The Formula.

How I scaled <u>Tabs Chocolate</u> from 0 to $11 Million in less than 2 years. This document breaks down my ENTIRE operation. I detail every app, piece of software, agency, contractor, even stall number I shit at.

Low Hanging Fruits
(MUST-HAVES. NON-NEGOTIABLES.)
1. **Boxtrot 3pl** - can guarantee my guy will save u 20% plus
2. **WeConvert CRO** - if ur doing 6 figures/month, don't sleep on this
3. **OneText SMS** - triple ur abandoned cart recoveries (locked)
4. **Email** - stop being cheap. THE ROI IS THERE.
5. **Echelonn Google Ads** - increased my ROAS by 40% while doubling spend.
6. **Retention -** pixel on ur site that collects emails (no need for opt-in)

Agencies
(And contractors. I have 0 full-time employees)
1. **Influencers** - name an influencer. My boy Sam prolly has em on speed dial
2. **Web Dev** - stop cheaping out on the offshore guys, not worth the headache
3. **Creatives -** my buddy Matt does 7 fig/year on his personal dtc brand

Shopify Apps
(I hate spending on bs SAAS more than u. These are worth it.)
1. **Social Snowball** - turn customers into brand ambassadors/affiliates
2. **Aftersell-** u need to be upselling. **HARD.**

Other?
(didnt know what to title this, but enjoy)
1. **Book a consulting call w Oliver** (did I really just refer to myself in 3rd person, god damn im a douche)

Boxtrot 3PL

Yes, I'm sure u already have a "good" 3pl, and ik it's hella inconvenient switching.

BUT.

Let me tell you, these guys are worth it.

There have prolly been 6 separate occasions where competing 3pl's try to poach me.

Promising better rates, service, blah blah blah.

When I send me my current contract over, the noise stops.

The number of times I've been told "I don't know how ur guys r making money" is astounding.

Shipping/Handling/Fulfillment is typically the most significant expenditure ecom merchants face.

So stop being a lazy shit. And talk to these guys, I can almost guarantee they'll save you a bag.

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SMS

I used to use Attentive for SMS, they gave me good rates and their product was good.

About a year ago an ex-PayPal engineer, Jonathan, cold dm'd me on Twitter. He told me he was building a new startup that would revolutionize the sms game.

I trusted him and signed on as his third client.

Today, the company is valued at $30 million and just went through Y-combinator.

They allow customers to purchase your products product IN text message. Once a customer buys one thing, their credit card is forever vaulted, meaning any new product they buy from your brand or other brands in the one text ecosystem doesn't even need to put payment info. Simple as responding yes on iMessage or sms.

But what makes me horny about these guys is that they're product allows merchants to finesse TCPA guidelines and text EVERY SINGLE customer that abandons cart (not just those that consent to sms marketing).

Their text message is classified as part of the transaction, not marketing, which means abandon cart recovery 3x.

For me, that meant an extra $40k a month. Thank you, Jonathan.

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CRO

Everyone focuses on ads. Better creatives. Better media buying. Better attribution software.

Bullshit.

In the words of Hormozi, "u don't have a marketing problem. U have a biz problem."

Bring it back to fundamentals, stop trying so hard to game fb, and instead pour ur attention to ur landing page.

Can u improve ur conversion rate through rigorous split tests?! Damn right, u can.

Can u incentivize bundles, upsell, and cross-sells to boost aov?! Yes.

So stop worrying about cpm's and other meaningless metrics that are out of your control and invest in the right team to optimize ur landing page and funnel.

I brought on an agency to do a full redesign of my site. They used: heatmaps, Customer Recordings, Post Purchase Surveys, Customer Interviews, and Site Analytics to identify leaks & pain points.

They rebuilt my site from scratch and arguably produced the best ecom site on the internet.

I now have 'em on my retainer to conduct 3-5 split tests a month.

A recent win that comes to mind was testing charging shipping for all bundles (we used to offer free shipping on 2 or 3-box orders to incentivize the larger quantities). We found no change in CVR and AOV and ultimately added $300k/year in profit.

These guys are the best of the best.

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Email

Ima just outright say it: when I first started tabs I didn't believe in email marketing.

My consumers were younger and tbh I don't think I personally had ever bought from an email before.

Yes, I was young and stupid.

I used to chef up a campaign every so often, trying to capitalize on a massive holiday, but ima be real here, I had no idea what I was doing.

Obviously, I set up abandoned cart flows, but other than that I completely neglected email.

Today that channel makes up 26% of my revenue- $ 100s of thousands of dollars a month.

U live, and u learn, I suppose.

Proper strategy, flow setup + optimization, and campaign cadence is a **necessity**.

The agency I use is fucking awesome. Their tactical, killer with copy, bring unmatched designs and are reasonably priced.

But seriously tho, I literally gave em a raise bc I felt the value they weren't charging me enough (and i'm a cheap mother fucker).

If ur not attacking email book a call. If ur currently using another agency, talk to these guys and get a quote- I think u'll end up saving quite a few bucks and see an increase in rev.

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Echelonn Google & YouTube Ads

In the early days, I couldn't afford an agency to run my Google ads. So I got help from my buddy @bits (on ig). He's an absolute wizard with Google and insisted on setting my shit up for free, never asking for dime.

He set up 3 campaigns targeting branded keywords and relevant search terms. We were fucking printing- I'm talking 40x returns lol.

Soon enough I had money to invest, so I decided to bring on a world-renowned "expert." He had 36.7k followers on Twitter. He had to be great, right?!

Let me put it this way, this dude sent my Google Ads performance into a tailspin so chaotic… Even Sherlock Holmes couldn't piece together the shambles of what was once a promising ROI.

Not only was I paying him $3.5k/month, but he also doubled my doubled ad spend and CAC 🤦‍♂️

Ima generous guy, so I gave him the benefit of the doubt and let him continue for 2 more months. It didn't get better, so I cut him and onboarded with Echelonn.

Jackson unfucked my account in a week. Increased Spend. Doubled ROAS. Reduced CAC by 120%. And optimized the hell out of my account.

We are now pushing hard on cold targeting, specifically focused on leveraging my arsenal of viral tiktoks to make a dent on Youtube Shorts.

This guy has a team of 8 mercenaries who are the best of the best.

Big vouch.

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Retention

This saas company is currently doing $20 million ARR fully bootstrapped. The founder Adam, told me over dinner the other month that he plans on taking it to $100m in 3 years. Fucking bonkers.

The reason for their success? Their product is insane.

Essentialy it installs a pixel on ur site that scrapes user data and identifies their email WITHOUT them needing to input or consent. Sounds grayhat, but its not - fully whitehat and BIG BRANDS are using it.

I see a 4x returns simply from the emails campaigns. Not to mention the added utility of building better LLA and Retargeting Camps.

Huge fan.

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Influencer Agency

Meet my boy Phil.

He's like that one guy in the high school cafeteria that can sit at any table- friends with the jocks to theater kids.

Except instead of prepubescent teens where talking about the most influential influencers in LA.

He's more plugged up than a modem.

He also happens to be my inside man.

I HATE management. Simply put, "I don't negotiate with ~~terrorists~~ Agencies." You will never run a profitable influencer campaign if ur dealing with greedy middlemen.

You MUST be going straight to the source. Lock down the "friends & family" rate.

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Web Dev Agency

Meet my childhood friend, Malter. We pretty much grew up together. He was the guy troubleshooting the tech teacher's issues at 12 years old lol.

He's also one of the most talented web developers I know.

The same way I've been in the ecom space since I was 14 years old, Malter also was hustling on the tech side.

His skills go beyond the website. I use him to clone apps (to avoid paying the bs MRR) and really anything technical + ecom related: setting up slit tests, building new LP, installing pixels/tags.

Is he the cheapest? No.

But he's reasonably priced, and more importantly, he's hyper-communicative. He responds to my texts in 30 seconds, no matter what time of day.

I used to try to save a buck with pakastani devs. The money I had to pay for therapy afterward superceded the savings.

If u need a tech nerd, Malter is ur guy.

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Ad Creative Agency

My good friend Matt is an animal with direct response.

He's brought his gifting brand to 7 million in sales.

Today he runs two brands (pushing 7-figure months).

His superpower? Ad Creatives that convert.

He was so good that all his boys were begging him to make their ads (including me), and eventually, that snowballed into a full-on agency.

The paid ads game has changed. It used to be a game of media buying. Today with the advent of Machine Learning, it's become a game of who has the best creatives.

If u wanto win, talk to Matt

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Social Snowball

The purpose of this app is to turn your customers into affiliates. When someone purchases Snowball, send em an email flow basically telling em how they can make money by being an ambassador and sharing their promo code with their friends.

This feature will ad 3-5% in additional rev to ur brand.

But I weaponized Snowball to be my centralized affiliate system. And this use case inspired Noah, the founder, to build more to support that for me and for other merchants.

You can create discount codes, utm links, track sales, and pay out 1000s of affiliates all with just one click.

This shit has changed the game.

It's cheap.

And more importantly, it works.

Click here to Install

Aftersell

I'll never forget the frustration I had when I realized how much money I left on the table by neglecting upsells.

15% of my revenue comes from upsells in the cart, checkout, post-purchase, thank you page, and even emails.

If a consumer is ready to take out their credit card and spend X, with the proper systems, u can increase that by 50% easy peasy.

For us, that meant adding shipping insurance

And selling em on more of the same shit at a super aggressive discount. By the time the consumer sees this they've already paid a lot of money for 1 or 2 boxes; adding one for 50% off feels like a no-brainer.

I can do that as my shipping cost p much stays the same (which is also the biggest expense I face, even more than cogs).

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Book a consulting call with Oliver

Lets chat.

[**Book a call**](#)