clark**

So as gay as this will sound, a lot of pushing super hard on marketing is mindset. People are so scared of pushing budget.

And I get it, obviously. I spend my own money on ads. And it's like, damn, it's like ripping out of the bank account or credit card or whatever.

It's like, I need to make this work. But if you have multiple ads that are getting a good qualified cost per call, how many closes have you done from ads recently?

I think six, last 30.

[@25:48](#) - **Tyler Bains**

Okay. So yeah, you're getting to the five to 10 range.

[@25:50](#) - **Damien Clark**

It's looking pretty good. I would not literally double it overnight, maybe like 30% increase every 48 hours or so.

just see, cool.

[@25:59](#) - **Tyler Bains**

Does my quality... Maintain itself?

[@26:01](#) - **Damien Clark**

If so, you're printing money. You're getting 2x on the front end. And I assume, is that a PIF for like a 90-day engagement or like a month?

Yeah, 90-day engagement.

[@26:10](#) - **Tyler Bains**

Yeah. Okay.

[@26:11](#) - **Damien Clark**

And do you know your activation rate from 90-day PIF to continuing? I know our LTV, it's about 17k.

[@26:19](#) - **Tyler Bains**

It can be more, right? But that's just like to date. Yeah, but then you're chilling.

[@26:26](#) - **Damien Clark**

Let's say you double or triple or quadruple your ad spend over like a month. And let's say, worst case scenario, you break even.

You're printing still and like a longer time horizon. So it's really about how much cash can you fork out front to break even.

That's like where you want to get as an agency because then agencies, but like unlike coaching, unless you're actually based at setting up your coaching business, is LTV game at the end of the day.

So like you just really want to be in tune with the math and you're going to be less scared.

You're going to be more confident in pushing on it. Since our last call, I've been working on it.

[@27:02](#) - **Tyler Bains**

you go. That's good. It's good progress, right? But just think about that.

[@27:05](#) - **Damien Clark**

Be on the side and more aggressive if things are going good than not because you want to capitalize that right now your market is responding to this messaging.

But just do it in a smart way.

[@27:17](#) - **Tyler Bains**

So yeah, sounds good. Sounds good.

[@27:20](#) - **Damien Clark**

My boy, Josh. You're muted, by the way. And now you're frozen. You're bodied. There we go. I was going to ask, would you mind taking a look at my landing page here?

[@27:35](#) - **Josh Drylie**

Share and kind of look at the copy and stuff on it and see what you think. I don't know if that would be beneficial from your perspective because there's other variables.

[@27:44](#) - **Damien Clark**

I'll just tell you if it depends, probably 45 times, but also look at it, you know? Yeah. So I split tested a few.

[@27:51](#) - **Josh Drylie**

This was like the third variation that I had split tested and it was the best. That still didn't seem to do very well.

So they have a case study angle based. Is that what you're talking about in your ads?

[@28:02](#) - **Damien Clark**

Case study angle, yeah.

[@28:04](#) - **Josh Drylie**

Okay. The ads, some of them, I included this in the ads, but I wasn't very direct of like, hey, look at my client, Ben.

Every ad, was more so like I would add him in just like a quick social proof line in the ad.

So it wasn't that congruency might have been an issue maybe. Did you talk about, hey, you're going to go look at a case study?

[@28:24](#) - **Damien Clark**

Like, do you mention that at all? Or what do you say is your CTA in your ads? I say click the link below and watch the breakdown video of the strategy.

Strategy of this specific thing or like of being baller in this niche or like what strategy? Strategy of how we help cash practices get 10 to 15 new patients per month.

[@28:44](#) - **Josh Drylie**

That's not, that's not too bad. And that's fine.

[@28:47](#) - **Damien Clark**

It's like kind of in the middle, but it's still congruent enough because you're talking about a case study of like, now it's just specific instead of broad, right?

So I'm going to add 33,000 in new cash revenue in 60 days. So it's 33,000. 60 days, an attractive revenue number for that business type?

For the practices that I'm targeting, yes.

[@29:06](#) - **Josh Drylie**

And I've worked with much larger practices, but most of my clients come to me doing about \$10,000 to \$20,000 a month, and they're looking to get to \$30,000 to \$50,000.

They've been stuck in revenue for about six months. So, yes. Okay. How's it going?

[@29:24](#) - **Damien Clark**

New cash revenue in 60 days. You know, this is just a nitpick. It's not like a huge thing. You don't have to say revenue double without expensive agencies or low-quality leads.

You can say literally without expensive agencies or low-quality leads because your main headline should flow into your sub-headline, right?

So, like, I'm just reading it, and then it, like, up, like, oh, revenue doubled without expensive agencies after you just said they added a bunch of revenue.

So, it's just like a flow thing for your sub-headline, but it's, like, extremely minor. That's not going to double your conversions or anything, just from a readability perspective, right?

So,

[@30:00](#) - **Josh Drylie**

Now that I look at this, I've done a lot of messaging work these last two weeks to really try to understand my ICP more, and this isn't the complaint they have.

The complaint they have is they're working too many hours and doing too many workshops and local events to get customers, and they're not getting customers.

So I just need to redo this line entirely if I'm going to do 100%. That's the next thing I was about to ask, but you beat me to it.

[@30:23](#) - **Damien Clark**

So I was going to ask, is this a big niche where they've burnt the crap out of themselves with a bunch of agencies, and if not really, then?

I've found that not really. They have not really burnt the crap out of themselves. An irrelevant sub-headline, so good to catch on your side for sure.

Okay. Check out the breakdown below. Okay, scroll below. Click it just for the lulls. What controls do you give?

Okay, so you give full controls. I have Vitalytics pulled up in another tab too.

[@31:00](#) - **Josh Drylie**

So good play rate.

[@31:07](#) - **Damien Clark**

Let's see your curve. Not sus. Let's go. I thought this curve was terrible.

[@31:13](#) - **Josh Drylie**

Is this not bad?

[@31:14](#) - **Damien Clark**

When do you actually pitch your call or app or whatever?

[@31:18](#) - **Josh Drylie**

Not till the very end, like right here. It's a little bit low on the retention side.

[@31:28](#) - **Damien Clark**

Only 6% of your audience is retained. I mean, when I'm like ripping VSLs, it's close to 20%. But again, just how I spoke about the previous one, it's, I can tell you metrics, but if you're getting good results, then cool.

But I guess you're not getting your results, right? So this one, you definitely want to rip that. But let me see 12% average watch, 25% play rates.

Okay, that's all fine there. It's just not a lot of people actually make it fully through. So it's another like, okay, we kind of need to analyze the VSL later.

[@32:01](#) - **Josh Drylie**

How do people that land on this page?

[@32:03](#) - **Damien Clark**

How many actually complete an app? It's a question I don't know the metrics to.

[@32:10](#) - **Josh Drylie**

Okay.

[@32:10](#) - **Damien Clark**

That would also tell me a lot, basically, on what to be able to guide you on. I could really quickly see right here.

[@32:20](#) - **Josh Drylie**

Doesn't it say in here? Or stats, yeah.

[@32:23](#) - **Damien Clark**

Except it's not going to say opt-ins because you're using type form. I was just going pull up type form in a separate tab.

[@32:33](#) - **Josh Drylie**

Probably a very low percentage, though. Let's see.

[@32:39](#) - **Damien Clark**

Those are your burner accounts, bro. Those are your OnlyFans accounts. I got too many emails.

[@32:45](#) - **Josh Drylie**

A couple for final hacking, you know. So 71 responses. That's across the split tests and stuff. Okay.

[@32:54](#) - **Damien Clark**

So let's get a specific time range and match the time range for page view and results. How would I do that?

[@33:02](#) - **Josh Drylie**

There's all time up there. Ah, gotcha. Yeah. Okay. We'll just kind of quick math this. Okay.

[@33:14](#) - **Damien Clark**

Don't include today because some reporting softwares are weird about including today or not today. So I'll just do from the first to yesterday.

Cool. Yeah.

[@33:28](#) - **Josh Drylie**

So 41-ish and then...

[@33:34](#) - **Damien Clark**

I'd look at your unique viewers because page view numbers on ClickFunnels and DHL are kind of retarded. So that's how many people submitted?

41? Yeah.

[@33:43](#) - **Josh Drylie**

I would say probably about 25% of those look like they're fake submissions. 25% is 30%. Okay.

[@33:51](#) - **Damien Clark**

Well, even from a surface level, it's about 4% of people that land on the page actually fill that nap.

So it's not the worst. So I could microanalyze everything else. And it's not necessarily a bad amount of people that are going through, if that's the accurate number.

Because 41 divided by 956 is about 4.3%, basically. Yeah. Yeah, so interesting.

[@34:14](#) - **Josh Drylie**

So I'm wondering, did I give up too soon on it? Maybe. But there's more to look at, right?

[@34:19](#) - **Damien Clark**

Like, I don't want to look at your app. then, well, the first thing I saw is you have the Typeform logo.

Like, just pay the \$10 a month to remove that, you know?

[@34:26](#) - **Josh Drylie**

You can switch that off. I'm paying Typeform, like, more than \$10 a month. Damn, you get that removed. You look like a scrub with that Typeform logo.

[@34:33](#) - **Damien Clark**

Damn, I didn't know that was possible.

[@34:35](#) - **Josh Drylie**

Damn. There you go. No, it's okay.

[@34:37](#) - **Damien Clark**

But yeah, I'd want to see, like, how your app is. And then also the metrics that I mentioned earlier.

Like, what's your qualified percentage? Like, what are the qualified people? If you have qualified criteria, which hopefully you do.

If not, well, we need to set that up. It's like, who then books a call? What percentage of those people?

Et cetera.

[@34:55](#) - **Josh Drylie**

The app is super simple. It's two questions. questions. Partial submit, then it asks if their owner, so do they own a practice, then it asks if their owner or CEO, CMO, front desk, and then it takes them to Calendly.

Okay, you know the qualified percentage, or you'd have to go crunch a bunch of numbers? Yeah, I don't know the qualified percentage.

I could ballpark it, but I'd be like pulling it out of my . Okay, take the Fathom recording from this, from Mr.

[@35:24](#) - **Damien Clark**

Calvin, and I talked about all the metrics and what they should be. Usually, generally speaking, before, if you want to pull it by next call, like, here's what I have compared to what you said before, this is what I think my bottleneck is, then we can maybe dive more specific into what that bottleneck area is, and optimizing the thing, whether it's your app that's cooked, whether it's your back-end process that's cooked, whatever, you know?

[@35:45](#) - **Josh Drylie**

Okay, so I guess with that, looking at the VSL, and I know eventually I'm going have to make the VSL work, if I, like, and I figure why not do it sooner than later, but I'm not, I feel like I'm not spending enough to get distracted across multiple.

Multiple different funnels. like running the DM funnel versus the VSL, like how do you think my focus should be split at the moment?

Should I just be focusing on the DM funnel or should I also be trying to make both work at the same time?

[@36:13](#) - **Damien Clark**

So in general, let's see how your DM funnel actually plans out. Does it like get clients and does it start consistently get clients?

If so, do you have another source of getting clients? If no, don't turn the off that gets you clients, right?

Because no matter what you're doing, you're constantly going to flow stuff in. But ideally, if it's working well enough for you to get clients, you then are able to have enough money to split test a different funnel in general, right?

So if it's not getting enough clients, then obviously you just kill it and then you prioritize doing the VSL.

So that's generally speaking how you'd split it out, if that makes more sense. Yeah, solid, man.

[@36:51](#) - **Josh Drylie**

What about, this might be the most distracted autistic question I could ask, but what about webinars? course. What about them?

Looking at what you've just seen from me, I hear everybody talking about webinars and stuff, and shiny object syndrome is like, do I try a webinar?

No.

[@37:11](#) - **Damien Clark**

Not right now, basically. Master the VSL first, because webinars are harder to do. Really? You need to be a level above making a VSL work to do a webinar, usually, especially to B2B,

because it's different when I'm ripping B2C brain rot biz up, start an Amazon store, make \$10 million a month.

Because I'm super cool like that, right? That's like one thing, versus convincing someone to sign up for a certain time period, to then show up live, to then pitch.

You also have to put up enough money to fund the attendees that you want at your webinar. You're probably going to spend \$5,000 \$10,000 on your first webinar to even see if, to have enough people that actually attend, and see if you can actually pitch the call or the product, whatever you're doing, right?

So it requires more money and more skill to make work. Like, say, what a... I that yet, but it's something you can play around with later.

But I wouldn't really try to rip webinars really in your market either because the little robots told me that you have 88,000-ish people in your TAM.

And that's total in the U.S. It's not even like of people that make at least 10K a month. So it's kind of small.

I wouldn't really try to do that unless you built up a big list, did organic, and then wanted to like push to a webinar.

Then you can like print stupid money doing that if you did that. But it's a longer-term play, right? So just master VSL first deal, dear.

Gotcha. Cool.

[@38:40](#) - **Josh Drylie**

Easy money?

[@38:42](#) - **Damien Clark**

Easy. Got a follow-up on the Webby's there because I've been seeing the same thing.

[@38:47](#) - **Tyler Bains**

So painting contractors is about \$200,000. Now of that, the average painting contractor makes about \$130,000 in revenue. So profit-wise, they're usually around 40% gross profit.

So they make less on a Starbucks barista, right? Or just about that, right? And so what I'm wondering is like in my niche, if say we scale the VSL funnel, I guess this is, I've already answered my own question.

I got to scale it to \$2,000, \$3,000 a day first or whatever for the VSL funnel. Yeah.

### [@39:18](#) - Damien Clark

As soon as you find something that works, the dumbest you can do is doing something else. Like literally, that's like the number one thing in business that everyone, even the gurus mess up.

Like I could tell stories of people you think are the goats and they're like, ooh, what about this thing?

And then they totally bombed the thing that was already like printing a million a month for them. Like it's very common at every level, right?

And so just max out your VSL, optimize it, get as autistic as you can, make it as efficient as possible, make your sales process dialed.

Because then once you really, like, you know, if you're really maxing out your funnel, if one, if you feel like you've maximized every single step in terms of efficiency, like.

I'm hitting general KPIs on what I should be hitting, which I can talk more about in general. I'm doing the sales process as best as I can, so I feel good on the sales side.

And every time I scale past, let's say it's 5K a day or whatever it is, I can't do it because all of a sudden my qualified app percentage drops and then everything else on the back end drops.

My costs shoot up. So it's like, okay, well then you kind of find, like you try to do that and you try to fix the issue and you try to crest that peak a couple of times.

But if you try to do that multiple times and you just can't do it, well, with your current skill level, then you know, you've optimized the crap out of the VSL funnel, for example.

So then it's like, cool. Do I need to further expand? Like, I'd be surprised if you're not like absolutely printing a bunch of clients from just your VSL.

But then if it's like, okay, let's say I still want to take on more clients or I want to expand and instead of doing only done for you, now I'm doing like done with your info to these people.

Then you can think about a different funnel in terms of doing that because. The ultimate that you can do as an agency, if you really want to be king of the space, that bad is doing pretty well right

now, is we have info on the front end that then is going to feed into the done for you side of the back end of everything that we have.

Because I bet our average retainer, at least on the info side, is 15 to 20k a month plus a percentage of their business, basically, right?

And so we want to get the best people on that because it's a different game. It's a totally different game than the volume play, right?

And so we are able to, though, grow revenue from the info side, offering masterminds. That's like what we're planning to do, essentially, to offer info, masterminds, and stuff to the niche to get a lot of the market that we can't capitalize on on the done for you and pushing them into our done for you after they go through info.

So basically, TLDR, it's good to do info or some type of coaching later if you're really trying to scale past done for you stuff.

Because you'll run into a bottleneck with the agency where, damn, I need to know. I had to be really good at ops and scale my team and hire recruits.

And it gets hard after a certain point, unless you're like insanely dialed with that. So again, it's a more future pacing stuff.

I don't know how far you are on that journey either, but that's generally speaking, a broader strategic level of growing an agency.

So that makes sense.

[@42:18](#) - **Tyler Bains**

Thank you. Yep. What else we got?

[@42:25](#) - **Sky Tan**

Damien, I've got a quick question. I'm not sure if this is on your YouTube stuff or not, but in terms of the funnel metrics, like everything, let's say, post ad, everything on the website itself, what are you typically looking at?

What are the core metrics you're looking at? So for what type of funnel? Vsla.

[@42:42](#) - **Damien Clark**

Well, I did go over that like 15 minutes ago, but basically I can go over it again. Just like the metrics itself is good.

[@42:50](#) - **Sky Tan**

Not necessarily like what's good or bad. know that depends a lot. Yes.

[@42:53](#) - **Damien Clark**

So it's out of the people that land on your page who actually submits an app, period. Out of the people that submit an app.

How many of them are qualified? Out of your qualified apps, how many book a call? Out of people book a call, how many people show up?

Out of how many people show up, how many close? And what is your average cash collected? Thank you, Damien.

Yes, sir. I got you. And I do also have a video that's like going more autistic on all types for all metrics that you can reference as well.

I'm subscribing right now.

[@43:23](#) - **Sky Tan**

Yo, let's freaking go.

[@43:27](#) - **Damien Clark**

What else we got? Nobody else has any other questions.

[@43:32](#) - **Tyler Bains**

I'm just going to ask. I mean, you're managing quite a bit in ad spend. What are the best creative concepts slash styles that you're running right now?

So if you're allowed to share.

[@43:43](#) - Damien Clark

Not to hit you with it depends, but different target markets heavily resonate with different types of messaging. It's like, so for context, we do spend about eight to 12 million a month on meta right now for info.

And there's so many different. styles that work for so many different verticals that like I can't tell you one.

In general, the Talking Head organic emulated style formats do the best across the board still to this day. Like people try to get super cutesy and they even see some of our branding and they're like, yo, can we make like some sick animated ad or some like to be able to rip?

All those stuff from an ad perspective doesn't usually work that well. From Organic it does well because it's like nice flashy look at it, right?

But literally Talking Head and emulating Organic as much as possible while still having the scripting be direct response is the best way you can do it.

Because the thing that happens is you pick a format and people beat it to death. So when Alex Ramozzi really pushed his \$100 million offers and Cole Gordon pushed the same messaging as well, it's like, I guarantee you this or you don't pay.

Type that. That's like, that works super well. You can just post that and just print like a billion dollars.

But now you pause that and it's almost never going to work. Unless it's like a very, very finite amount of your market.

Right. And so it's less about what is the best format. What is the best format right now, which is what you really want to look at.

And right now, organic is becoming such a big reference experience for a lot of people in a lot of markets that if you can emulate that, it's like, cool, they're already like gooning doom scrolling on whatever.

If you can catch their attention by emulating organic, but at the same time, create intent by speaking to things that your target audience is going to care about, then cool.

You just got their attention really well and you filter it. You don't want to just like if you want everyone's attention to have like a crazy hook rate.

Obviously, you have like 45 big booty Latinos like shaking their butt on camera. Like, obviously, all want you. Yeah, exactly.

But that's not going to get the right people's attention necessarily. So it's like as basic as it sounds, becoming obsessed with like your ICP and what do they consume?

And why I say that is like we have offers targeting older women like if we. If do some TikTok all brain rot all like format, they're not going to give a .

Like they're 60 scrolling on Facebook, like liking cat videos and . Right. And so it's a little bit different based on your market.

There is more in depth. can go with that. But to get even more specific talking head organic, anything that you see usually on TikTok is going to do okay.

If you can translate it well, anything Instagram reels, which again, like in our space, it's like yap videos, which is literally just you with a little .

headline talking, know what I'm saying? Stuff like that. It's less produced things that work better. In my opinion, if I had to give another like general category, like be more real, authentic, people really crave, crave that right now.

So, okay, that makes sense.

[@46:44](#) - **Tyler Bains**

But I'll make a video that shows even more.

[@46:47](#) - **Damien Clark**

But that's just the TODR I can give you. You're watching that right away. Let's go.

[@46:52](#) - **Josh Drylie**

Josh, I was for my bedtime story the other night, I was listening to Cole Gordon's podcast. Asked with his CMO where they were ranking funnels.

Are you shaking your head? Go on. They were talking about direct versus indirect VSL funnels. And I was like, I don't know what the difference is between direct and I can kind of, I think, figure it out based on the names.

But like, what is the difference there?

[@47:21](#) - **Damien Clark**

Direct is the classic, if you're a business owner, I will do this thing for you in seven days, whatever.

Like, that's literally, if you go look at his library, it's super direct. It's like solution aware. You know what's up.

This is the I have to offer you. Here you go. Here's what it is. Here's my aura. Do you want my ?

Apply. That's like basically what a direct VSL is. Indirect is almost like what I was talking about with the problem aware, unaware style of ads.

Like, you're not going to literally directly just say instantly, yo, this is what we offer. Like, you're waiting to whip your dick out, so to speak, right?

Like, you're talking with stories. You're talking about specific problems. You're not like immediately jumping the gun into the. Like, it's less direct.

You'll eventually get there, but you don't start there. And so you could essentially reach a bigger portion of your market because, in theory, if you can make a really banger unaware or problem aware ad, you will be able to sell to the rest of the awareness levels because it's going to capture everyone.

Because through all advertising, you want to bring people from problem aware to solution aware to product aware to most aware, yada, yada, right?

And so that's really what it is. And you'd use that if you're really trying to scale in general. You'll have more reach with indirect, but it's harder to do.

Okay.

[@48:36](#) - **Sky Tan**

Got it.

[@48:37](#) - **Josh Drylie**

It's sort of almost what I figured. So, like, in my situation, like, would you recommend – because that's what I've been thinking about in my copy.

A lot of my copy right now, my ads are super indirect. Would you recommend, like, having a mix of very direct ads as well as indirect ads?

Or would you recommend – Making my copy, like leaning towards a specific direction. Yeah.

[@49:03](#) - **Damien Clark**

I feel like such a guru saying this, but yo, my next video is literally talking about this. Exactly. Let's go.

Basically, start solution aware. Start in that segment because there's less beliefs that you're going to have to convert. And again, the more beliefs you have to convert, the harder it is, meaning you have to be better at marketing and copy to be able to do it really well and consistently.

Start with the solution aware because they already believe, for example, let's say they know they need to do advertising.

I don't know what you offer, but they know you need to do, they need to do advertising. They just need to find the best solution to do that thing.

That is usually easier to convert them because you're just convincing them, hey, you have the best solution to advertising.

You're the best compared alternatives and you can succeed with me. They trust you and they trust themselves with whatever their part of it is.

Like if they're doing sales, well, they have to trust that they can close leads and stuff like that. Right.

So all of that is a belief that you'd have to shift and it's easier to do that than also convince.

And by the way, you need to advertise because of this and this versus like, oh, I'll just work off of referrals and word of mouth.

You know, like that's like such a big belief gap to shift, let alone the rest of everything that we just talked about.

So start and max solution aware. And then eventually when you expand, you go broader. That's like the general theme for all things.

Gotcha.

[@50:20](#) - **Josh Drylie**

So that same principle, I guess, would apply to all funnels, really, DM funnel as well. Correct. Sweet. You're my dude.

Your YouTube channel is my new bedtime stories. Yo, let's freaking go. Easy money.

[@50:35](#) - **Damien Clark**

I'm going listen to it during dinner.

[@50:39](#) - **Sky Tan**

Damien, what's your thoughts on organic? How do you, I know you come from like a really obvious direct response background, but how do you see organic?

How do you, what type of role do you think it should accomplish for you? Are you using it to test to find winning messaging and formats?

How do you see it? Organic is the ultimate cheat code.

[@50:57](#) - **Damien Clark**

It is the thing thing thing that that that Thank I make all your stuff work much better across the board.

The organic, you can make anything work if you have good organic. Like if there's anything that you could do as a medium to long term project is figure out how to master organic for so many reasons.

And I was like a lot of preface of like, yo, organic is sick because it is. It's like I see so many people ripping a million a month attributed directly to organic and they are retarded.

Like they know nothing about marketing or ads or anything besides they just build up an audience and just have an offer and they're just straight up printing.

Like their closers are utterly retarded. Everyone on their team is retarded. Like they don't know anything about business and they're just printing money.

And it's because it gives you such a crazy advantage because it gives so much trust building and aura to you that it's like less like pulling teeth.

It's like the whole if you want to get woo woo, the concept of push versus pull. Like if you're pushing, trying to get the sale, trying to get people to, you know, let's go.

Trying to get people to do the thing. You're begging. You're picking up a girl. You're like, please, please. The energy is gay.

You don't want that as much as possible. And so if you can get people to come to you, that's essentially what organic is.

And so it's much easier to close people. You're going to be way more profitable, stuff like that. So if you do just organic, you can print.

However, it doesn't have the scalability necessarily of ads. And so that's why, spoiler alert, you do both. Because you start with ads usually, unless you already have organic and that's the route you want to take.

You do that. And then you really want to focus organic as like your trust building asset to enhance your paid versus like a top of funnel mechanism of generating leads.

So what that would mean is if you're running like a VSL funnel, you want to have really good YouTube videos that are like middle of funnel educational type videos that really show, yo, this dude is not retarded.

He knows what he's talking about. Like, it's not just some Joe Schmo down the street trying to sell me another agency service.

Right. And if. If you can have that, you can sprinkle them in to your emails. Like when someone books a call, it's like, hey, I have this video about this thing.

And this is a belief I want you to have before you get to my call. Stuff like that helps a lot in terms of increasing your show rate, increasing your close rate, and overall decreasing your CAC.

If you have good organic, you'll have cheaper CAC and you'll have a better ROAS because of that. So at first, it's paid.

Use organic as a supplement to build trust for anyone that goes into your paid ecosystem. And then eventually invest in organic as a top-of-funnel driver later, usually.

Why is that the last step for you?

[@53:38](#) - Sky Tan

In terms of using it as a top-of-funnel lead gen, why is that the last step?

[@53:43](#) - Damien Clark

Because organic, so the caveat is if you already have organic and you've been doing it for a while, dope.

You just have it going. But the issue with organic is it takes momentum to build it. You're not going to start getting leads tomorrow most of the time unless you just go magically viral, which is not something you want to count on.

Like, you know Don't control that, right? As you control, you literally control, are you good at making the ads and can you put money behind this thing?

And so you want consistency and speed in business as much as possible because then you're going to get money.

Then you can fund doing organic in a better fashion. Like you have to commit to doing one to two long form videos a week, maybe reels, whatever you want to do for a certain period of time.

That costs money, both between your time actually sitting down and ideating and recording the content as well as having editors edit that thing.

You're going to have to sink a good amount of time and money to get that momentum going. And then eventually it does become a top funnel driver, but you didn't build your business on that.

So it also depends. For example, like me, I'm not running ads right now for consulting or anything like that.

I'm going the organic route, but that is because one, I want it to be cracked and have like a crazy return from everything that I'm doing for multiple different reasons.

But also two, my market is not that big. Info coaching people that actually do a hundred K a month or more, you'd be surprised.

They're not that big, relatively speaking, probably like, you know, 10 to 50,000 max. Right. And so I need to collect as much of my market as possible.

Also, coupled with the fact that they're like ultra aware, like everyone has bought a course and been biz off in some fashion in this niche.

Right. So I need to put a lot of trust. And that's why I'm doing it that way. But most businesses, especially agencies B2B, you don't need to do that.

[@55:27](#) - **Sky Tan**

Thank you, Damien. Yes, sir.

[@55:31](#) - **Damien Clark**

What else we got, boys? I'm still curious why you shook your head when I mentioned Cole Gordon's podcast with the CMO.

You know, there's a lot of cool people that seem really cool that have no idea what they're doing. I won't say who, but there you go.

That's all. Cole Gordon's based on some things. So I'll say that. That's all. But some things can be misleading.

just don't like when stuff is misleading because it's like there's too much stuff I could say. There's a Fathom, though.

So I'll say it for another time. Maybe we can have an after hour sometimes. could spill the deets, as they say, but later.

You know what I'm saying? Just tell Calvin and delete it. One of these days we'll do a happy hour, you know, after hours type call if y'all want.

And we can just straight up goon industry. So there you go. Yeah, you'll say like gooning and like with the Fathom in here, but I don't give a .

That's like part of my digital footprint. But what I say about certain people that makes a big impact in reputation.

So there you go.

[@56:44](#) - **Tyler Bains**

You what I'm saying?

[@56:45](#) - **Damien Clark**

I know who I'm not listening to now. What did you say? Jeremy? Jeremy Haines?

[@56:53](#) - **Sky Tan**

Is that reaction or Jeremy Miner? No, Haines, yeah.

[@57:02](#) - **Damien Clark**

We got to pull the Fathom. I'll generally say I like Jeremy Haynes in general. His content strategies have never worked ever.

You were saying like the Forrester strategy never worked, right, for you?

[@57:18](#) - **Tyler Bains**

Yep. Just had someone try it the other day because they're going into the inner circle. I was trying. I tried it.

It doesn't really work.

[@57:26](#) - **Damien Clark**

But his YouTube is good. And I took technically, he used me as one of his testimonials. So I took his master in that marketing class like seven years ago, six years ago.

That was good to go from like beginner to intermediate. But there's other things that we hear and that I've heard in general, though.

I think Jeremy Haynes is a better person than others in this industry. It's pretty rare. But like always, people push certain ideas without giving you context.

I just don't like that. And so like they will say, this is the best thing. I'm running stuff this way, and this is the only way to do it.

If you don't do this, you're retarded. But they themselves are not always even adhering to their own rules. So it's like, I don't like that, personally.

That's not, it doesn't jive with me, you know?

[@58:16](#) - **Josh Drylie**

I like it. There you go. When's the course being launched?

[@58:21](#) - **Tyler Bains**

Yo, someday, boys.

[@58:22](#) - **Damien Clark**

Somedays we'll drop that , you know what I'm saying? gotta buy a Lambo first to promote it.

[@58:25](#) - **Sky Tan**

Yeah, I'm like getting it for my media buyer, like, come on.

[@58:29](#) - **Tyler Bains**

No, we are cooking on a lot of stuff.

[@58:32](#) - **Damien Clark**

Me and Calvin are actually going to build an AI, basically, that has, I'm putting a ton of playbooks into BAD on, like, how to do marketing law, basically, across everything.

And eventually, the plan is to make that, like, a full markdown database that an LLM can have access to.

And then you can basically go ask the questions, like, yo, how do I do this? And then it just answers all of my SOPs on, like, how to do stuff.

So, that is something I do want to drop eventually, but I You can get all your Fathom calls pulled pretty quickly.

[@59:03](#) - **Tyler Bains**

I got 1,800 of my Fathom calls pulled and put into Obsidian. It's pretty dope. Yeah.

[@59:08](#) - **Damien Clark**

So that's helpful, except I want it to be extremely structured, which is why it's based on playbooks. So it's like, if this, then that, to a deep level, basically.

Cool.

[@59:20](#) - **Tyler Bains**

There you go. Love it.

[@59:22](#) - **Josh Drylie**

Easy dub. Well, I hope you guys enjoyed the Gooner Autistic Session.

[@59:27](#) - **Calvin Angel (agencyadsystems)**

Yeah, appreciate it.

[@59:28](#) - **Tyler Bains**

Our brains are all just massive now.

[@59:32](#) - **Calvin Angel (agencyadsystems)**

I will drop the recording in the Gooner Support chat. you any questions, let us know. I'll retrieve it from Damien.

But yeah, hope guys enjoyed. And I will see y'all on Friday if you jump to the Objection Healing call.

But other than that, I'll see y'all later. Deuces.

[@59:49](#) - **Damien Clark**

Deuces. Deuces.

