TikTok Webinar with Perry Marshall

[00:00:00] Good afternoon. Welcome Perry Marshall here. And I'm here with Dennis Yu who came from the west coast today to join me. And, um, we are talking about Tik TOK today and, uh, Facebook delivered up a glorious message from the universe,

physical global,

uh, Facebook delivered a message from the university.

It alternatives to Facebook. So I hope all you, Facebook advertisers are paying attention. And in case you think the Tik TOK is only for 20 year olds and millennials and everything. My wife's on take doc all the time. And she's 52. And, um, and, and so we have been planning this [00:01:00] for months and we have been working with Dennis te team for months.

Dennis Yu is a stud, a lot of you planet Perry. People have been on some of our traffic webinars and you've seen how magical he is and putting together presentations. And the tick-tock team started reaching out to Dennis saying, Hey, we went guys like you helping us out. And so he knows their staff and, uh, we are working on some very exciting things together.

And today we are talking about how to actually do Tik TOK advertising and we have a whole gold rush. Very similar to Facebook gold rush that happened about seven years ago. Very similar to the Google gold rush that happened about 15 years ago. And it's happening all over again. I know how these things go and it's a very big deal.

There's no way that it's not a very big deal. It already is a big deal. So. Welcome. Thank you, Perry. And so awesome. The Perry's house. Do you know today's my birthday? [00:02:00] This isn't either. And I just want to celebrate in this tick-tock ads course that Perry I and our teams put together with you take talk reached out just over a year ago and they said, Hey Dennis, we want your help.

And growing Tik TOK ads. And the reason why is that they knew that Facebook advertisers would eventually fatigue that the government would eventually get after them privacy, all the kinds of issues, ad disapprovals and Tik TOK wanted to be there to be able to capture all of that. So what you'll see in today's webinar,

whether you're live or watching on the replay is you're going to see the tick talk was designed for people that are already Facebook ads.

And today we're going to show you how the things that are already working on Facebook, short form, little videos, driving leads. If you're professional services, you're sharing your knowledge, you're collecting this kind of thing. You're going to pump this into Tik TOK. You're going to boost posts. You're going to set up your tiptop pixel for remarketing.

You're going to do optimization in the same way that you [00:03:00] optimize for Facebook ads. And you're going to find that this is an amazing source of traffic. You want to guess what our average CPM is? For example, first on cost per thousand impressions, just give us a sense of how cheap it is.

Couple bucks. Yeah, two 50. That's really cheap. I mean, now I was trying to be accurate, but Facebook is probably 20, depending. Facebook is between 10 and 50. So if you're, if your quality score is low, relevant score is low. You're going to get hammered on that. And the same is kind of true on top as well.

Now some people might say, yeah, you're getting a lot of cheap traffic on Facebook or on Tik TOK, but is it any good? Well, Let me ask you how good is your remarketing audience? How good is the email list? How good is the web list? How good is your content? Because if you get those things, right, just like what you've seen with Facebook, with optimized CPM, where they're optimizing to your objectives, they're going to optimize to your cost per lead.

They're going to optimize to, if you're doing Shopify, your e-commerce, they're going to [00:04:00] optimize to what, whatever you set inside the Tik TOK pixel, right? The events that you said, I recommend putting it inside Google tag manager, but you can do a natively. And we'll go into that a little bit later as part of the course, but I'm super excited because if you're winning on Facebook, you're going to win on Tik TOK.

And we're going to go through a bunch of examples on things that we've tested together. And you're going to find by the end of this webinar, that any misconception that you have about Tik TOK, where it's about singing and dancing, and it's only for influencers or young adults, you're going to find that it works super well for our businesses.

So that said, what does it mean to be on Tik TOK? What are some of the common misconceptions? What do people think about when they think about

tick talk? Now, my son is the stereotype. He's 21. He has a tech talk channel called the musical dealer and he has lots of 21 year olds who watch it. And it's [00:05:00] reviews of Broadway shows.

And most people think Tik TOK is. Spazzing out, um, 19 year olds getting super emotional and woke about something. Yeah. Is that fair? Yeah. And if, if we look at where's my phone, because I've got my phone over there. So if you look at my tech talk, now this is going to be now, when you see someone's Tik TOK, it's revealing because it shows what they're learning, because Tik TOK is going to reveal the things that you like.

So you can see like the things that I'm listening to or watching. So this is the for you page on Tik TOK. Hey, let me know in the comments, are you on Tik TOK yet or not? I'd love to know. So these, these are the things, right? Sometimes there's pranks. Sometimes it's athletic drills. Sometimes it's cute pets.

So this is revealing. So if I engage on something, tick talk is also going to show me more of that. So you can see what. But you can also see, because my network is more professional [00:06:00] services and doctors and consultants. Then I'm also seeing things from them and they're sharing their knowledge. Right? You can see, these are coaches that are sharing.

Sometimes there's dancing. You can use funny music and clips that you can also share things that you're, you're doing. I used to see Joshua B. Lee. He's a LinkedIn lead gen guy, professional B2B stuff. And this is working on tickets. What is he doing here? He's taking content that he's already created here.

Travis chambers, right? He's like the small Harmon brothers survives sharing, little tips, snippets of things from webinars snippets from his phone. As he's walking around, this is, shall I say, kind of low, low fidelity content. Not like Perry's high fidelity system here, but it's just sharing different tips.

Here's our friend, Shelly, who's the builder diva. And you can see she's got a fake leg and she's honoring that she it's authentic. The fact that they call it tick TOK calls it being flawsome [00:07:00] instead of, you know, being flawed and awesome. The fact that you have flogged the fact that you're out gambling at the casino.

So this, this guy is a crypto millionaire and he's gambling at the casino and he's showing what's going on. It's these me here, this guy here, Maxwell Finn on how to do Facebook ads. So I'm seeing his stuff. His, this is what. All you see

tons and tons and tons of these things where it's just cell phone to the face 15 second video, right?

That is what is working on Tik TOK. If you are a professional, you have some kind of expertise. How do you package it up so that you can generate more leads and amplify the things you already have so that if you have some kind of consulting package, if you have some kind of service, like maybe you're a chiropractor and you have a care plan, how do you get more of what's already working for you.

We're going to talk about how the algorithm is going to do that for you. If you follow a few relatively simple directions. Now, when you look at the objectives that you have for tick-tock ads, when you look at the way they set up the business [00:08:00] center, which is the business manager, the way they set the pixel, the way all of these things are just straight up copying Facebook.

So I'd love to know in the comments, have you guys run Tik TOK ads before I'd love to see, like, what, what if you guys noticed what has been your experience so far? Because we're always learning. This thing is new and changing. They had Tik TOK world last week and they showed all these cool things. We've had to adjust the course and we're still adjusting the course based on all these new cool features they rolled out for us.

But you're going to find that tic talk is kind of a, on the ad side, on the business side, sort of a crappy clone of Facebook ads, but because they're innovating so fast in the platform, I think that they're going to exceed Facebook within the next six to 12 months. You know, you don't want to get started on these platforms after they've worked all the bugs out.

I mean, if you have a choice you get started when it's still in beta and it's still a little squidgy. And I mean, this is how it's always been. We, [00:09:00] we started using Facebook ads and teaching Facebook ads in 2010 and 2011. That was very early in the game bug and, and Facebook did not really get their act together until 2013.

It's they, they definitely had their act together by 2013 and it was starting to be a good platform. And before that, you know, their, stock's not very good. So it's the same thing all over again. And the, the early adopter advertisers, not only it doesn't just give you a knowledge advantage, but it gives you a positional

advantage in the media over, you know, all of the followers and the track record and how much data is in your account that you are able to harness.

Um, it, it all matters. So like, you guys should be jumping on this right now. I have, I've been Tik TOK account. You want to follow me planet Perry on Tik TOK. Um, and we don't have any content because [00:10:00] we're learning this too, but, uh, Dennis has been. Uh, up to his eyebrows in this for what a year and a half, two years.

Yeah. And I've had to be a young adult, like a 20 year old. I've gone to all my friends who have millions of followers on Tik TOK. We're doing brand deals. I've understand both sides from the brands, as well as from the influencers. You're going to see this community. And the whole key is this community.

And I've had to become one of them to learn how to do this. So my apologies, if you see my ridiculous videos on Tik TOK or Facebook or YouTube, but I fully jumped in, I believe this Tik TOK thing is not a fad. I think it's incredible. And the other advantage that Perry said about starting early, besides just building up account history and getting experience and learning the platform and this kind of thing.

Ted talk has been very smart in creating something called a spark app. And we're going to talk about that a minute and I believe this is a huge advantage. I want you guys to understand why this is an incredible advantage to start. Did you [00:11:00] know that a spark add on Tik TOK is basically a boosted post.

You can take an existing organic post from your accountant or any other account that gives you permission. And you can add dollars against it, just like a sponsored post or like a branded content post. And beauty is T talk has said that when you run ads against that post, it keeps the views and engagement, whether it's paid or organic, you see why that's an advantage.

It allows you to keep stacking on top of that. So if you're in a professional service business and let's say you're still growing your custom audiences, you're still growing your list. You're still growing your membership. As you grow that you can run remarketing to those existing boosted posts. You see why that's a, so that's being able to build your list cheaper now, and it gives you an accelerating advantage because you're able to.

Th th the more social proof you have, because as your community gets bigger than that starts to counter effect [00:12:00] any kind of creative burnout that you

have. And if you try to start this in a year from now, the cost of generating traffic and leads and sales is so high that basically any incumbent now has a huge cost advantage of anyone who wants to follow.

So it's a huge discount. Just reiterate per impression. The cost of tick-tock traffic is one 10th, the cost of Facebook traffic. Now, one of my observations, if, if you look at my audience and my customers and coaching clients and members, and, and all those people over 20 years,

a huge number of businesses got started by finding an advantage in buying media. And it's the easiest advantage that you can have now. It usually goes away sooner or later, it will go away. But if you can [00:13:00] get in while it's cheap, you can actually afford to make the mistakes that are necessary to get a business off the ground.

And often you'll find niches and subgroups and audiences that don't exist anywhere else. And it ends up forming the whole direction of your business, and then you can expand into other media. So there are a lot of people who are not in a position. To start a business or really get it going in Facebook, but you can't and Tik TOK, you can't on YouTube, but you can't on Tik TOK.

You can't on Google ad words, but you can on Tik TOK back in 2013, the cost on Facebook on a base cost of traffic was a 25 cent CPM. Wow. So now we're a hundred times more expensive. And I think we're going to see the same thing here because Tik TOK is innovating faster. And because of that and because the algorithm, which is the key to how we're optimizing the Tik TOK algorithm is so much smarter [00:14:00] than the Facebook algorithm.

And that's why the average watch and dwell times in a Tik TOK session is higher than any other property on the internet. Can you believe that higher than Facebook higher than YouTube higher than any other social media network? It's so far off the charts. It's literally double what these other guys are right now at 10 minutes.

And I'll give you an example of how smart the algorithm is. So. I was at Jake Paul's house recently, and we made some funny videos and we were filming and it was, it's a course on how young adults can get jobs. And we made a post on a nothing sort of account with not many followers. And that thing went to several million views and likes that they had got half a million likes off of a nothing sort of thing.

And the reason why is because Ted talk is looking at the background, so it can read the books in the background here, it recognized that we were at Jake Paul's house and [00:15:00] it showed that video to all these Jake Paul fans. And I'll find it here where you'll see and recognize the F the front yard, the living room, the.

Here in fact, here's the tick tock right here. I'll play it for you, Jake Paul's house

kind of hard to see.

Um, so there's a Lego in his house. So when you pull, when you pull the string, all of these Legos fall out and this particular piece of media, you can see got 500,000 likes on it. Right? Well, isn't it crazy? And you'll see a lot of your friends have, you know, There'll be sharing how they started in nothing to count.

And one of their tick talks went to thousands of lucks. [00:16:00] Most of them, they get like five or 10 views or whatever, and then one of them just absolutely takes off. So the question is why is that where you could be making 30 or 40 different tick talks, but then one of them is absolutely amazing. Why, why is there such a, a huge disparity, but you don't see that this sort of amplification of this high versus low kind of thing on the other networks, because the algorithm is looking at who you are, it's looking at your picture, and this is the only algorithm we know.

And I've talked to other friends with millions of followers. They are looking at who you're with. They're recognizing if you have a cat in the background, they are putting that they're building a different kind of social graph. At first, we thought it was based on people who like singing and dancing.

We'll just show them more of that. People who watch this kind of video, we'll show them, you know, kind of like the Amazon collaborative filter. If you bought this, you might buy that or Facebook's newsfeed based on what your friends. But this algorithm is way, way deeper. So it's, it's kind of scary if you think about it, but then wait, if we're marketers, [00:17:00] if we're professional services, how do we use that?

To our advantage we have to do is build our social proof, build our social web, build the people that we're around. That's why I wanted to be here with Perry instead of in a zoom, because I know we're going to cut this up into tick talks. I

know that this is horizontal. We're going to cut portions of it to be vertical and put it out there.

So think about as you grow your business, if you are capturing who your customers are, if you're capturing your employees, if you're capturing where you're speaking, if you're capturing everything that shows you have authority in a certain way, you know that you have a book or whatever, it might be. Tic talks going to recognize that and find other people who have read the ultimate guide to Facebook advertising or the 80 20 rule, whatever.

Isn't that cool. So if you know that that's what the tick talk our algorithm is doing. What steps can you take now to feed the algorithm? What it needs to know? So it can do the work for you. So it's not about the targeting in a minute, we're going to go into the targeting into the tick toxin interface, and you're going to see, there's almost nothing you can select.

It's like beauty and sports and entertainment and travel and shopping. Like none of those are my [00:18:00] category. You don't need that. You know where the targeting comes from your content. Well, who engages in content and what's in your content. So that 80, 20 sales and marketing book back there, I've had friends do tests where they'll be in their area where they film and they'll swap out.

They'll intentionally swap out what's in the background and that signal they'll, and they'll say the same words, but they'll just have a different item in the background. And the algorithm reflects differently. It'd be asked differently. What does that tell that's? Oh, well, I'm going to have to think about that for a week, but it tells you a lot.

Yeah. Um, so it really is important. And I think we should be more cognizant, more explicit about the things that we're putting in the backgrounds of our videos. And you could even be subliminal by trying to feed pictures or images or props or things like that into the background of your videos. If you tried it, I would love to see what you've done.

We've only, just barely started. We only found out about this two months ago, this is a [00:19:00] science section of my bookshelf. So maybe I need to move the business section over here. Or maybe this is, this is the place where I do the science videos and they do the business videos in the next room. Yeah. See, I think Tik TOK is not going to fit.

I'm not, this is going to be. Theoretical, but I don't think tick talks going to face the same kind of scrutiny that Facebook has with government and privacy and GDPR and all that. Not because they're smarter about politics, but because what Facebook did with targeting for those of you guys that run a lot of Facebook ads, they explicitly allowed us to choose people who like Siamese kittens who have one leg and diabetes and live in Chicago and whatever it is, right.

They allowed us to explicitly target like that. Tick-tock saying, Nope, we're still going to target at that level, even deeper, but we're not going to let you touch it. So either their, their targeting is way more sophisticated, but they just don't let us touch it. Because if you expose that targeting, that's where people are going to get on that.

But if you, you see what I mean? [00:20:00] Like let the system do it, but don't let the use it's all the users can do is put items inside the machine. That's the way to think about it. So in some ways, tic talks actually easier. It's more powerful, but it's easier. So it's not singing and dancing. So I brought in a couple other friends who are less than half my age to help teach here.

And they're going to be sharing some examples as you'll see over the next few weeks, based on some of the new features that tick talks, we leased because we've got early access to some of them, Brendan Agron office, a Sox guy. If you've seen, if you've gotten any socks with your face on them, this is what we have.

We have 150 virtual assistants that are gathering pictures of cats and dogs and people's faces and all that. And what we call the content factory. And then we are boosting all those out there on Facebook, Instagram, and Tik TOK. This business has grown to almost seven figures a month. Just off of doing the techniques that we are sharing with you today.

Well, Jake is your Seth runs this gen Z agency, and he's the number one guy in the world of gen Z. He works with all the big tick talkers on behalf of the big [00:21:00] brands. And we've made a bunch of content for you too, on what you should be doing and not doing as it relates to tick-tock ads, especially if you were in professional services.

This is a slide that I want you to stop on. If you're watching on the replay, I want you to stop on this slide and think about it for a minute because this strategically frames everything that we're doing with Tik TOK ads. Before we jump into the

interface and show you how the interface works. Now, let's say you have a sales team.

You have some kind of product or service, you have some kind of asset landing pages, driving sales, right? Something that's already working, not some new idea or new product, something that's already working. So from that, what is it that causes people to buy? So that's, you know, conversion optimization and copy and all these different, you know, long form sales letters.

So if you extract the heart of the thing, that's already producing sales for you, whether it's because of email or YouTube or direct mail, whatever is driving sales for you extract the heart of that. And then you're going to reframe that if you haven't already into these one minute videos. So the success that [00:22:00] professional services have had consultants, doctors, you know, whoever the core sellers and full products is by taking what happens on that sales page and reframing it into one that videos and why, how and what right.

Which is top middle, bottom funnel. What's called awareness consideration diversion, right? Where you're telling stories, then you're sharing expertise and then you're making a call to action right now. Because you have that people folk. So we we've gone from product and service focused, which is kind of like a Google world to a Facebook world, which is about people now to stories.

So from people you break that down into stories. So that's why the 15 second soundbites worked so well. So when, what you probably know me from the one minute videos and the dollar and eight thing that we've taught for the last 14 years, but Tik TOK, the thing that threw me for a curve until I finally realized about six months ago, cause they can bang me on the head.

In fact, I'll show you. You want to see what the tick-tock team tried to get me to say, [00:23:00] alright. Don't if anyone's from Tik TOK, my apologies in advance. So the Tik TOK team produced this whole document. They want. I know this is kind of hard for you. I'm going to make a little bit bigger. So these are the talking points that Tik TOK gave us that they wanted.

Anytime we do a training or a webinar or speaking at traffic and conversion summit or whatever, they wanted me to say these particular points to talk as the leading destination for short form V mobile video, our mission is to inspire creativity and joy, to talk for businesses, the brand for a B2B function within the company, like the English is a little messed up because it's a Chinese company.

Okay. The company is bite dance. Bite dance is the parent company of Tik TOK. Just like a Cheetos is not a company, but Frito-Lays the company. Cheaters is the brand tick toxic brand. When you go into tick talks at ad manager, you'll see there's a lot of sub-brands and, and buy a tick toxic brand, but you're only gonna use Tik TOK in the United States, by the way.

So don't, don't worry about those other ones. So you can see like all this stuff, they wrote this specifically for me, this [00:24:00] whole thing on what they wanted me to say to you guys. Wow. So anyone who's really good. Pausing a video slow-mo taking screenshots or whatever. You can go ahead and just read this whole thing right now, but including the private and confidential part.

Oh yeah, that's fine. So

you guys want to hear, let me give me a yes. Give me a yes. In the comments. If you guys want to hear the stuff that pisses off Tik TOK, that I'm not supposed to say, let me know. Yeah. You're, you're getting into the affirmative there. SI Senor. So T talk has gotten mad at me a few times and they said that they want me to say that don't make ads make tick talks.

You may be seeing push that phrase out there. And the reason I say that is that they want you to make new content just for Tiktaalik platform specific content. And what we found is that if you make interesting content, especially in the form of short form video that you write. [00:25:00] You can actually use that video across Facebook and Twitter and Instagram and Tik TOK and Snapchat and all these other, you can, you can produce that video content once and then put it in the different formats that you need for these other engines.

Now you can imagine why Tik TOK doesn't want to do that. Now. I think it's a little disingenuous because remember Tik TOK has intentionally built their ads platform to mimic Facebook, to make it easy for Facebook advertisers to just go ahead and copy a lot of stuff that's over, but you've got to take the one that videos and turn cut them down to 15, second videos.

You gotta get right to the point. And some people are struggling with doing that, but if you're already working, if it's already working on Facebook and you have images and collections and these kinds of things, you can probably take that step into the 15 second videos. So I want you to think about what does that mean in terms of Tik TOK, not as just some other cool channel to jump on because I'll look Perry and Dennis said you should jump on Tik TOK.

Oh, But you're there because you see it's an extension of what's already working. [00:26:00] So you see this 1, 2, 3 that we have here in this slide. So there's the key product or service that you sell? What is it about that, you know, who, who know, who you're targeting? What's the benefit? You know, how are people buying like that kind of thing into the people, which are these components of one minute videos into these different stories.

So if you can find a way to generate lots more of these kind of catch you in the moment authentically, not professionally polished, perfect light kind of stuff. You're going to find Tik TOK is going to be really awesome for you because the algorithm is going to do the work. Is that a little too theoretical?

Is it makes sense? Just to put a finer point on it. You, you don't need a video studio, you need your smartphone and you need some battles. Yeah, bad light, a yellow light in here. So watch this. You want to see how to make a tick-tock ad? It's as easy as this I'm going to go to Tik TOK. And a lot of people are scared of doing this kind of thing, but I'll just show you how to do it live.

We'll hit a plus, and now we're into the camera. I'm here right here. So I [00:27:00] can literally say Perry. And I think the Tik TOK adds the next thing, because Facebook is on its way down and you got to get the cheap traffic here. We built a course tic talk ads for real business owners. We hope you get it. Now he'll be good to know.

And that was the 14 second video we made this video right here, just like this. Right? And I clicked the check saying, yup, I got it. Now I can add filters. I can add text. I can add different sorts of events effects this adjust clips button here allows us to do lots of cool other things as well. So let's, let's go ahead and do that.

And we're going to add Facebook. You know what I'm going to do. I'm just going to go ahead and post it. I'm going to put, you know what, no, I'm going to add some texts so I can see down here, I got these little effects. So I'm going to add some texts to talk course. And I can say Facebook by the way, because as I say, Facebook in the Facebook, they get mad, you know?

So here's a, [00:28:00] here's this one. So now I'll say, what, what are we going to say in the caption here? Um, sign up. What's our saying? Um, URL. Should we tell them to sign up for our Facebook or, or pick that course? Get our course.

Okay. I'm just going to say, get our course. Okay. There it is. And now I am forget about like duets and stitching and all that kind of stuff.

It's going to cross post to Instagram. I can also do Snapchat and these other channels, but now I've literally made a post. So now this post is here on my profile and you can see. That I've made this post and it just showed up. There it is right now. It's live. It's got no, no likes or comments on it yet.

Now what happens when you have a new Facebook page where a new website or a new Instagram and you make content on there? No traffic got to drive traffic there. So we made that post. [00:29:00] Now I can boost that post. So who don't want to boost. Probably the custom audience of all the people on the email list for Perry and all of my email subscribers, probably all the people that have bought any of our products or services, all the people that have watched any of our other videos, somewhere else, anybody where they'd been to a certain blog posts that we've written about Facebook ads and Tik TOK ads or ad disapprovals.

Yeah. People got their ads disapproved, anyone who's that that's happening. That's happened to them. I probably going to want to have them watch that little 15 second video now, did you see how easy that was? Was that a landing page? Did we have to bring in these videographers? Did we have to, you know, spend all this money?

How easy was that to make an app that was ridiculously easy. Yeah. Now what was different about that? Versus what you would typically see in an ad, something that had had to go through a video editor or different levels of production. It was shot on my phone. It was shot vertically. It was shot with very little perfect Polish.

We didn't say the words exactly. Right. I made it up on the [00:30:00] spot, by the way, you don't have to make it up on the spot, but you need to make it look like it kind of happened on the spot. I plan that by the way, just so you know, right. And now I can boost it. I can make 30 or 40 of these. I can take content that's in our content library and then be able to boost it out.

So there's a whole process on how you want to be able to collect this content. How do you want to set up tracking how you want to run ads? So it goes in these six phases, which we have in a course that we're going to talk about a little bit later here. So plumbing is your tracking, this Google tag manager.

It's the pixels, it's the events. It's your UTM parameters, which with, you know, iOS 14 and all you need to do conversion tracking at the server level. And then goals is allowing you to measure those particular items. So what's your cost per lead cost per conversion cost per sale, RAs, you know, what do you need to hit to be profitable?

Just like you would. I use the same metrics that you're using in Facebook or YouTube or any other channel, Google PPC content. This phase three is really where the focus is on Tik TOK ads. This other stuff is more mechanical because the system's really [00:31:00] smart targeting. I don't think you need to worry about targeting because your content is the targeting.

The, the stuff that you put into the system is the targeting amplification is running ads and optimization is the ongoing tuning. So the content factory is what you need to establish, not just for tic talk, but for any kind of video short-form algorithm, making decisions kind of content. So think about how you could take podcasts, webinars, UGC.

I think UGC is Phantom. Stuff that's generated by your clients, by your customers with their permission. Of course, I'm not a lawyer, user-generated content that's right. And you, you then run it through the factory to edit it and push out 15 to 62nd length videos. So testimonials or how you go about your day or sharing your expertise, which you might believe is mundane.

But it's actually interesting put out, you know, put out 10 tips on how to do X, whatever your expertise is, the X, and you'll find one of them will do well. And then you run it to a [00:32:00] lead form. You understand Facebook lead forms, tick-tock lead forms of the same thing. Exactly, exactly the same thing, right?

Maybe you have a VA, maybe you hire someone on Fiverr or Upwork to process all this kind of stuff. But the key is not because tic TAC tic talk, I said, Dick tech is this awesome platform. It's because we're putting the right ingredients in. So let's talk about what the perfect tiptop at is. So what are the components of a Tik TOK ad that make it different?

You say like a regular Facebook ad or a Google ad display ad or a Google search ad. What are those key components? Well, there on your screen, right? Yeah. Shows shows your face motion to grab attention film on a cell phone. Preferably vertical, not horizontal, right. And it's in the nine by 16. And the

reason why all of these work on Tik TOK is we're making things that don't look like ads.

So we're fitting in, right? So if we look at what's actually occurring [00:33:00] on Tik TOK and you can see people are they're, you know, they're, we're getting, they're getting our attention. It's their video. It's them doing different sorts of things. There there's our posts right there. Here's our friend who just posted a picture.

You can do that as well. Right? I should know that was the video. See, look, this, this one's a, this is our friend. Who's a chiropractor. He happened to serve there. That's pets and things like that. Look, here's an easy way to add revenue for your restaurant. Here's his tips right now. There's a lot of these people on how to make money on how to make money, but you can see there's lots and lots of examples, just lots and lots of these.

We can just see it's on and on these people, they're just sharing theirs, Casey. Right? He's sharing his stuff. It's literally that simple. So when you have a tip, when you read it a book that has an interesting thing that you thought was neat, like literally 15 seconds report right there. Even if your hair's not perfect, I don't even have any hair.

You put it out [00:34:00] there and you're going to find the Tik TOK is going to optimize. So if you put lots of little pieces of content, you don't have to be Gary Vaynerchuk. Then you're going to find that this works. But what if, what if you're in. And extrovert. What if you don't want to be on video? What if, you know, you're kind of more behind the scenes cause you like to run the ads and the landing pages and the traffic.

We have a lot of people like that. They just don't want to pull the levers, hide in their cave and make the money show up. They want an ATM machine. That's money into their living rooms. Yeah. W what if, what if I don't wanna be on camera? What if I'm just not like that? What if I don't want to show that I have the Lamborghini lifestyle, right.

And that whole kind of thing. What, what if I, you know, I'm not the kind of person that's going to do, like this sort of thing, right? This is fake money. This is from the prop money company, which is the same company, all the Hollywood films. I remember that senior breaking bad, where they have that

whole garage full of money, that this is the same money, by the way, they just spent a lot more on it.

So what if you, so this is a big [00:35:00] misconception. Well, what if you don't want to sing and dance? What if you don't want to be on video? Can take talk ads. Yes. You have someone else be on the video and I'm going to show you how to do that. Yeah. Then that customer's on the video. Yeah. So let's talk about content production and how we're able to get content out there.

Even if you are not in the video. And by the way, if you're the business owner, you're by definition of figurehead. Okay. So you have your content strategy of different ways that you're making content. You can be like, oh, here's my friend Alia Walton. Let's just show his thing real quick. So this guy is a personal injury attorney.

He did $14 million last year off of tick talk and Facebook ads. He does not run Google ads. Okay. You need to, you need to rewind and say that again. The most, most people would think an attorney yeah. Is not like Tik TOK. Like how many 23 year olds need an attorney. Right? Most people would you made $14 million.[00:36:00]

The next break down the 14. Cause we talked about that before. Okay. So God forbid you ever get in an accident, but if you do and you call a personal injury attorney, like better call Saul or a billboard lawyer kind of stuff. And there's a settlement because they know they go to the insurance company and they try to get as much money as they can.

You get about a third, the doctor gets about a third and then the attorney gets a third. That's like generally kind of how it is because it's one of those like pay for performance. I think of the personal injury attorneys as the ultimate rev share partners, it's called contingency instead of charging per hour, they get a percentage of the things.

So they take the third, so $14 million. It was his, you know, third, that was his third. So we generated $40 million in. And what's neat is look, this is the kind of tic doc that he's producing. So let's just play one of them, things that you absolutely must do. Right? First you get in a safe place and you call the bullies.

Number two is take photos and videos of the accident scene. Finally, number three, make sure [00:37:00] you see a doctor right away knows how to decide. You have to hire a lawyer. You have to reach out, protect your case. First,

protect yourself, take care of yourself. First. Trust me, there's a thousand other lawyers like me that would love to have your case.

I would rather you take care of yourself, take care of your health and your finances are going to say terrible yourself afterwards. If you do those three things, look, if you're involved in, did you think you, as a professional service could do that now he's not an accident chasing whatever kind of thing, full disclosure, he's a client, almost everything I'm showing you as a client.

All right. Look at what he's. So just look at the like who's at fault. So he'll show that these like dash cam car crashes, and then people say, no, that guy pulled out too fast or this person was now I know he's doing, but I'm a drug dealer and I get high on supply. Like, look, literally like, let's look at what he did here.

Right. He's just pulling these off of YouTube or whatever with permission. [00:38:00] And he's got all these things. Engaging in the comments, right? Who's at fault. Who's at fault. We know he asks me, he's got a lot of things that have nothing to do with, Hey, call me if you're, if you have an accident. So look at what he's done here.

Well, I'll spend 10, 20, 50 grand on outing for my team just to show them that I can, I give them continuous bonuses and words of encouragement and advice in my job as a CEO, just to be the chief encouraging this to happen. That's pretty cool. Yeah. Right. And you can see that he's got lots. Now, some of these look, 600 views, 200 views or 2000 and 19,000.

So why is it that some of these only get a couple hundred and then some of them just go absolutely nuts. What does that telling us? And look, he's got 5.2 million likes. It means it's a 99, 1 medium, not a 80, 20 medium for one thing. Yeah. So, so there's extreme [00:39:00] differences. It means you, it means you need to put a lot of content in there so that a little bit of it can go super viral.

Yeah. That's right. Rob, quick and dirty and fast. Yeah. Fritz trending song. We're taking advantage of these kinds of means, but not necessarily how often you post-launch, as often as you like, right. So there's oh shoot. I got one of these things posting. Now you can see the kinds of things that I like. So that's a difference too, because

Facebook, Facebook would only let you put so many posts in front of your audience in a day, or right. Um, but Tik TOK does not put a cap on that. Nope. You can post as much as you want. I think of it kind of like a blend on

Instagram and Twitter, Twitter, you can post as much as you like. Think of it like stories, right?

Instagram stories. I see some people that post 20, 30 stories a day. Now the beauty is you could post lots of these things and you're not going to flood [00:40:00] the feed because the feed is just going to show whatever it thinks is most relevant. And any of those particular stories you can boost. So if for some reason that all these saying, Hey, I really care for my employees because they're the ones who, you know, all this, he could do that as he could set.

Let's say he made that a couple months ago. He could use that particular post as retargeting for anyone that has seen any of his top of funnel videos. Because then what does that tell them? It's like, oh, well, I could choose any of these car accident attorneys. I'm going to choose the one that seems to care for his employees.

Right? So I can use so chronologically, you could have made tons and tons and tons of tick talks, but then after the fact, you can take any one of them and associate that with retargeting and anything, you can reassemble anything to any order that you want. You see how clever that. So this is a virtual auto-responder with two talks.

That's the way to do it. And that's how we targeting works. But the beauty is you don't have to manually say people saw video one show video five, and then show video 15. You don't, you don't have to manually do that because the algorithm is so smart that it realizes what's next. [00:41:00] And that's where I think tip talk, having watched what Facebook's done has said, you know what, rather than teach people the complexity of what's inside the engine, we're just going to go from manual transmission to automatic transmission.

Isn't that cool. That way, you know, us running ads, we can feel like we're smart. So let's say you're running on ads on behalf of someone else. And maybe you're a consultant or maybe you're a marketing manager and you're, it's not your business. Talk's going to make you look good, right? Because you can drive the leads, you can drive the sales, and then they're going to think that, oh man, they had to do all this work to drive these additional leads and all this you're you're leveraging your existing sales forms.

You're leveraging your existing audiences. You're leveraging all the existing things you have is now a good time to ask about tracking. Or do you want to

talk about those? I want to cover a little bit more about content and we talk about tracking. Well, what about tracking? Facebook is all jacked up with iOS.

And, uh, is there anything to be said about that with tick? Well, you're going to lose another 10 or 15% [00:42:00] because of that. And Tik TOK has a way of passing back these conversions in the same way. Facebook has the conversion. So ultimately you have to use UTM parameters in your ads if you want to track it back.

And then if it goes into your, you know, HubSpot or Salesforce or Infusionsoft or whatever, you're going to do the exact, exact same kind of thing. I think the amount of data that you're losing a Tik TOK still early, but the amount of data you're losing on Tik TOK is slightly less than what you're losing on Facebook.

Because more people, you know, what percent of people opt out at the prompt on iOS 14, when people say, Hey, you know, Facebook would like to trap this track. You allow or not allow what percent of people opt out, even how many don't allow. 40%, 95%, 95. Wow. Only 5% of people say yes at the prompt that Facebook and all the other apps it's much lower because it goes back to a trust.

So the trust angle is higher with tech talk, but then again, it's a skewed number because there there's [00:43:00] still more people under 30. So they're more willing to say yes, because if they're already on take talk, they're like, yeah, sure. Whatever. Right. Very interesting. Okay. I'll be thinking about that for week two.

Okay. Well, the point is you need to use it. And the point, the point is, is that tracking conversions in ROI on Tik TOK is not very difficult. Cool. Right? Because you're going to run it to your landing page and basically do retargeting. So all this stuff with Chrome and third-party cookies dying and all that, you know, you're going to be taken care of with Google analytics and Google tag manager.

So I've got to collect an email address and I've got to get into my webpage old email address again, that email just keeps working. Hey, imagine that that's what it's at. All right. Let's get back to the content. Now, if you don't want to have your face. Then you can hire other people to do it. And I'm going to show you a few things that I've used.

That has been fantastic. Now I can hire these business people. I can hire Snoop Dogg. Oh, look, I can have [00:44:00] Snoop dog make a video for me. What is

his price? It's probably like a thousand dollars or something. I haven't hired Snoop yet, but I've hired these other sorts of people. Oh, his prices not even being listed here, but on cameo, if you guys haven't seen cameo, there's all these different people.

Ice cube, Barbara Corcoran. Ryan Cox. Okay. Let's see. Barbara Corcoran. How much has she? 5 99. Okay. Wow. So I could hire her. She's one of the sharks and I could ask her a question. Hey, Barbara, what do you think about, you know, what advice would you give? So without directly promoting your product, that's where you're gonna get in trouble.

Don't directly promote your product. Ask her a question. That's a leading question where the, the expertise is inferring that she's associated with you. And then when you book her, then she'll say, cause you know, I could sign in as Perry and say, Hey Perry, what do you think about the future of Facebook?

Advertise around whatever it is. And then she'll say, Hey Perry, you know, I think Facebook ads is going to be about one, two and three or something like that, about whatever kind of topic. Then I'm going to [00:45:00] take that. I'm going to boost it on Tik TOK. I'm going to boost it on Facebook. And some people will say that's a little bit great hat or that's black hat.

And just to prove that it's not. I got the founder of cameo to make me a cameo about how to use this technique, because we're not using them as a celebrity endorsement. This is not LeBron James saying that you should drive a Kia. Do you think LeBron James drives a Kia? How much was he paid to drive a Kia?

He doesn't drive the Kia, right? So I can hire these different people to do these different things. Now, there are platforms that are designed just for making ads and these people are paid $59 or whatever. And so what will happen is you pay $59 per video. And this, this platform is called below, but there's a lot of them that are like that.

So these influencers on Tik TOK or whatever have said, okay, if you ship me your product, a pair of socks or apparel, or what is this one here? Like a necklace. Let's just see this Pearl necklace from time was prone to meet with real [00:46:00] pearls, that's freshwater and saltwater hybrid and free shipping and free returns.

You're going to love it. Would you pay $59 for that? Of course you have to ship it to her and all that. So now you're out like whatever the cost of the product and

all that, but here's, what's this 50% check these out logos, new flows, niggers, and they're super duper comfortable. And I don't think I have to mention how adorable the precious, the vintage designer.

I'm definitely wearing them all summer and I think, okay, let's see. So they've got these other examples, right? We can look, what's this one, this they're singing and dancing. Okay, fine. Everybody's talking about, so with a drummer, my finger challenges to put my legs together and see how long that's ridiculous

so I can log in and I'll. So do you remember when five or first launch you log in, you could see like you'd waste all this time, doing all these crazy [00:47:00] things. So you just come in here and you, you, uh, you know, you created. Or you can shop some of the different folks that are here. It's just crazy. Like I see some of these people here, like, I'll show you this.

This is so nuts. And by the way, but if you're watching this in 2022, this might not be as good as watching it now in October, 2021. But let me show you something ridiculous because we're talking about Tik TOK, right? Watch this. So there's some people on Tik TOK that you can buy for just $10 or $5 or whatever.

Gilbert, Godfrey, horrible. I bought a Tik TOK from him before, but some of these people, what is this? What is this girl? Twenty-five dollars Hooters calendar thing. No, no, no, no. I want to go back to the actual tip talkers. I didn't choose the right categories. Let's look at, look at these categories here. So there, there are these tick talkers that you literally can buy.

If I bought some of them. [00:48:00] I bought them for five or $10 and they have millions of followers. So then what I do is I just, if they're big enough, I can even select them in here. Tik TOK, creator. Okay. Let's see. So who is she? Tik TOK created $45. That's a little bit high, but let's see how big she is.

Seriously. You can do, you can do Tik TOK, arbitrage. It's really insane. Let me see where she is on tick time, by the way. It's not a huge deal to find people who have millions of followers. Oh wow. She's got, what is she like a weight loss one. I don't even know who she is. Shows you how much I know. Wow. 20 million likes.

Wow. I can hire her for $40 to make a video. Wow. Yeah. Even promote stuff. How is this girl getting 20 million? I don't know. I think I'm just like an old person doesn't get any more, but anyway, cameo below [00:49:00] Fiverr, all

these other sorts of places, there's a Tik TOK marketplace. You have to get approved to get into.

It's very easy to get approved. You just upload your, your business's w nine EIN kind of thing. And you're in there. There's this? Yeah, here's the marketplace. We can go in there and look at the, if you want to see, there's kind of an agency area, creative solutions of these pre-approved agencies. I wouldn't hire any of them, by the way, Tik TOK will get mad if I say that, but unless you're a brand, like if you're a big brand you're Starbucks.

Okay, fine. Go ahead and do that. So this is, I want to show you the Tech-Talk works for professionals, and this is an example of a chiropractor and he made lots of stuff around neck pain and migraines. And why, how and what one minute videos got lots of these examples of all of these videos he does do dancing, this kind of thing.

And this has driven him a ton of business through his DMS people, to the website, but mainly through the DMS, that's how people, you're going to be surprised at how many people will contact you through the DMS. So look, you know, here's how you pop someone's neck or something [00:50:00] like that. Right? So think about how you might do that for yourself as a service professional.

But if it can work for a chiropractor, that's talking about, here's three myths about migraines. You know, that you need to drink more water, that, you know, people are weak that you need to stay in the dark all the time. That you're not like just whatever it is, you don't have to do that kind of stuff, but it just shows you how this works.

Now, there are some differences between Facebook and Tik TOK. You have to spend $20 a day. There's no, you can't use the dollar a day. It's $20 a day, but just put everything into the same ad set and let them compete against each other. So it's going to be just as good. And they also still want 50 conversions per ad set.

Just like Google and Facebook and the other ones. Cause they're algorithms learning. Otherwise we get stuck in the learning phase. You've got all the typical custom audiences of people that have engaged. You can market against video custom audiences and, you know, web and email custom audiences. My favorite part of Tik TOK is spark ads.

Spark ads is boosted posts, taking organic posts from any account, and then being able to boost against that. Now there is one [00:51:00] ugly cumbersome thing about the spark ads, which is boosted posts, which is you need to get a, a code for each one. So if I go to that tick talk that we just made, I can go look at that particular post here's Casey, this one we just made and I can come here.

This is one just the one we just made. Right? Let's go all the way

I can promote. So hit promote, and now it's going to generate a code for me and this code. I can then use, actually do it right here. Oh, shoot. I can do it right here, but generally you got to, do you have, if you're gonna have it's another ads account, it generates a code then is it seven days? 30 days or 60 days.

So I could take this and share this with five other people that want to be able to promote that post. So if I have a deal with an influencer and I want to be able to boost from their profile and because they have a bigger audience than I do, [00:52:00] then I can do that. They just have to give me the code off of that post for part of a spark ad.

Isn't that kind of neat. Right? Look at all these different things. So, okay, well here's Tik TOK promote. Yeah. So I can spend coins. I can spend it directly here, but I can also generate a code to be able to do that. And I think that over the next couple of months, they're going to find it an easier way to be able to do this boosted post.

Cause I really think that if you follow the evolution of where social ads have to. People are basically selling themselves out and then they need to make a frictionless way to be able to sell it. They're influencing what they're doing, but right now there's so many people on tiptop, not just because they have millions of followers or this kind of thing, but there's a lot of people who are getting audiences with people that we want, but they're not, they don't know how to monetize.

So us as PPC and Facebook advertisers can arbitrage against that audience. There's one girl. I'm not going to tell you who she is, but she's big in the influencer space. She's got these beauty and makeup and dancing and videos like that. She's still awake. [00:53:00] In LA, I had dinner with her a few months ago and I could literally pay her $200 to shoot all sorts of video on all sorts of things that we want.

So I can see I can influence arbitrage, but even if you're not doing stuff in beauty, entertainment, sports, that kind of thing, I think you're going to find it works super, super well dynamic scene ads. That's fantastic. They're going to take a video that you have and chop it up into different pieces and recombine them to figure out how to get the most engagement and then awesome.

So split testing is where you have to actually specify, you know, the copy and the buttons and the headlines and that kind of stuff here. They're going to do it for you. So everything about tick talks, approaches, I think smarter than Facebook's. They're just going to do it for you. Why not? Right. I don't want to mess around inside ads manager.

It's ridiculous, but doing it for 14 years on Facebook, right. Collection ads for Shopify to have a Shopify integration, which is fantastic. So they handle all that kind of stuff. So e-commerce easy dynamic showcase ads. I don't think matters. There's four or five other ad types that I don't think matters.

Cause we're just going [00:54:00] to run in feed ads, boosted posts. We're going to choose conversion as our main objective, start at the bottom of funnel against remarketing. Then move up into driving video views. Here's a lot of examples of other companies that are doing it. And you could see that these are boring companies.

If you have a boring company, it's going to work for you just as well, because you're not trying to be famous. You're trying to leverage the algorithm to amplify social proof, all these other things that you have. Now, we have a special deal that Tik TOK gave only to Perry and I, no one else has this go look around.

You'll find it's not anywhere else. Spend $500 on a ticket. In our program and you're going to get a $500 credit. We bring you the most people. We have to submit the business center IDs that you have, so they can manually apply a credit. This is not a coupon code. So you have to actually spend the money.

Tell us you don't have to give us access to your ad account, but you have to give, you know, if you join the program, we're going to tell you about in a few minutes, if that's okay with you, you spent 500, again, another 500. Now the reason they didn't do this [00:55:00] is that they tried this when they first launched it about a year ago.

And then these spam bots would come in and register new accounts and try to use the coupon code. So that's why they don't use coupon codes because, you know, you can like sell Facebook ad accounts and you know, that kind of thing. Right? So this, this deal is only with. And only right now, because face not Facebook.

I keep saying Facebook, it's funny. Cause Tik TOK came just because we know so much about Facebook, but this deal, you're not going to find anywhere else. It's only with us. Tik TOK knows that we have the next wave of serious business advertisers. So this is not about influencers. It's not about brands trying to be the first to show something cool.

Cause the McDonald's wants to show that they can spend $20 million and get a lot of likes. This is for performance advertisers. This is for smaller businesses. This is for people who don't have million dollar budgets, people who measure their ROI. Yeah. Yep. So because of that Perry and I are excited to tell you about this new program we've created for you work very hard.

It's tick [00:56:00] talk for real business owners. And this is a series of modules that we put together where it's not just some kind of set of videos that you can watch. I'm going to coach you through this. And I'm bringing in other people that know way more than me, about different aspects of the tiptop platform to coach you through these different components.

The first coaching call starts in a week, which gives you a little bit of time to set up your businessman metric configure a business center, sorry, it's called. Cause they're called. This is the same thing. Okay. Boosted posts, spark ads. Because when you set up that business center and you have your pixel configure and you've configured your conversions, and if you have a Google tag manager you're already there, right.

You just drop that pixel and use the exact same events all the way through. We're going to go through these live coaching sessions. You'll have prerecorded videos to go through. So there's a combination of, you know, watch the videos to follow the steps that we have the setup, and then participate in the coaching calls.

If you have questions along the way, cause you probably know. And [00:57:00] I'm here to answer your questions, right? I'll be there to make sure if, I mean, I know these say like 90 minutes, but whatever's necessary to make sure that you

are successful. I'm going to be here to help you because I want to see you succeed.

Right? There's a lot of people selling courses where they're just selling courses for the sake of it, because there's something that's cool. We could have launched this when we were going originally. It's like six months ago. Yes we were. W w we have been working on this a long time, but we said no, because the timing wasn't quite right, because it was still too much influence.

And this wasn't the right time yet for performance advertisers. So I think now is the, is the very early stage for performance advertisers to be able to get some ROI and not like in a year from now where now a year from now, all the stuff we're talking about, it's going to seem kind of obvious, but I think now is the right time for performance advertisers.

If you already are generating sales through another channel. So this program is not for you. If you are a new business, if you do not have some kind of [00:58:00] conversion tracking in place, if you do not already have a list or some kind of traffic sources working, this is not going to work for you. You need something that's already generating sales.

It doesn't have to generate millions a month in sales, but ideally if you're spending 500 to a thousand dollars a day in another channel, this is probably going to work for you. This also is not going to work for you. If you are in a highly, highly regulated industry where you cannot get customers to talk about what you do, the exception of that could be personal injury, cosmetic surgery.

We can still get these guys to work, but you've got to be able to collect video if you cannot or will not or afraid of collected video. And this whole 15 second video thing scares you, then this program might not be for. Okay, does, this is like, you want to learn how to be a swimmer and you're afraid of water, whatever problem.

So you gotta gotta be able to make video, but you don't have to be the one on video. You just have to, you know, get, get these videos and place. Uh, I used to hate video. Like I'm a [00:59:00] writer, I'm a thinker. I don't want to do a selfie video. I don't want to be Gary Vaynerchuk. I started working with feed stories and they would ask me questions and I would answer the questions and we would get into this flow and it turned into a way of figuring out sales problems on the fly.

It's like, well, I don't know exactly how we're going to sell this. I don't know exactly what. Say about this, I'll get Bob and Brandon in the room and we'll just talk about it. Um, and, and now I like video and, and sometimes videos, the quickest, most efficient way to just get it out there. And it's easier than being away to keyboard for six hours now.

And we've done this with lawyers and dentists and real estate agents and mortgage brokers and other people where they're not professional video people. And here's our trick on how we get around that because some, some people just struggle with the idea of pointing a cell phone at their face and doing selfie video.

We'll have a couch like this, and we'll just interview them. Like you just look at me Perry, and I'll ask you a series of these questions [01:00:00] and then we'll chop up those videos. And then those are the videos that we're using, because really what we're trying to do is capture the expertise three ways on how to do whatever, right.

It goes to a lead form. Now we're building retargeting because it's the web retargeting and they clicked on the thing, right. With video retargeting on top of that, that's really the key here. Right. So if you're cool with that, then. I think about the structure of what we've laid out. So we have this advertising manual, we have these coaching calls.

We have a video library that you can use if you're not sure what kind of videos to make. We have these office hours sessions to give you additional training. We have this $500 credit, so you spend 500, get another $500. I kind of view it as like, you know, if you could buy it's free $500, you can buy Bitcoin at a thousand dollars.

What do you know now? I don't want to use crypto because I could go up or down, but it's a lot cheaper, you know, right now. And another special to get. Yeah, go ahead. If you sign up, you get six months of new [01:01:00] Renaissance membership and that's where 600 bucks. And it comes with a lot of goodies and discounts and a newsletter and a forum and a place to get your questions answered and memos from the head office calls and all of the benefits of residents club.

So, um, It's worth 600 bucks. I mean, $750 free free $500, three residents, club membership. So deal. It's a great deal. And you can be making money too. So, oh, oops. I accidentally forwarded it. Oh, when a couple of slides ahead, you

know what? I'm just going to manually advance this. So $4,000 of value of all these different items here.

And we were talking about what price we'd want to put it at. I know that a lot of people would want to sell it at higher ticket, but I'm more interested in seeing you guys execute, because I know that if you do, you're going to set [01:02:00] the wave of all these other people to grow your business, because you're going to have to staff up your content faster.

It gives us more case studies. Yeah. When we talked about the pricing, like, well, we could price it higher. We could get a lot more. And, and I won't promise this to you, but Tik TOK did say that they want us to be blogging and sharing these cause right now there's stories as you've seen for on Tik TOK for business is the big brands.

And then some of these influencer kinds of things, they want to be able to show these other performance marketers. They don't have a lot of these examples. So if you get a link from the Tik TOK blog, what's the SEO value of that. That's good. It's like a Dr. 92, right? It's pretty awesome. So that's really what I want to do.

And then my personal mission is to create a million jobs. So I know that as you're successful, you're going to want to hire more video editors. You're going to want to hire more people, building landing pages, more people that are processing content, just like in our sock thing. Right? We have all these people reaching out, working with influencers, a bunch of these VA's.

I would love for you to be able to grow your business by bootstrapping, from what you're doing here with tick-tock [01:03:00] and having that work across all your different social channels. So we said, let's do it for seven 40. And you've got to use. You got to get this fast acting fast action pricing by tomorrow midnight.

Today's my birthday. So we're going to celebrate we're about to go eat, but get it by tomorrow 7 49, you're going to get access to the eight modules. You're going to get our guide. You're going to get the content library. You're going to get the office hours where I will personally be there. Live. I have to go through all these different items with you.

You get the $500 tick-tock credit. If you spend $500. And most importantly, besides all those things, you're going to be early on a platform and be able to

build remarketing conversions cheaper right now. So if remarketing is working for you remarketing, it's going to work here because remarketing is just the marketing and all audiences are now coming on to, to talk.

The I've taught hundreds of thousands of people, how to use pay-per-click [01:04:00] advertising. And I can't count how many times I've heard people say. Dang. I wish I had been doing this four years ago, or I wish I wish I could go back and buy, like by Google clicks back when you w when a dollar was an expensive click.

Yeah. And now an expensive click is like $37. Right. And this is the cheap clicks. This is the time to get into Tik TOK. We have been talking about this for our staff and with you for a year. Uh, in fact, I think we were talking about this before COVID hit when we were in Florida. Okay. So, yeah, that was too early, but we have been watching this I've been, and also you don't have to like, tick.

Yeah, you don't have to be a tick talker. You're not trying to be a professional YouTuber. We're business people. We're trying to drive more sales. That's what I care about. Most of the courses you see out there on Tik TOK, or how do you go live every day? And you're [01:05:00] constantly on Tik TOK, as you're trying to build yourself to 10 million followers, like that's not what this is about.

This is about driving more sales. So like Tik TOK culture, you don't have to like what your wife watches on Tik TOK. You don't have to like what your kids do on Tik TOK. All you have to do is make 15 second videos. Yeah. And you don't have to sing or dance or do things that are ridiculous. Share your expertise.

Right. We have doctors, we have attorneys. We have people who are serious professionals that are making videos and you know what it is, it's engaging our clients because the clients are on. I can't tell you how many clients that we work with. Where two years ago, when we started working on this three years ago, we started messing around with the ads and analytics.

They're like, ah, I don't want to do that. You know, it's not for me. And in the last six months, You probably have, I have my friends have all been on Tik TOK, checking it out. And they're seeing what other professionals are posting there. It's the same thing that Perry was saying 15 years ago on Facebook.

Right? Look at where Facebook is now. Right? Well, [01:06:00] five years ago, not now. Now they're kind of both five years ago, Google 15, 10 years ago. Absolutely. Yeah. So, you know, you start, you start to see how these patterns

roll. I've seen this before. I've seen it happen over and over again. I knew I knew what crypto was going to do before I did it because I had already seen the same things happen with these ad platforms.

Like there's so many parallels, so this is huge and you need it is now. And we, we have a really great discount, uh, before tomorrow at midnight. And you should get on this thing. Let us know I'm excited. We've been working super hard on this. I can't wait to see. Oh, final bonus. If you sign up by midnight tonight, we're going to give you the one minute video tonight.

Not tomorrow. This is the super, super fast acting bonus by tonight. [01:07:00] We're going to give you the one minute video course and videos, the key ingredient, the engine, you could have your, you know, Mazzarati or Ferrari or whatever, but if you don't have video, that's your gas. It's not going to work for you.

Right. So I challenge you. I'd love to see what, what do you guys think? Let us know in the chat you excited about Tik TOK. You think it might not work for your business or you think it will. You have some ideas on the stuff that you want to make? Oh, happy birthday. Thank you. Oh, I'm going to say happy birthday.

It was my birthday. I turned 500. That's what I put. Where do we sign up? Oh, shoot. I didn't give you the link. Well, here it is. Perry marshall.com/t R B O U. It's, like VRVO with a T instead of a V. Yeah. Tik TOK for real business owners. That's right here. It is. So the super special bonus expires in six hours, 7 49.

There it is. Perry [01:08:00] marshall.com T R B O. So I will copy that URL and put it into the chat. So I'd love to see you guys in here. Can't wait to see, I look to see like, are you guys excited for tick-tock and I have not seen an opportunity like this for like 10 years. I've been waiting for this next traffic source.

Well, it work from New Zealand. Yes. It'll work from any other country. It'll work. It'll work just, oh, the bonus is for one. Because, although, cause Tik TOK on, we've had three calls with Tik TOK about this bonus and they're super, super scared about like, well, what if it gets in the wrong hands? Or what if we made a coupon because it's not a coat because they said, why don't you just give us a code?

And then we can just give it to all the people in our special groups. Like, no, no, no. Cause then people would spread it and all that. So it has to be per account. So if you are, I guess if you're an agency and you're doing it for multiple accounts, uh, just check with me, I think we can do that. [01:09:00] But if you want to see, but if you want to do it for a hundred accounts, then there, you know, we just, they want to keep it small.

No one else has this special. This is the thing they gave just to us Tik TOK because you know, the Chinese owners and all that, they're super sensitive, sensitive to PR, especially with what's happened with Facebook and the government and Huawei and you know, all that kind of. So we want to do it the right way, the cool thing.

Also, I'm not going to make this as a promise, but I'll just sort of like content, if we encounter problems along the way, or like you have issues with tuning, your answer, whatever. I do know a lot of people to talk and if you're in our program, I will make extra efforts to make sure that you get help. But it just, as if you follow the framework that we have, I don't think you're gonna have an issue with things like ad disapprovals or whatnot.

Right. I mean, if you're selling things that are in questionable categories, maybe this is not the thing for you. Right. If you know, like medical marijuana or, you know, the things we used to call PPC, like porn pills, casino, like those categories. [01:10:00] Right, right. Yeah. If you're in a category that works on Facebook, it'll work here.

All right. Oh, thank you for all the happy birthday messages. That'd be birthday. Yeah. Well, it worked for being an affiliate to other products. Yes, it will. Ryan. Supplements will work, but you have to be careful to same rules, as you can imagine. Info-products will work too. Sadly, if will products work in every category.

Right. Actually it depends on what kind of info product as well. Yeah. Thank you, Lorena. Jennifer, let's see, you got a lot of questions. Well, it work in Malaysia yesterday. Well, Malaysia is working really fast. Kelly asks, you mentioned ad spend requirement $20 per day. Can you do a day a week? Yeah, you can.

But then you're not going to be able to exit the learning phase. So the way the learning phase works, just like with Facebook is you've got to get to 50 conversions per ad set per week, and then the system's going to be able to really

do great things for you. The question is how fast does she start getting better than break?

Even on $20 a day? Yeah, yeah. Is not to spend [01:11:00] less as to optimize for profit. Yeah. Yeah. Okay. And so if clearly she's a beginner, so she comes into the course and she's like, okay, I got 300 bucks and that'll last me for 15 days. So what would you say to her? So you got to get a conversion because you know, you put a few dollars in the machine.

It needs to put up more money, so you can put more money back in the machine. So. You'll see, in the, in module two module, one is the strategy and the set up and that kind of stuff. Module two. We talk about setting up your business center, conversion, tracking your pixel and all that. We're going to start by sniping the bottom of the funnel.

So anyone in remark. Right. Anyone who didn't buy anyone, your email list, anyone like remarketing as the highest ROI of anything we can do. And because we're starting from marketing that should generate however many sales based on how large your remarketing audiences and how well your marketing or your remarketing [01:12:00] performs in general.

So the income that you generate from remarketing, you're going to put back into the system to then drive mid funnel, which is lead gen getting people to the website, collecting email, addresses, this kind of thing. And if that's working, then you've won the game because then you can just scale up lookalikes.

You can scale up ad spend. You can scale these other pieces because that's when boosted posts really start to work. When you boost those posts, which are called spark ads that generates more remarketing audiences, which then gives you more audiences down here that increases the initial campaigns that you built here creates a stacking effect.

If that makes sense, right? Same is true on Facebook. It's exact same thing, same methodology on Facebook. Well, it worked for music courses. All Adrian. Yes. Music is fantastic. Music is in one of the killer categories, sports, media, entertainment, fashion music. I'd say what, what area of music, but you know, if you let's say it's, you know, violin or piano or chord progression to play the guitar or whatever it [01:13:00] is, guess what if you're putting guitar and your video, they're going to notice the guitar.

And if you put, this is going to be a little devious. If you put books in the background of, of, uh, people who sell courses similar to you or people that they would want to follow Tik TOK is going to notice that yeah. Nathan up, will the replay be sent? Yes, there will be one Chris. Oh, thank you. Glad you're here.

Should I start with this? Instead of Facebook's as Dr. Kim Grimes, the answer is do both. Why not? Right? Because you get an advantage of. Okay. It will work on Malaysia. Yes, it will. Blair says, thanks guys. Killer minds. We go to.com then overall. Yeah, that was way back in the day. I remember that 1999, man. Will it work for, for health info marketing?

Yes, we do a lot of health, but certainly, you know, there's certain precautions around HIPAA and patient information. That kind of thing. All right. Mortgage broker. Yes, Christian. This is great. Why? So [01:14:00] one of the reasons, and this is, I'm glad you brought this up, Christian. One of the reasons why we didn't launch this a year ago was that the geo-targeting was only down to the state level.

So if you weren't an e-com business, if you weren't a national brand, you could only get down to the state of Illinois, which is a chiropractor can not advertise all over. It's not the entire state. No, not the entire state of California. Right. But three months ago they introduced DNA level targeting. Okay.

Right. Cause you know, in the United States, for example, there's 300 DMA. So the LA area, the size of a radio station, it's like a 30 mile radius. Yeah. Yeah. So that's great. So yeah, mortgage brokers. Absolutely. And with mortgage, even though there's zillions of mortgage brokers, all of them have different stories to tell some of them because of their history of service, because they're a veteran or because they appeal to a different crowd, they have a certain kind of value.

Now what does that have to do with mortgages in particular? Nothing but the same is true for real estate, for title [01:15:00] insurance, for, you know, um, life insurance for any kind of professional service, this will work well. And here's, here's something. Maybe we'll go away in a couple of years, but still working.

So here's a little tip for you. When people see you on Tik TOK in your neighborhood, let's say you're an insurance agent, right? They're going to think that you're semi famous. So when they actually see your face in person or on a zoom call, you'll, you'll hear them say that, come back then. This is like, that's actually who you are.

They'll they'll say these weird things like you actually, I can't believe I'm actually meeting you. So our guy, Brandon, who's a chiropractor in Dallas. These people will fly in. They'll see him and they'll say, wow, you're they feel like you're a celebrity because they saw you on Tik TOK. But all you did was you just geo-targeted against people who keep watching videos about migraines, Dennis, you're famous, you're famous.

So the conversion rate increases too, but it's tough to measure what that conversion impact is from people seeing that you are on Facebook or Tik TOK or whatnot, does a [01:16:00] targeting only get as granular as DMA says, Tim? Yes. Maybe they're going to roll out, you know, down to like zip radius kind of stuff.

Like you would see with Google. I don't think that's going to happen anytime soon. Tik TOK. Sorry. Snapchat might, but I don't think Tik TOK. Well, because the power of Tik TOK is the algorithm doing the sub targeting for you. So it's a content it's not see, they don't want the user to have to try to figure out exactly what tiny little neighborhood.

Plus if you're in a special category like housing or employment, or what are the couple other ones where there's lots of regulations around that you can't do certain kinds of geo targeted of neighborhoods, red linings illegal. So just let the system do it for. Yeah, Dr. Kim. Awesome. So glad you're here.

How's the algorithm more powerful than Facebook will sale. That's a great question because it is looking primarily at what's inside your video and the video engagement. I don't think anyone's a smart about video. [01:17:00] Analytics is Tik TOK is now Facebook's looking at things like through play video content is the content side.

It's not even the behavior in response to the content. It's the content itself. So repeat what you said about recognizing using the guy's house. Yeah. So we were Jake Paul's house, Jake Paul, right. And we shot a little video from inside his house and Tik TOK recognized it was Jake Paul's house and it showed it to his audience and that half a million likes on just one post.

How cool is that right? So if I want to promote a brand, I might wear a shirt that has the logo on it. Right. I might have a book or a prop in the back that ties to something that I care about. So you want to be more intentional about those

particular proponents? Is it scary? Yes. But you know, we're all marketers and performance oriented.

So why not? Why wouldn't you just jump on that, you know, embrace the beast. Well, wait, what you said to me before we started was that horse left the barn 20 years [01:18:00] ago. Um, and, uh, you know, I've, I've told newspaper reporters and people like this, all marketers really care about is they don't want to show ads to people that are never going to buy.

That's all we care about. Okay. And like all, all of you advertisers know we're not. We're not turning on people's video cameras and spying on them. Or we, we just wanna, we, I just, I just want to target marketing people and not people who aren't marketing people. Right. And you know, if you're selling surfboards, you want surfers and you don't necessarily want mountain climbers.

Right. And that's what we care about. Yeah. Tik TOK. I'd love to see what you guys think. Awesome. Spending some time with you guys. Other questions that you have, go ahead and put them into the chat. We've got that special, fast acting [01:19:00] bonus by midnight central time tonight. So what does that give you guys?

Six hours. So I'd encourage you jump on it. Don't, don't be one of those people where you're like, oh, I was going to get it, but I missed it and see, what is the thing? Say there's six hours and 34 minutes to get this special.

Carl Carlin, I'm fascinated and blown away first introduction to it. Okay, cool. If you have questions. Yeah. The seminar dates, I think you'll get when you sign up, but everything is, should be here and you get replaced to all the office hours, but the beauty of office hours is that it gives you this accountability to get these things done.

So if you know, there's weekly calls, like, you know, you know, you got to go to the gym. But when you actually sign up for a personal trainer, then you're probably going to take it away. It's why we do office hours every month for our round table members, because everybody shows up and they see each other.

And then [01:20:00] we check in with everybody. Okay. So how are you doing, how you doing, how you doing? And it's, it's just a great synchronization. It reinforces the mint in them. People are making stuff happen. And then you get

an office hours call and somebody goes on for six minutes about how they're blowing the lid off their business.

And you find out this one thing they're doing, you're like, I can do that. That's easy. And that's how it works. Yeah. And a lot of you, I can tell already from having done a lot of testing, the biggest hurdle is just turning on the phone and getting videos made or having someone else pick up the phone and make videos.

And maybe you just, haven't made your first set of videos like this, and that's just the thing that's holding you back, but I'm telling you jump in the water's warm. This is going to be the, the right time on Tik TOK to make these videos. And by having these accountability groups and by having the templates that we're going to share with you there'll be that much easier.

Sarah Perry, [01:21:00] marshall.com/t R B O tick-tock for real business owners, will it work for network? Marketing says, Andrew, it will, for the same way that you're building your network and people know who you are. But of course you want to be careful because there's rules around network marketing, and we say, you can't say, but you know, network marketing is about selling, selling the dream, selling the lifestyle, selling, you know, what, what the program is obviously avoid, you know, vague income claims and other kinds of rules that would get you in trouble on any of the other networks.

But it's a great way to be able to reach people, especially if in network marketing, you have tied to whoever the figurehead is in that program. If you have videos with that figurehead, it's going to work really, really well. So how are you going to generate excitement? How are you going to be able to tell your story?

You know, the most successful network marketers are really good at telling their stories, think of tick-tock as a way of lots and lots of these 15 second stories. Like we showed you a bit earlier. Adrian says that a large following on Facebook, how easy will it be [01:22:00] to target them on Tik TOK as custom audiences, right?

Just like on Facebook, you have email, you have web custom audiences. That's why email is so critical. If you're doing anything where your professional service, you have some kind of expertise. Email and website custom audiences are critical here. Okay. Ed says, if you started an account, but performance has

been lackluster, should you start over with a new account or can you resurrect the existing account?

Depends on how bad it is. So if you've gotten banned or you're in a category that just keeps getting disapprovals, I wouldn't worry about it. Some people will say that on Tik TOK, you build up sort of a relevance score over time. You know, like an account history on Google and Facebook has the same kind of account history based on a relevant score quality score thing that is kind of true on Tik TOK, but because the decay rate is so high on tiptop, even if you had, you know, 40 or 50 bucks, Campaigns being like low engagement, high, negative feedback, high [01:23:00] cost per click or something like that.

The, the fact that you have, uh, an aged account and you make new ads, I don't think is going to hurt you. Right? It's not like if you just had a bunch of low engagement posts and you put a new one there that, that all these new posts are paid for the baggage of all the previous ones, I've literally seen folks who have had nothing happened on their Tik TOK accounts and they've done 30 or 40 different posts and they're about to give up.

And then they had one viral video. Right. And I don't think viral is like, you go to millions, but don't think that just because your first four or five boosted posts don't work, that you need to start over and do new new ad account. And isn't it also true that there's this hugely pervasive idea. In social media and Gary Vaynerchuk and everything and YouTube content, content, content, viral, viral viral.

If you're buying paid advertising [01:24:00] viral is like number 10 on your priority list. It would be nice as vanity, but you care, you know what matters to most people watching us generating leads, leads, generate leads, generate leads, collect email addresses. If you generate enough leads, you have deal flow. And now you're not duking it out over price.

And, you know, wondering where your next client's going to come from. You want more clients? Then you can serve. If you have more clients than you can serve, then you can filter them better. Pre-qualify them better only take the ones you can help raise your prices, cut your hours, whatever you want to do, generate leads.

Just. Generate leads. Yeah, you don't need a million followers. You don't need all the singing [01:25:00] dancing. You don't have to be hanging out with celebrities. I that's why I hesitate to show some of the examples that we've done

with celebrities, because then you might think that you need a celebrity to do this.

Not at all because it's, you're not doing it. You're not being an influencer for a living. You're not trying to, you know, be covered by a Perez Hilton or whatever, who is a friend of mine. And he wears our socks and he does ridiculous kinds of things. We're professionals where we're not trying to be notorious, right.

Because it's about leads because it's about sales and driving conversations. It's really about having an existing business where you're already generating leads through some traffic source. Now you're using Tik TOK as a way to multiply. Well, you already have, so think about what you already have and say, well, if I can get 20% more on that, or if I get 50% more on top of that, is that worth doing, but if you don't have anything to multiply.

Then this might not be your panacea. Right? You need something, you gotta bring something in. Cause Tik TOK is the ultimate amplification engine of what you have even more than [01:26:00] Facebook, right? Not because of lookalike audiences, but because they just know so much more about who's engaging and because it's, so they have a way to just get you to stick and stay there.

Right.

T R B O get the bonus. You got six hours. All right, guys. Thank you for spending time with us. Thank you. Happy birthday to me. And this is Tik TOK ads for real business owners. Cut.