Sam Parr, CEO of TheHustle

[Sam Parr](#), [Neville Medhora](#), [Dan McDermott](#)
TheHustle.co | CopywritingCourse.com
Tuesday   :::   4:30pm CST   :::   9-15-2020

Video Recording: https://www.youtube.com/watch?v=UyEFP-mZ3XE

THE GOAL:

See how we can best optimize The Hustle's Ideation Bootcamp Page.

NOTES AND SUGGESTIONS:

- Show more results.
- Show previous successes.
- Show quotes from members.
- Personalized touch?? Any?
- See what others are doing.
- Community aspect.
- Social proof stuff.
- Emphasize your backgrounds and accolades way more.
- What you've built.
- Video of an "ah ha" moment?
- Perhaps state a goal.
- Good idea vs Bad idea example
- Emphasize the chance to ask questions + get feedback.
- Highlight the process that most people follow vs a better approach to ideate, test, etc. (maybe as a visual)
- How many other people are participating / have participated? ← Show the ballers.
- Is there a screenshot or a video snippet you can share from a lecture? Give people an idea of what the inside actually looks like.
- 2% conversion. Made in ClickFunnels.
- Add a FAQ page

IDEATION BOOTCAMP:

- Started with a story:
- 2% conversion. Made in ClickFunnels
- Creating a company is like writing a hit song.
- Have 500 pieces of feedback.
- Someone started a company that did a million in sales.
- Our Goal is to save 10 years of heartache and time.

Real Success Story:

Mark Whatever - Started a $1m company

"Through the Ideation Bootcamp I started a company that just crossed a million in sales this August (just 3 months after the bootcamp)." -MW

Toyota Hybrids, Global Sales

Chart by AutoblogGreen
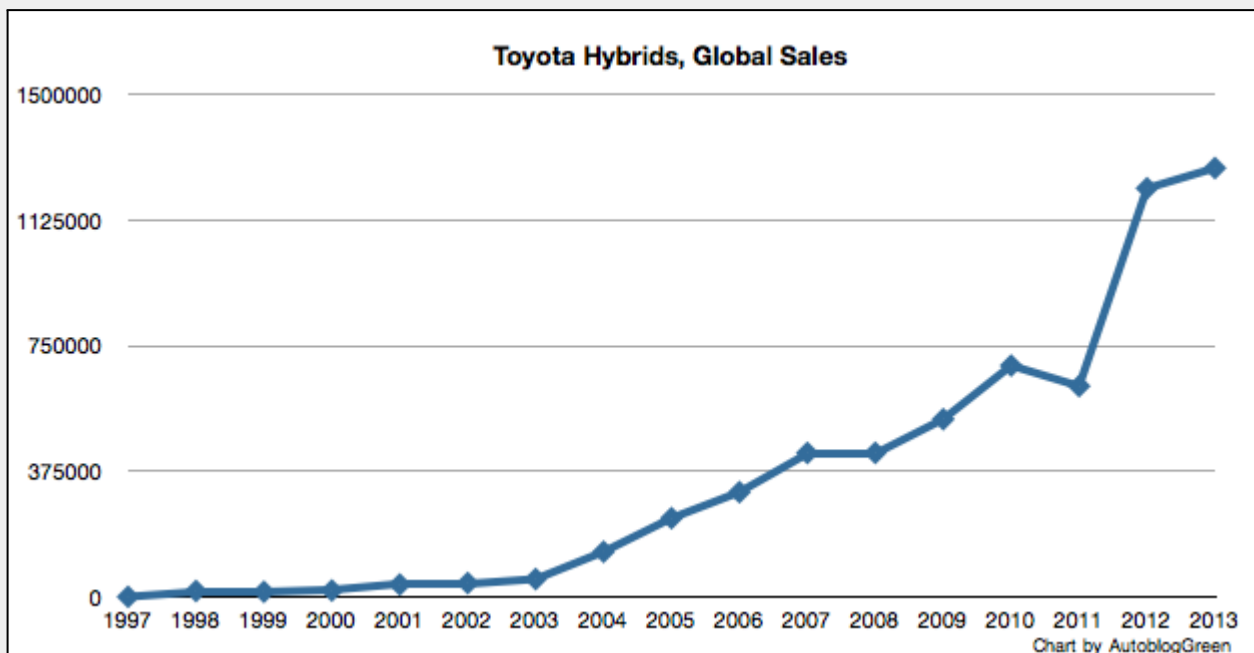
Real Success Story:

Jessica Whoever - Nixed a bad idea and saved time by pivoting.

"I've been running with an idea for the past 6 months and it hasn't been working. By using Sam's framework, we realize this company would never become big. We ditched the idea and pivoted, and now we've got traction on the NEW company. Thanks Sam!" -JW

Bob B. - Had no idea and came up with one.

I found my first idea. I came to the course without a real idea and came up with Bob's Thing on Day 2 and got my first sale by Day 10.

Goal for Ideation Bootcamp:

"Our Goal is to save 10 years of heartache and time."
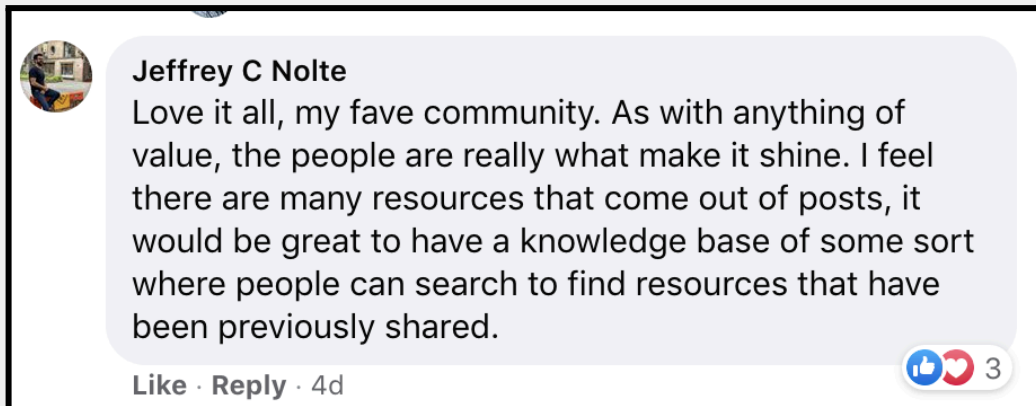
What you will get out of this:
- You will come away with a framework for judging if ideas are worthy.
  - If you have a great idea, this will help you execute it faster.
  - If you have a crap idea, this will help you kill it faster and move on.
- Our Goal is to save 10 years of heartache and time.
- You'll come away with a community of friends (seriously, this is one of the best parts of the entire thing). Myself and employees are in the group all day on FB.
- Learn a framework to identify opportunities and design scalable products.
- You'll use real numbers, not theory and vague ideas. Get clarity you can actually test.

The Community:

"This might be the best community I've ever seen on FB":

- Share your
- Bounce your ideas off other like minded people.
- Lifetime access to your community cohort.
-

Screenshots of the community and success.

Jeffrey C Nolte
Love it all, my fave community. As with anything of value, the people are really what make it shine. I feel there are many resources that come out of posts, it would be great to have a knowledge base of some sort where people can search to find resources that have been previously shared.

Like · Reply · 4d

Jeffrey says Trends is the best community he's ever been part of.

Sam Parr shared a link.
🛡 Admin · August 25 at 2:07 PM · 👥

Making a cool intro: Doug Ludlow, founder Main Street.

He just joined the group and I like calling out interesting people so you all can ask question (do it below in the comments and Doug will reply).

About Doug Ludlow:

The community has seriously awesome people like Doug Ludlow, founder of Main Street. This is a community you can be part of.

About Your Instructor Sam Parr:

Sam Parr is the founder of The Hustle, an information brand with millions in advertising and subscription revenue. He also co-founded Hustle Con, a series of conferences with tens of thousands of attendees. Additionally, he's bought and sold a handful of small companies ranging from $100k to $10m.

- Founder of The Hustle - $20m/year
- Founder of HustleCon.
- Founder of Trends Co - $1m/mo
- Founder of Bunk (acquired by Apartment List).
- Founder of Sam's Big Ass Hot Dog Stand.
- Founder of My First Million Podcast.
- Bought and sold multiple companies from $100k to $1m.
- Has done podcasts with Lance Armstrong, David Hauser (Grasshopper)

The goal of your business is to maximize this equation:

Enterprise Value = [LTV] - [Cost To Acquire Customer]

That's it.

Using our frameworks we then try to do this:

Try to create <u>X value</u>, and capture <u>Y percent</u> of that.
Example: Create Coachella $100m in sales, 5% of that is only $5m. Not worth it.

Example: Create email recommender
$7billion in sales, 5% of that is $500,000,000. Do it!

We Use About 15 Frameworks:

Framework #1: Website you like.
Find websites you like, use SimilarWeb.com to find where traffic coming from, then use BuiltWith to see customers.
Example: WPBeginner, we go through their top pages, and find out their top customers are looking for best email service providers. This showed us that a MASSIVE amount of people are looking for this information.

Framework #2: Look at the advertisements.
Look at the advertisements. Moat.com, FB Ad Archive, use this info to find their target demo.
EXAMPLE: KettleAndFire - Vitality, Bone Broth → Lip gloss

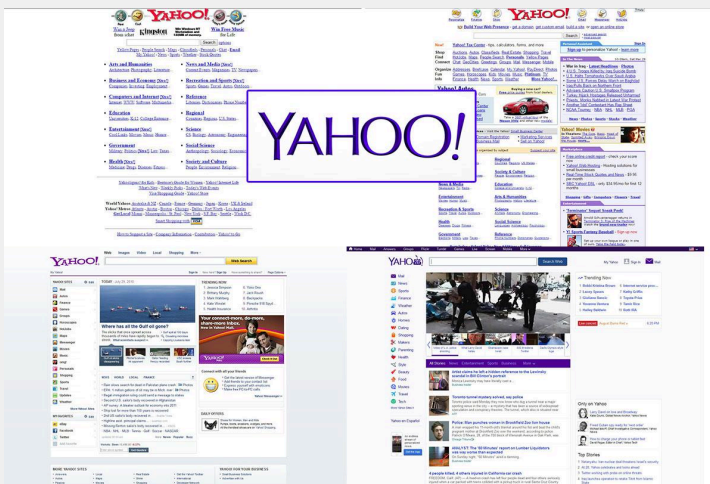## Framework #3: Being charged for → Make it free.
Find information that is being charged for, and give it away for free.
Example: Whatever

Framework #4: Web Archive.
WebArchive.com look at cool companies and find how messaging changed over time. Shows how to niche down.
Example: See how Uber evolved it's page.

Framework #5 - 15 are all in the course.

Examples.

Real student reviews inside on the calls:

We review 3 students' stuff live.

Let's look at a live example:

Industry: Indoor plant business.
How much to acquire: $14/customer
Profit per customer: $230/customer
Money is made in the pot upsells: $56/customer

Conclusion: I can build a $100m company if I can get millennials to buy indoor plants (and pots) year round.

1-800-FLOWERS annual report literally said what their #1 customer type was. Research shows exactly where the money was in the product/sale and which avenue sold the most.

(similar to the 00's mattress business)

We review this for people.

"Great info wants to be free" - Zillow example. Same founder behind Glassdoor. Takes difficult information and pulls it out, makes it accessible. Monetize via leadgen."

Look at the evolution instead of version A vs version Z. WebArchive to see the evolution.

70% Content, 30% Sales.

Ideation Bootcamp Testimonials:

"I must have created at least 20 post it notes of new business ideas."

"Really enjoyed it, very insightful and gave lots of ways to research and narrow down potential ideas."

"Fantastic case studies!"

"Comprehensive examples and case studies were awesome. So many strategies were introduced that you can't help but have ideas start to flow. Really appreciated the attention to time and flow of the lecture."

"The content is very substantive. Sam and Gagan apply different lenses to finding products & markets and then validating them - they're also not afraid to get scrappy (ie, calling ex-employees of your direct competitor.. bold move)."

"Learning Sam's framework on reverse engineering ideas was great. I've heard of ahrefs and similar web but the moat.com site was very helpful when finding value propositions."

"I am in the ideation phase of an edtech/new social platform startup concept and this was both very comforting to see that my methods in principle are correct yet more helpful on how I need to refine some of the process. Everything was very practical to what I am thinking about for process in how to really think this through and diversify my input. The irony is surreal how perfect the timing was and how helpful the information is."

TITLES AND VALUE PROPOSITIONS:

- Do you have an idea and want to run it by Sam?
- For $___ we will ____ by ____
- For [PRICE] we will [VALUE] by [DATE]
- You will come away with a framework for judging if ideas are worthy.
- If you have a great idea, this will help you execute it faster.
- If you have a crap idea, this will help you kill it faster and move on.
- Goal: Our goal is get you to a place where you can quickly tell if an idea has legs or not.
- Find your audience. Test your idea. Get feedback from successful founders.
- Learn a framework to identify opportunities and design scalable products.
- GOAL: Our Goal is to save 10 years of heartache and time.

FAQ PAGE:

- How long is this course?
- What will I learn by the end?
- How long do I get access to the community?

THE PAGE:

https://trends.co/ideation-bootcamp

Become a product idea machine

There are wonderful and scalable product ideas everywhere. But spotting them can be a challenge.

Join our intensive bootcamp to learn how to spot startup ideas that have a high chance to be huge.

Registration for the Ideation Bootcamp is now closed. Join or waitlist below to receive updates and dates for our next bootcamp.

Your Email Address Here...

Join the waitlist

2-week intensive bootcamp. Upcoming Dates TBD

Transform how you see the world.

The Ideation Bootcamp is an online program that'll teach you a systematic process for finding new startup ideas.

Building your own product from scratch? Employed at a company iterating on existing products?

Save years of time and heartache by learning processes to discover products that can scale successfully.

Building a $100m/year product is like writing a hit song.

Imagine staring with a blank sheet of paper, figuring out how your soon-to-be written song will reach millions of people.

"Will people like this? Will this be a hit?!"

From non-musician's perspective, it looks like an unpredictable art that only geniuses understand!

But there's another side to it: **most hit songs have a *ton* in common**. Similar chords, song structure, recorded in a major key, and with the vocals out front.

Maybe there is some science to it after all...

Building a business that customers love is the same thing...

From an outsiders perspective, it's **a random process** that hopefully results in a product that people want and also makes a profit.

But like hit songwriting, there's a science behind the madness that most people never consider.

See, I've built companies that've sold hundreds of millions dollars worth of products. There was a lot of luck (and art) involved, that's for sure.

But there was also **a systematic process** I went through to **generate ideas, and**

Here's how to increase your chances of success.

There's no guarantee that the product you create will work and become a huge success.

If someone says they can teach you that...run! They're full of sh*t.

But there **absolutely is a process that you can implement early on**, during your ideation phase, **that can significantly increase the chances of success.**

I've created great companies. I've built companies that were massive failures!

And it started with a blank sheet of paper.

Now, I want to teach you the ideation framework that I, and many others, use to go from that blank sheet to a scalable, successful company, starting with the beginning.

I'm inviting you to participate in the Ideation Bootcamp, a program that teaches a framework for **finding interesting ideas, deciding which ones can be big**, and **getting early traction**.

Whether you're an employee at an existing company or you're starting from scratch on your own...I want to help save you years of building something that no one actually wants.

Let's make it happen,

   - Gagan Biyani
Founder of Udemy, Sprig, and more

Meet Your Instructors

Gagan Biyani

Gagan's the co-founder of Udemy, an online education company that's raised over $200m in funding and is valued at $2 billon with hundreds of millions in annual sales. He also founded Sprig, a meal delivery service that raised $60m before flopping, teaching him what works...and what doesn't. Before that, he was one of the first employees at Lyft.

Sam Parr

Sam Parr is the founder of The Hustle, a information brand with millions in advertising and subscription revenue. He also co-founded Hustle Con, a series of conferences with tens of thousands of attendees. Additionally, he's bought and sold a handful of small companies ranging from $100k to $10m.

Introducing:
The Ideation Bootcamp

The Ideation Bootcamp is a 2-week virtual lecture series and private community for anyone who wants to build a product and company that can scale to a $100m a year in revenue.
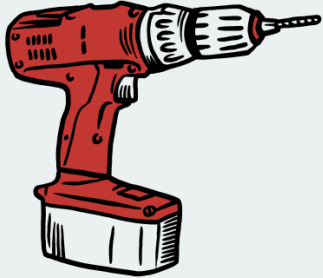
Learn the framework that'll save time, money and heartache.

You'll learn how to discover big ideas. You'll learn which ideas are viable. And more important, which are not!

Our goal? Increase your chances of building a hugely successful product before you even start.

Learn how to spot opportunity.

You'll see the exact process I use for vetting different ideas. The same process I used before founding Udemy and other startups.

And you'll get case studies of how successful startups went through the same process.

You'll embark on a live, rapid and intense 2-week course.

You know what the best part of lectures are? The questions. Prepare for quality Q+A.

But don't worry. Each lecture is recorded so you can view at your pace if you can't make it.

The Ideation Bootcamp teaches frameworks for discovering winning business ideas.

Whether you work at a company and you want to iterate or launch new products within that company.

Or you're starting a business from scratch...

Join us.

Schedule

Starts Monday, June 8th. Ends June 19th. Lectures happen at 12:00 Pacific. Sessions are recorded to watch if you can't make it. Sessions last ~2 hours. Lecturers will also be in the community to answer questions.

MONDAY, JUNE 8
Introduction to Ideation Frameworks

Introducing our idea process framework and helping you manage the most important part of the process: yourself and what's in your head.

WEDNESDAY, JUNE 10
Mining Markets for Ideas

How to identify opportunities in markets, analyze the competitive landscape and decide which markets to tackle.

FRIDAY, JUNE 12
Creating Your "Wedge"

Nailing the specific angle you'll use to tackle the market and evaluating that angle using our customer discovery methodology.

MONDAY, JUNE 15
Minimum Viable Validation

Creating initial tests that save you time and money, so you can learn and iterate quickly and efficiently.

WEDNESDAY, JUNE 17
Distribution

Your product won't exist unless you can get customers. So, baking in distribution is essential. We'll show how having a distribution method is as important as the product itself.

FRIDAY, JUNE 19
Bonus + Q&A

We'll use this time to do a completely free-form Q&A and cover any topics that need refreshing from the first 5 lectures.

The Ideation Bootcamp

Starts June 8. Ends June 19. Lectures take place for 2-weeks on Mon, Wed, Friday at 12:00 Pacific.

✓ **6 Live lectures:** Lectures are ~2 hours long. Lectures are done live (virtually) and not pre-recorded. If you miss it, you can watch a replay.

✓ **Private community:** Hundreds of other students as well as the lecturers will be available to chat.

✓ **Pre and post readings**: Want to learn more about each topic? Great - we'll have resources.

✓ **Q+A sessions:** Chances to ask questions to the lecturers after each lecture.

Claim your spot for a one time fee of $599.

<div style="button">Join the waitlist</div>
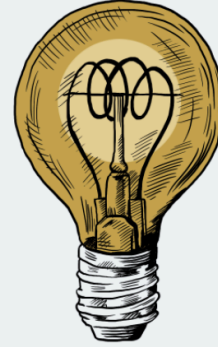
Have you ever wondered how some people launch multiple startups in a lifetime that become **immensely successful**?

Have you ever wondered how some people launch multiple startups in a lifetime that become immensely successful?

Unless you're one of the few weirdos who track booming waste management companies, you likely haven't heard of Wayne Huizenga.

Huizenga founded Waste Management (creative name, eh?), a $14 billion a year garage disposal company.

After that, he launched AutoNation, a $21 billion automotive business. Then to top things off, he created Blockbuster video (RIP).

Another example is Jack Dorsey, founder of Twitter and Square.

I obsessed over people who start successful companies in different industries.

Luck and skill are huge factors.

But finding the angle is one thing these people have that most don't.

The process people like Dorsey and Huizenga go through to find opportunities? That's what I've studied for years.

The Ideation Bootcamp aims to give you the ability to spot opportunities in a non-random way. We want you to de-risk your product in the ideation phase so you save time, money, and heartache.

This program does not mean you will 100% create something that works.

But it will take you from blindly throwing darts at the wall to knowing knowing the technique of proper aiming through practice and process.

We look forward to seeing you on the other side.
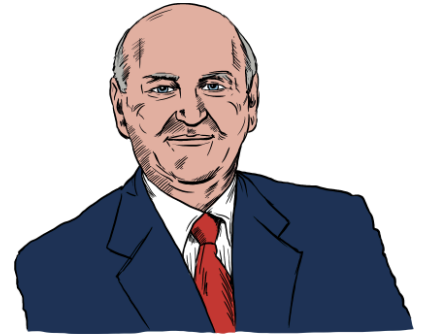
WAYNE HUIZENGA
FOUNDER OF BLOCKBUSTER, AUTONATION
AND WASTE MANAGEMENT

JACK DORSEY
FOUNDER/CEO OF TWITTER AND SQUARE

What You'll Learn

Customer Discovery

Often, markets pull a great product out from the creator. Like catching a tidal wave. And the creator's only job is to keep up with demand and listen to customers.

But that's rarely case. Rather, there's a customer discovery process to customers to tell you exactly what to create.

Few people are naturally gifted at this. Some are. So, for us mere mortals, it's a skill to be learned.
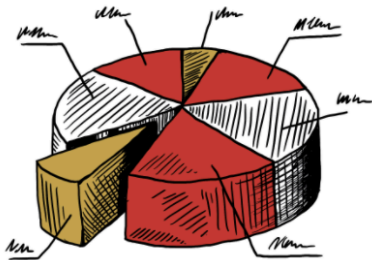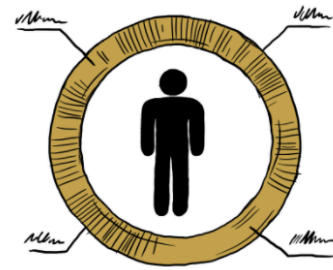
Ideation Frameworks

There are proven ways to find viable ideas. Sifting through garbage to find gold. Part art, part science.

You'll learn tactical skills to consistently generate optimistic but realistic business or products ideas (and how to adapt current ones).

Finding the Hook

Some call this their A-ha! moment. We like to call it "the angle". A successful product may have multiple angles, but it least needs one. This angle becomes your wedge helps you break into a market.

You'll learn how to spot potential angles during the ideation phase.

Minimum Viable Validation

After creating an idea, there are ways to quickly see if you've nailed the right angle and if your idea has potential.

This includes looking at other companies in the space, talking to customers, and a few other nifty tricks to help make sure you're working on a winning idea.

Business Model Engineering

Two products can be exactly the same. And yet, one can be a 10x bigger business with happier customers. One of the secrets? Price and positioning.

We'll explain how to analyze different business models and decide which one is best.
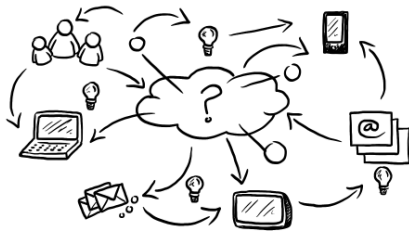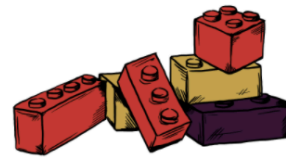
Baked-In Distribution

There are amazing products that fail. There are horrible products that are successful. The trick: wonderful distribution.

This is *not* a growth marketing course. But we will show you how to bake distribution into your ideation process - a skill that can make or break your product.

# And so much more...

Bootcamp begins soon

Enrollment ends 24 hours before the first lecture starts on June 8th.

00 : **00** : **00**

HOUR MINUTE SECOND

The Ideation Bootcamp

Starts June 8. Ends June 19. Lectures take place for 2-weeks on Mon, Wed, Friday at 12:00 Pacific.

✓ **6 live lectures:** Lectures are ~2 hours long. Lectures are done live (virtually) and not pre-recorded.

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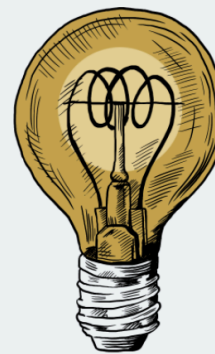
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