

# Rapid Startup

[RapidExecutive.com/Live](https://RapidExecutive.com/Live)

Come on over to chat with us now

*Presentation starts in a few moments..*

# In this session..

Marketing in 2016

## 3 Myths of Online Tracking

Growth Myth 1: Paid Traffic is hard

Growth Myth 2: Paid Traffic is expensive

Growth Myth 3: Paid Traffic Doesn't Work

*Stick around till the end*

**Bonuses:** Sales Funnel and Tracking Tear Down..

# Marketing in 2016

Recap from last session

## **3 Actions** for Marketing

#1 Finding Customers Is A Long and Difficult Process

#2 Converting New Customers Requires 1-1/In-Person

#3 A Lost Customer Is A Lost Customer

*Stick around till the end*

**Bonuses:** My online marketing experiment – behind the scenes

# Business Model Matrix

[rapidexecutive.com/live](https://rapidexecutive.com/live)

Business Archetype	Sub-types	Real World Example	Market Size	Simplicity / Ease of Entry	Automated / Recurring Revenue?
The Teacher	Coach	<a href="#">Kimra Luna</a>	●	●	●
	Thought Leader	<a href="#">Sam Harris</a>	●	●	●
	Mediapreneur	<a href="#">Gary Vaynerchuk</a>	●	●	●
The Freelancer	Existing Skill	<a href="#">Joey Kissimmee</a>	●	●	●
	Elance/Freelance/Gigging	<a href="#">AnarchoFighter</a>	●	●	●
The Maker	Designer	<a href="#">Justin Jackson</a>	●	●	●
	Builder/App/Software	<a href="#">Nathan Barry</a>	●	●	●
	Artist	<a href="#">PixelPusha</a>	●	●	●
The Retailer	Physical Products	<a href="#">Butter Coffee</a>	●	●	●
	Drop Ship	<a href="#">Hello Matcha</a>	●	●	●
	Amazon FBA	<a href="#">Pro Chef Tools</a>	● ●	●	●

Many a small thing  
has been made large  
by the right kind of  
advertising

-Mark Twain

# #5 Marketing in 2016

3 online marketing myths...

# Marketing



Marketing is expensive...

Social media is confusing and takes too much time...

Measuring, tracking, ROI, follow up, aaarrggh!!

**Let's talk market, strategy, and tools**



**Let's talk Copywriting, Email Lists, Funnels, and  
Automation...next time!**

Everyone needs to be  
a media company

- Gary Vaynerchuk

# 1. Content. Period.

**How do you create content?**

# Build Systems

And build a content  
strategy

Dan's second book:

- Systems
- Content Ideas
- Virality
- Outsourcing
- #1 Mistake

[Get it here](#)



— — —

**Where do I get content ideas?**

# BuzzSumo.com

— — —  
Your content, Your competitors content, Your Keywords

**Analyze what content performs best for any topic or competitor**  
Find the key influencers to promote your content

Enter a topic or domain to try out BuzzSumo (e.g. content marketing or cnn.com)

**Buzzsumo** Pro Content Research Influencers Content Alerts ? Profile

**Most Shared** Trending Now Content Analysis Domain Comparison Top Authors

**Filter by Date:**  
☐ 24 Hours  
☐ Past Week  
☒ Past Month  
☐ Past 6 Months  
☐ Past Year  
[Show Specific Range](#)

**Language:**

**Country (TLD):**

Enter a topic or domain: big data, cnn.com. [Advanced Search Options](#) [Save Search](#)

Sort by: Twitter Shares Page 1 of 459

FACEBOOK SHARES	LINKEDIN SHARES	TWITTER SHARES	PINTEREST SHARES	GOOGLE+ SHARES	TOTAL SHARES
<b>Data Is the Next Big Thing in Content Marketing</b>					
<a href="#">hbr.org</a> - More from this domain					
<a href="#">View Backlinks</a>					
<a href="#">Share</a>					
1.5k	2.3k	2.8k	8	113	6.6k

## 2. What is your STRATEGY?



# WHO

Are you marketing to?

Who is your **TARGET** customer?

Who is your **BEST** customer?

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# WHERE

Are the fish?

Where do they hang out?

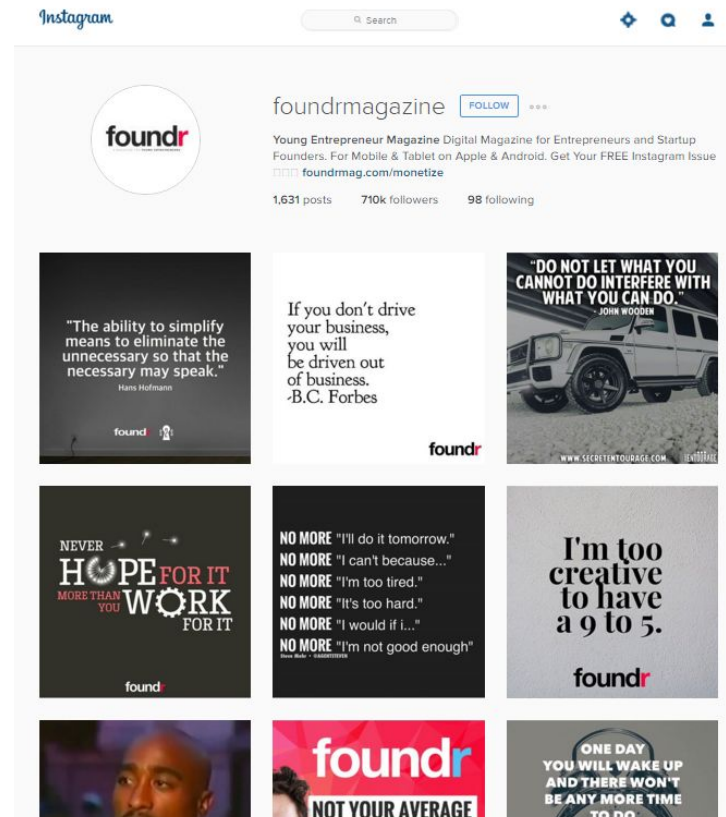
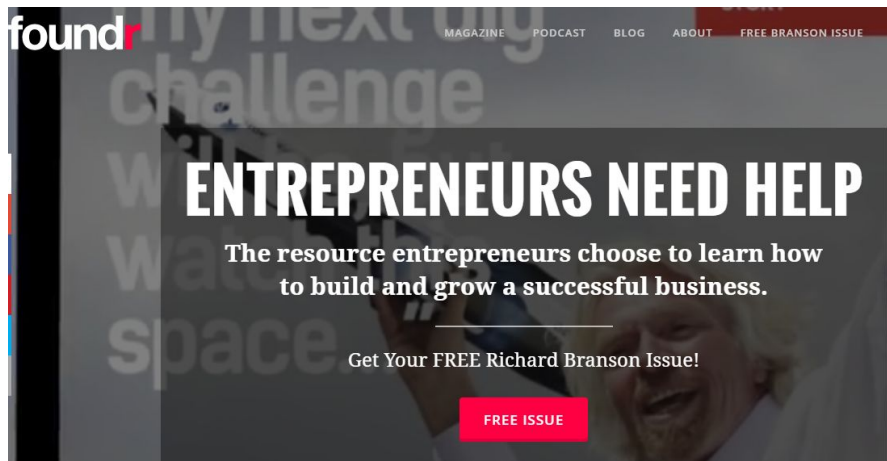
- Forums?
- Facebook?
- Blogs?

Who has them already?  
(Influencers vs Competition)

— — —

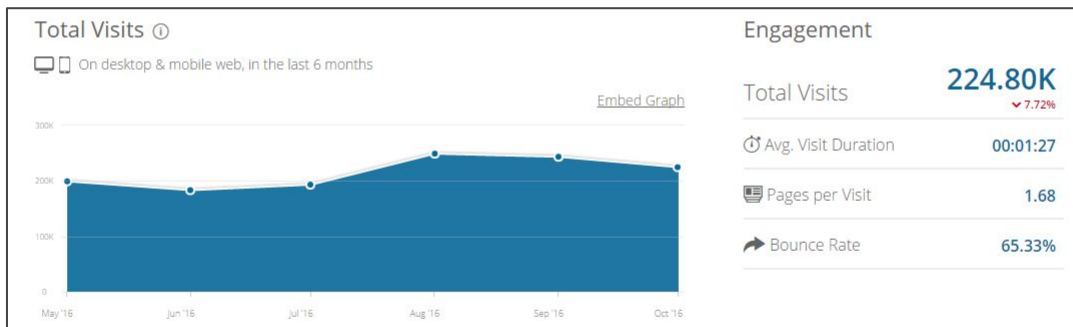
# Influencer Example

Nathan Chan – Foundr Magazine



# Competition

## Similar Web

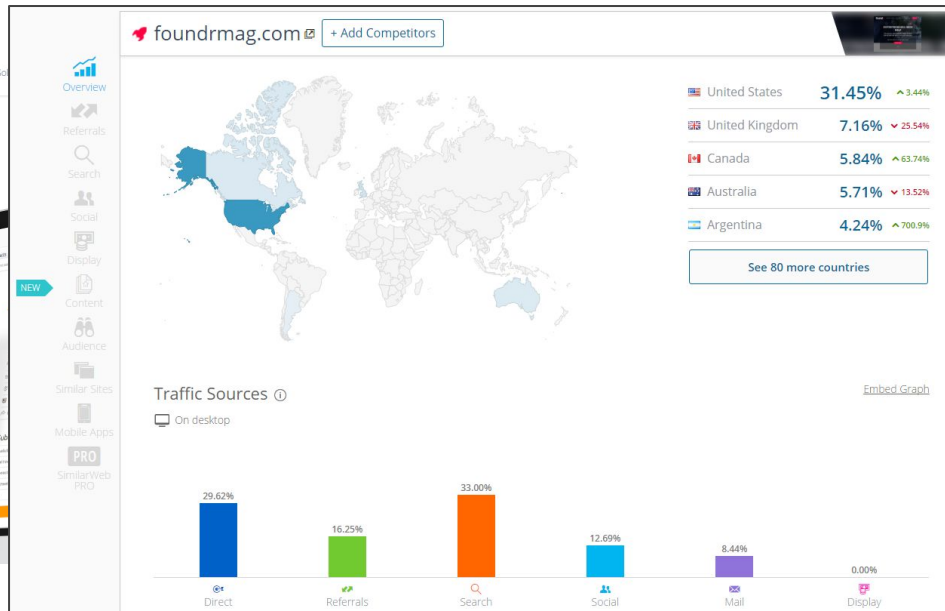


SimilarWeb

Get insights for any website or app

Discover any Website or App

Start



# WHAT

Are their pains?

What are they struggling  
with right now?

Ask them...

Listen to them...

---

# HOW

Do they describe the  
problem?

What words and language do  
they use?

You need this to be able to  
offer the solution to them

— — —

# Amazon.com

## 3 Star Reviews

- What customers are already saying
- How they are saying it
- What they likes
- What they disliked
- What they wished the product had

**GOLD!**

Showing 1-9 of 9 reviews (3 star) [Show all reviews](#)

★★★★☆ **The bottle is nice, the lid is ok.**

By [kayl](#) on October 13, 2016

Color: Purple | Size: 1PCS | [Verified Purchase](#)

These bottles work as described as far as keeping liquids hot/cold for hours, but the silver lid has fallen off the plastic lining inside the lid. The bottle still works, just doesn't look as nice without the silver lid.

▶ [Comment](#) | One person found this helpful. Was this review helpful to you?   [Report abuse](#)

★★★★☆ **Not as advertised**

By [Chui C Chen](#) on September 5, 2016

Color: Silver | Size: 1PCS | [Verified Purchase](#)

Not as advertised "with a Cleaning Brush for Free Gift", don't believe it. nothing came with it. Anyway, the opening is small so it's hard to reach i was hoping with the cleaning brush came with it.. will make it easier. but .... Water stays cold tough. have to try hold water to see how long it will stay hot for tea.

▶ [Comment](#) | 3 people found this helpful. Was this review helpful to you?   [Report abuse](#)

★★★★☆ **This insulated water bottle is AWESOME I just received mine yesterday September 27 and it ...**

By [mozzat](#) on September 28, 2016

Color: Purple | Size: 1PCS | [Verified Purchase](#)

As of Update October 11, 2016 The King Do Way insulated water bottle started cracking on the bottle about a week ago .but other then that it still keeps hot drinks hot and cold drinks cold .



▶ [Comment](#) | 5 people found this helpful. Was this review helpful to you?   [Report abuse](#)

★★★★☆ **Not the best for ice or keeping water cold.**

By [Talisa](#) on November 20, 2016

Color: White | Size: 1PCS | [Verified Purchase](#)

My daughter wanted this style because it's popular at school; however, it doesn't work well for adding ice with the narrow mouth and there are other water bottles that do much better keeping drinks cold.

▶ [Comment](#) | Was this review helpful to you?   [Report abuse](#)

★★★★☆ **Three Stars**

By [amazon buyer one](#) on October 22, 2016

Color: Purple | Size: 1PCS | [Verified Purchase](#)

flimsy item. its not certified stainless steel has aluminum feel.

### **3. Social Media (Marketing)**



**Do I Need To Be On...(Snapchat, Facebook,  
Twitter, Instagram, Periscope, Anchor ..)**

Every road looks good  
if you don't know  
where you're going

# Social Media

What's Hot Right **Now**?

**Snapchat**

# Snap-wha?

Was offered \$3b in 2013 by  
Mark Zuckerberg from  
Facebook! (they declined)

- Biggest trending App in 2016 already
- Skews younger – that’s changing!
- No marketing – that’s changing!
- Makes it easy to build “know, like, trust”

— — —

**Facebook Live**

# The Periscope Killer

Live video in Facebook,  
ranked by Facebook..

- Started off with huge influencers only
- Facebook is where people already spend their time
- Content remains (unlike Snapchat and Periscope)
- Ability to save and scroll through comments

— — —

**Instagram**



# Instagram - still good

Brace yourself...  
The marketers are coming!

- \*BREAKING\* [Instagram kills Snapchat and Periscope in 1 day](#)
- Owned attention in 2015
- Share for share
- Influencer Marketing (Again)
- Recent algorithm change

— — —

# 20 Best Marketing Campaigns of 2016

<http://www.slideshare.net/kleinerperkins/2016-internet-trends-report>

**Ok, what about Paid Traffic?**

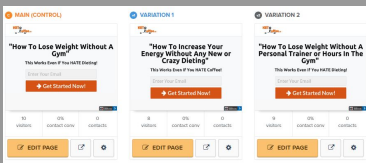
# \$50 experiment

1 Week: 2,500 people, 250 clicks, 25 sign ups

# Facebook Ads - Replicate a winning formula



Facebook Traffic - 2,500 views



Qualified Leads - 25 Email Sign Ups

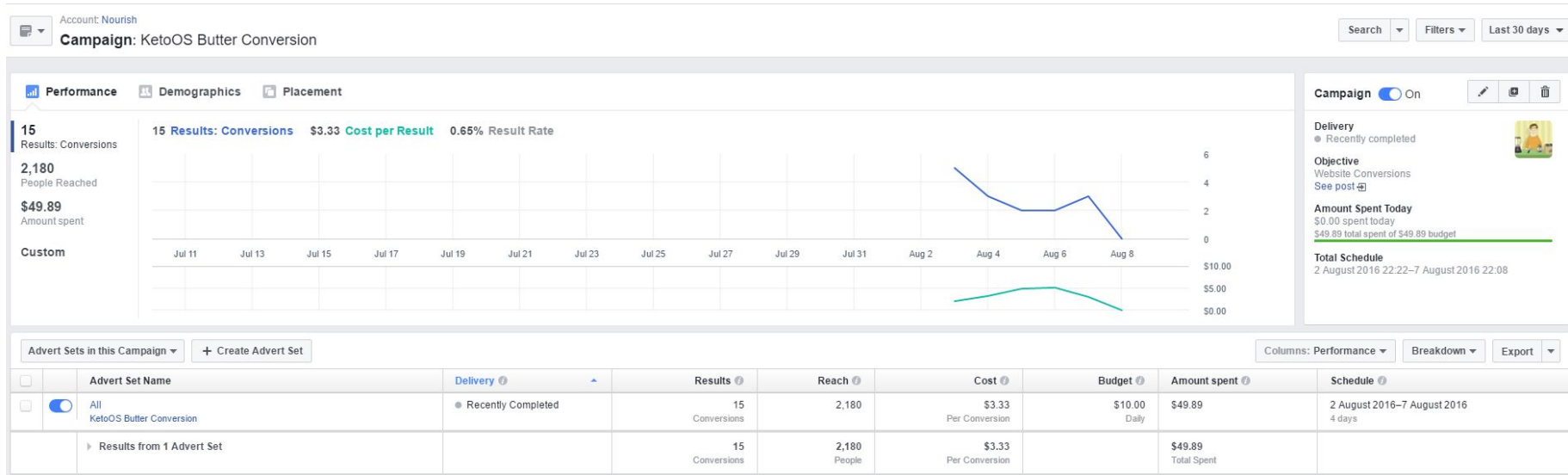


Total Conversions - 5 Affiliate Sales

The Funnel

Total Budget: \$50

# Automate Step 1 - Customer Acquisition (Facebook)



# Automate Step 2 - Customer Conversions (Click Funnels)

The screenshot shows the ClickFunnels dashboard for a funnel named "Keto OS Australia". The top navigation bar includes "click funnels" and links for "FUNNELS", "ACTIONETICS", "BACKPACK", "ACCOUNT", and "HELP". The funnel's URL is "https://get.ketocoffee.co/ketoosaustralia". The dashboard displays key metrics: 100% conversion for the "Keto OS Australia" step, 0% for the "thank you" step, 208 visitors, 46 contacts, and a 22% contact conversion rate. A sidebar on the left shows "FUNNEL STEPS" and "OTHER FUNNEL STEPS". The main content area includes a "MAIN (CONTROL)" section with a video player and a "Start Split Test" button.

**click funnels** | FUNNELS | ACTIONETICS | BACKPACK | ACCOUNT | HELP

**BUTTERCOFFEE AND KE...** | <https://get.ketocoffee.co/ketoosaustralia> | CONTACTS | SETTINGS

**FUNNEL STEPS** | Keto OS Australia | Overview | Automation | Publishing

**100%** Keto OS Australia  
Optin

**0%** thank you  
Thank You

**+ ADD NEW STEP**

**OTHER FUNNEL STEPS**  
Select step to view...

**STATS**  
VISITORS: 208  
CONTACTS: 46  
CONTACTS CONV RATE: 22%

Stats current as of 05:40 am AWST. Refresh again at 06:00 am AWST

<https://get.ketocoffee.co/ketocoffee-friend-ketoosxr5vr9ya> | Last 30 Days

**MAIN (CONTROL)**

**STE P 1** Watch This Video To Learn How To Lose Weight and Get All Day Energy In Less Than 60 Minutes!

**STE** Take My Special Offer Here...

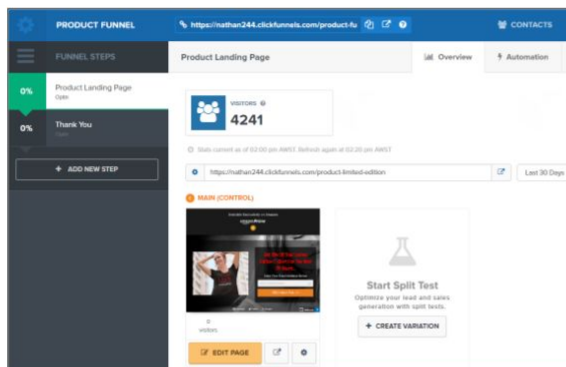
**Start Split Test**  
Optimize your lead and sales generation with split tests.

**Start Today**



# Ecommerce, Drop Shipping or Affiliate Sales?

[RapidStartup.io/ecommerce](https://RapidStartup.io/ecommerce)



...it's really good!



Proven Ecommerce System To  
Launch & Grow Your Product

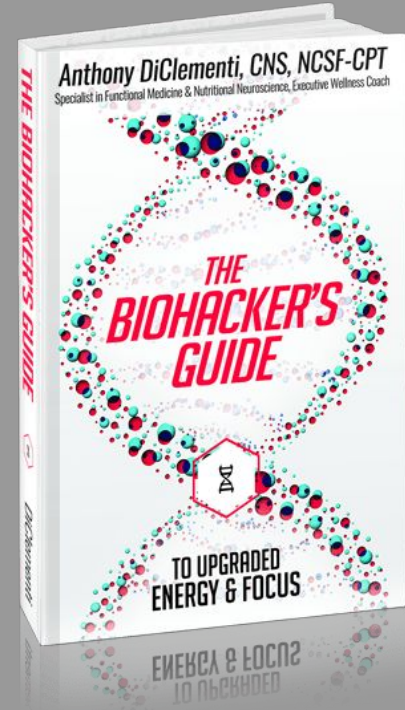


Coupon/Product  
Landing Page



Thank You (Follow  
Up) Page


# Affiliate Demo: ClickFunnels




[buttercoffee.com.au/free-book](https://buttercoffee.com.au/free-book)

# Sales Today!

Affiliate = Passive Income

 **click funnels**

DASHBOARD MY ACCOUNT ?

 **Nathan Shearer** [Edit Profile](#)

**Lifetime Earnings:** **\$156.78**

**\$156.78** pending | **\$0.00** paid

**Earnings Snapshot** As of Tuesday, Jul 12th 7:05pm

Today so far	Last 7 days	Last 30 days
<b>\$156.78</b>	<b>\$0.00</b>	<b>\$0.00</b>

TUE / JUL / 12		<b>\$156.78</b>
MON / JUL / 11		<b>\$0.00</b>
SUN / JUL / 10		<b>\$0.00</b>
SAT / JUL / 9		<b>\$0.00</b>
FRI / JUL / 8		<b>\$0.00</b>
THU / JUL / 7		<b>\$0.00</b>
WED / JUL / 6		<b>\$0.00</b>

**Breakdown by Funnel**

**Affiliate Sub Id 1** **Affiliate Sub Id 2** **Date Range** [Filter](#)

All

All

Last 7 Days

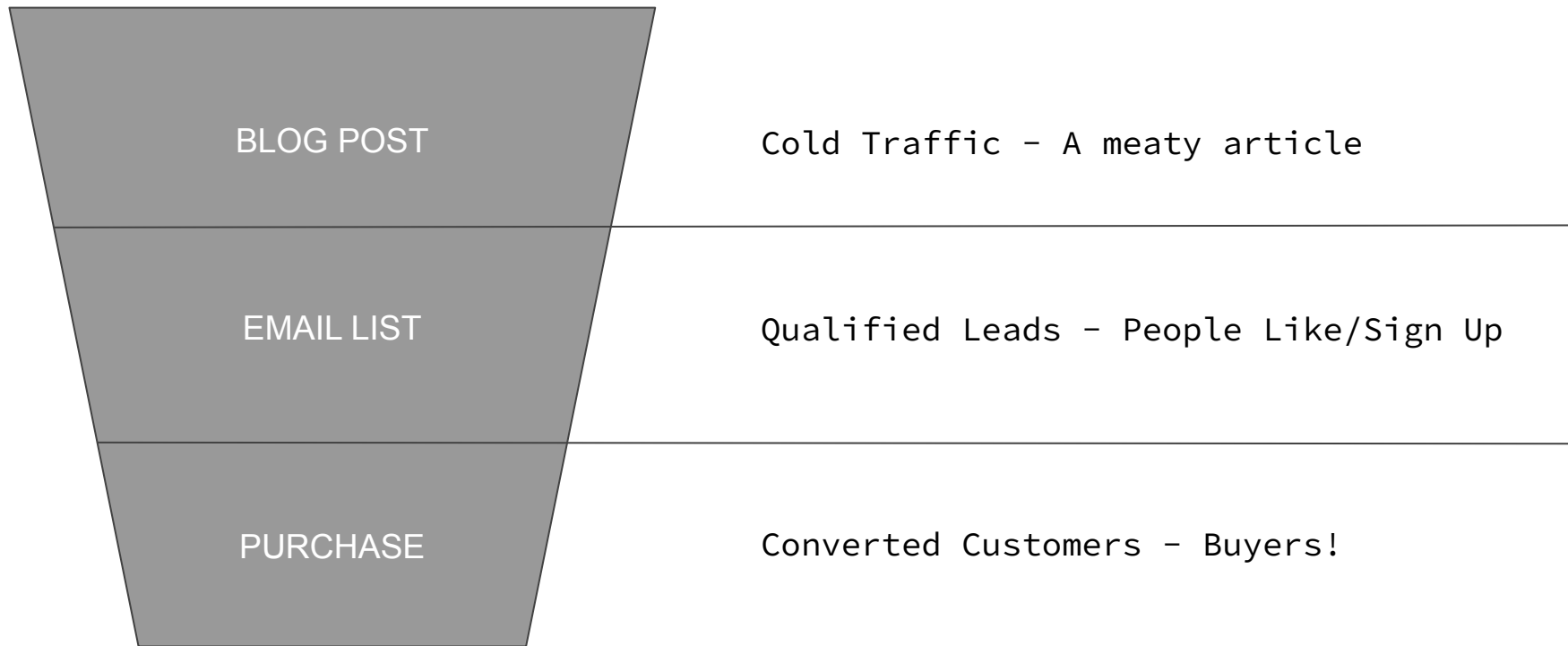
BiohackersGuide.com	<a href="#">Affiliate Links</a>
The Biohackers Guide	\$125.98
Biohackers Guide To Rapid and Sustainable Fat Loss	\$30.80
<b>Net Total</b>	<b>\$156.78</b>

# Myth #1



Paid Traffic Is Hard

# A Simple Funnel Example



The Funnel

# ButterCoffee.com.au + Google Ads

Ad	Status <sup>[?]</sup>	Labels <sup>[?]</sup>	% Served <sup>[?]</sup>
<b>Bulletproof MCT Australia</b> Don't Wait Weeks, Don't Pay USD! Butter Coffee Australia Ships Daily <a href="https://buttercoffee.com.au/mct">buttercoffee.com.au/mct</a>	Approved	--	100.00%
Total - all but removed ads <sup>[?]</sup>			
Total - all ad group <sup>[?]</sup>			

Google Ad



buttercoffee.com.au/coconut-oil-mct-oil-brain-octane/

Tracking: Track Parcel

@BUTTERCOFFEE0Z Coffee/Tea Healthy Oils/Fats Super Foods Supplements Accessories Blog \$0.00

## COCONUT OIL, MCT OIL, LAURIC ACID, BRAIN OCTANE..WHAT GIVES?

### What's With All These Coconut and MCT Oils?

So, coconut oil is back? Check.

MCT oil is more powerful, liquid, and better for you? Uh...

Brain Octane is the fastest metabolising, octanoic ...wait, you lost me!

Oh, let's start from the beginning...

*NOTE: We're giving away copies of this handy guide below; download it, print it, share it! It's yours free 🍵*

### The Great Coconut and MCT Oil Battle

#### JOIN THE CREW

Want these updates and specials delivered to your inbox?

100% Privacy, no B.S. Promise.  
We will not spam you.  
Unsubscribe anytime.

#### JOIN OUR FRIENDS

Sign Ups

Meaty Article



Mailing List:  
Qualified Leads



Make Purchase:  
Buyers! \$\$

# Tracking - Metrics

— — —  
This is technical – but the results are positive!



Group pages by:  Current Selection:  Show rows:

New  
Traffic

Entrances Mar 19, 2016 - Apr 18, 2016: 29.33%

Exits Mar 19, 2016 - Apr 18, 2016: 28.60%

Previous Pages Mar 19, 2016 - Apr 18, 2016: 70.67%

Next Pages Mar 19, 2016 - Apr 18, 2016: 71.40%

Previous Page Path	Pageviews	% Pageviews
/	9	21.43%
/healthy-fats/	9	21.43%
/blog/	4	9.52%
/product/coffee/	3	7.14%
/proteins/	3	7.14%
/shop/	3	7.14%
/supplements/	2	4.76%
?post_type=post&s=Brain+octane&search-option=post	1	2.38%
/biohacking-timesaver-part-1/	1	2.38%
/chocolate-2/	1	2.38%

Next Page Path	Pageviews	% Pageviews
/healthy-fats/	10	18.18%
/supplements/	7	12.73%
/	6	10.91%
/coffee/	5	9.09%
/proteins/	5	9.09%
/chocolate-2/	3	5.45%
/mct-download/	3	5.45%
/blog/	2	3.64%
/cart/	2	3.64%
/accessories/	1	1.82%

Mailing  
List!

# Tracking - Metrics TODAY

— Give it time...Content Works!



100x More Traffic!



## Site Content

### Page

### Page Title

### Site Search

### Search Term

### Events

### Event Category

## Page

## Pageviews % Pageviews

Page	Pageviews	% Pageviews
1. /shop/	2,980	8.24%
2. /	2,634	7.29%
3. /product-cat/healthy-fats/	2,079	5.75%
4. /coconut-oil-mct-oil-brain-octane/	1,691	4.68%
5. /cart/	1,434	3.97%
6. /product-cat/coffee-2/	1,305	3.61%
7. /product-cat/supplements/	1,164	3.22%
8. /product/coffee/	1,132	3.13%
9. /checkout/	1,039	2.87%
10. /my-account/	977	2.70%

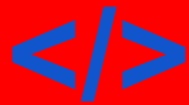
More Leads!



**But, EVERYONE Gets Tracked on Facebook**

**RE - MARKETING**

**FACEBOOK**



**PIXEL**

# Myth #2



Paid Traffic Is Expensive \$\$

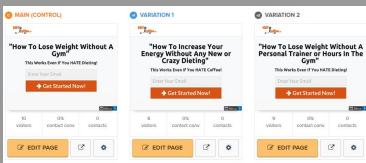
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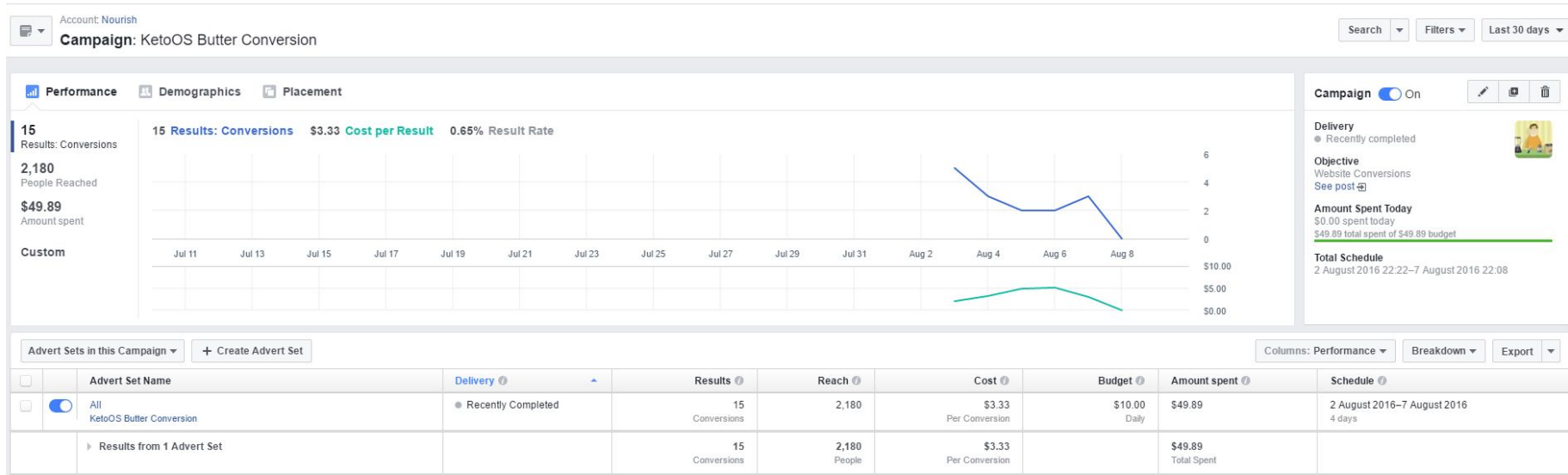


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**Funnel Steps:**

- 100% Keto OS Australia** (Optin)
- 0% thank you** (Thank You)

**Statistics:**

- VISITORS:** 208
- CONTACTS:** 46
- CONTACTS CONV RATE:** 22%

**Other Funnel Steps:**

- Select step to view...

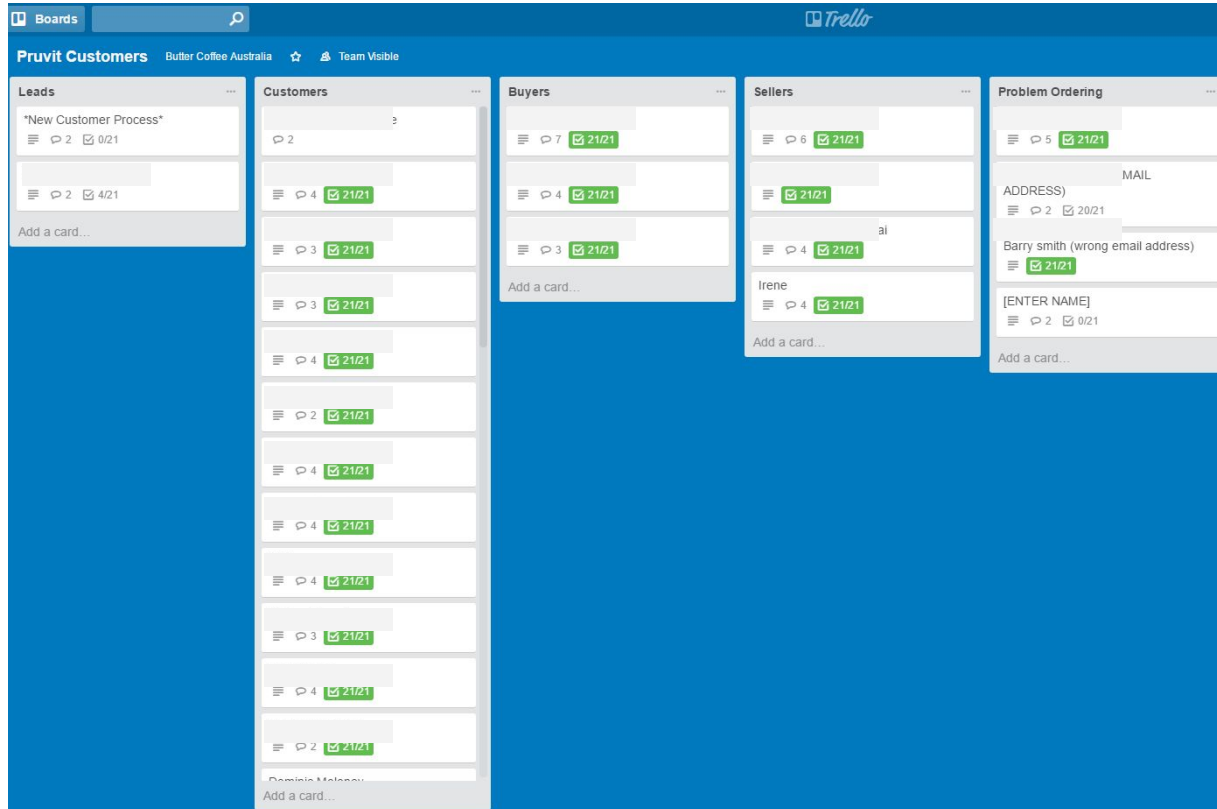
**Main (Control) Section:**

- STE P 1:** Watch This Video To Learn How To Lose Weight and Get All Day Energy In Less Than 60 Minutes! (with a video player)
- STE:** Take My Special Offer Here...

**Start Split Test:** Optimize your lead and sales generation with split tests.



# Automate Step 3 - Customer Database (CRM)



# Automate Step 3 - Integration (Zapier)

Dashboard → Set Up Create Card Template

YOUR ZAP IS ON

1. New Contact Activity

2. Create Card

Trello

Create Card

Trello Account #1

Edit Template

Test this Step

Delete

Set up Trello Card

Board (required)

Pruvit Customers

List (required)

Leads

Name (required)

Step 1 First Name Step 1 Last Name

Description (optional)

Trello uses Markdown formatting syntax.

Step 1 Email  
Step 1 Address  
Step 1 City  
Step 1 State  
Step 1 Zip  
Step 1 Phone

KetoOS! Your Pre-Launch Account Is Set Up

Hi NAME.

Your exclusive private Pruvit site has been created for you here: <http://aussie.pruvitnow.com>

Get Help

Response Time: ~2h | M-F 9am-5pm PST

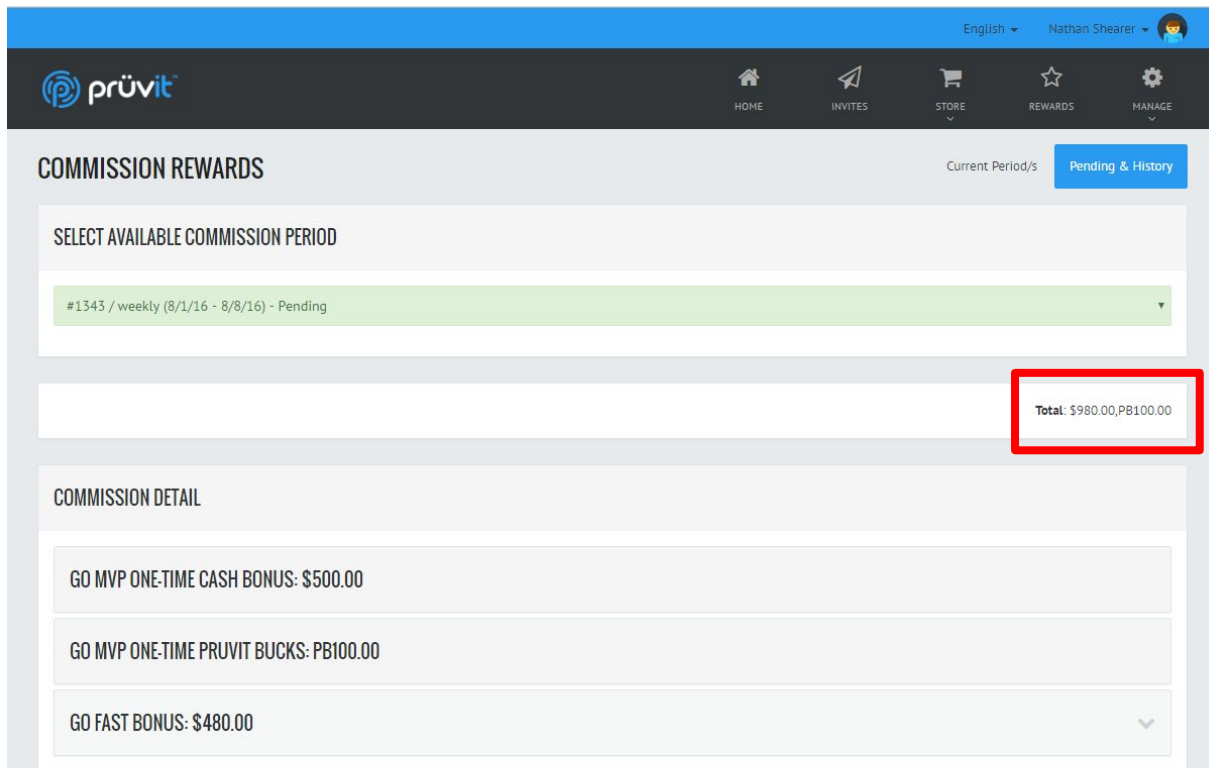
**Did it work?**

# Myth #3



Paid Traffic Doesn't Work

# Commission \$\$\$



The screenshot shows the Pruvit website's 'COMMISSION REWARDS' section. At the top, there's a blue header with 'English' and 'Nathan Shearer' dropdowns. Below is a dark navigation bar with icons for HOME, INVITES, STORE, REWARDS, and MANAGE. The main content area has a title 'COMMISSION REWARDS' and a 'Pending & History' button. A dropdown menu is open for 'SELECT AVAILABLE COMMISSION PERIOD', showing '#1343 / weekly (8/1/16 - 8/8/16) - Pending'. A red box highlights the 'Total: \$980.00,PB100.00' text. Below this is the 'COMMISSION DETAIL' section with three items: 'GO MVP ONE-TIME CASH BONUS: \$500.00', 'GO MVP ONE-TIME PRUVIT BUCKS: PB100.00', and 'GO FAST BONUS: \$480.00'.

English Nathan Shearer

pruvit

HOME INVITES STORE REWARDS MANAGE

COMMISSION REWARDS

Current Period/s Pending & History

SELECT AVAILABLE COMMISSION PERIOD

#1343 / weekly (8/1/16 - 8/8/16) - Pending

Total: \$980.00,PB100.00

COMMISSION DETAIL

GO MVP ONE-TIME CASH BONUS: \$500.00

GO MVP ONE-TIME PRUVIT BUCKS: PB100.00

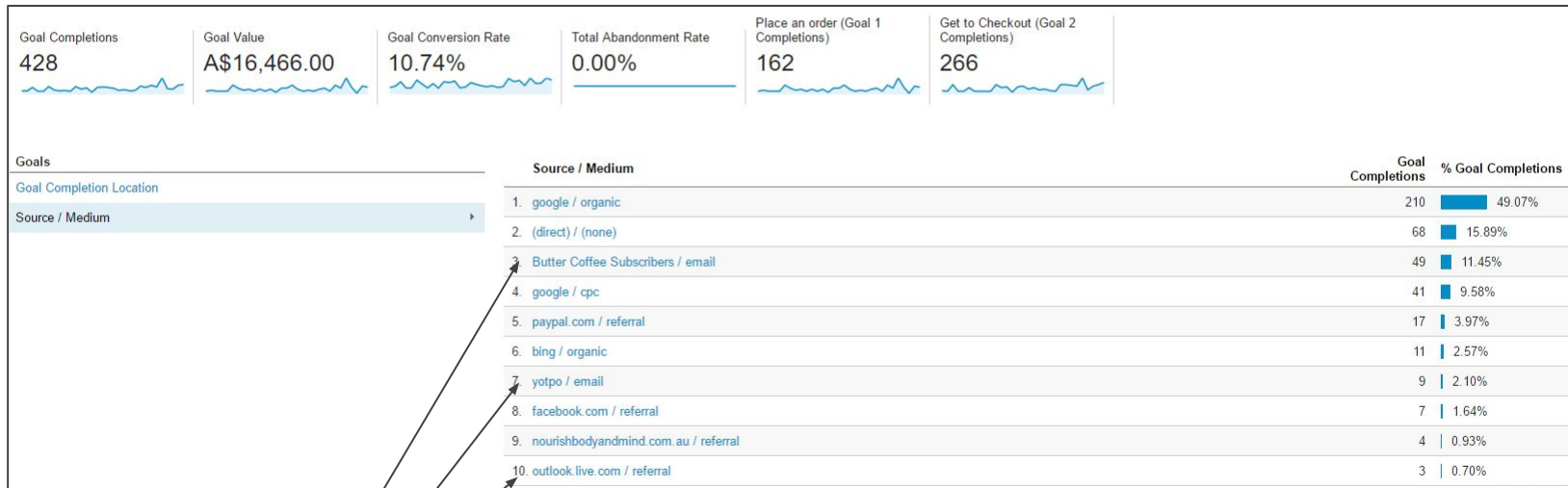
GO FAST BONUS: \$480.00

- USD!

# Email Marketing

Why, What, How

# Is Email still effective?

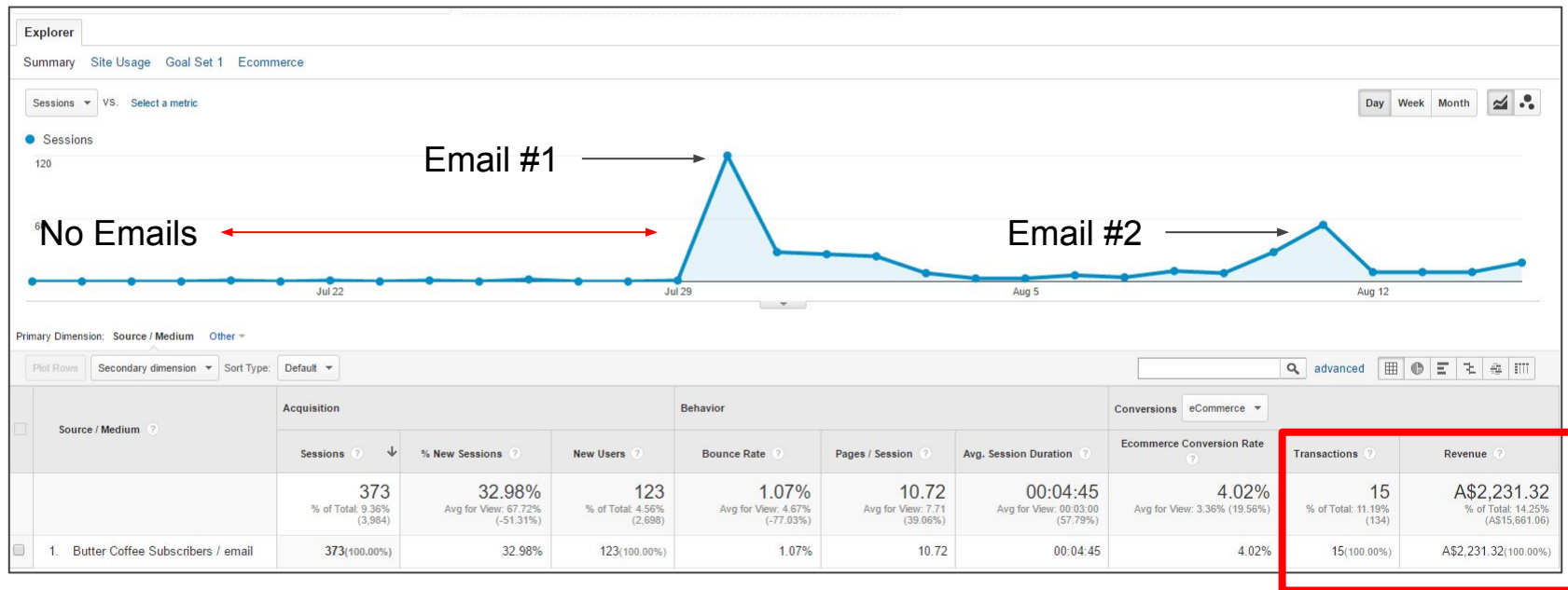


Email - 15% of total conversions

**15% - So what?**



# Send 2 emails - make \$2k?



# Mailchimp

[http://rapidexecutive.com/  
mailchimp](http://rapidexecutive.com/mailchimp)



This is “Freddie”

— — —

It's a great day to start  
something BIG!

# #1 Biggest Impact On My Business This Year?



Bryan in  
"the zone"



Look at the  
intense  
concentration

42:15



# Business Coaching

---

## Keep Me Accountable Coaching Packages

- Up to 2 x 60min Monthly 1 on 1 calls
- Tailored Business Goal Strategy
- Regular Accountability Follow Ups

**\$397 / month**

Reasonable Email Access

Only my coaching clients have access to my personal email

# Tonight Only...

---

Accountability & Coaching Package	<del>\$397</del> value
4 Core Sales Funnels Website Templates	<del>\$497</del> value
Idea/Website review and action steps	<del>\$550</del> value
	<del>Total \$1573</del>
<a href="https://RapidExecutive.com/Coaching">RapidExecutive.com/Coaching</a>	<b>Total Tonight Only \$197</b>

# How?

Free 15 Skype Call with Nathan  
<http://rapidexecutive.com/live>

# Q&A

Download these slides here:

[www.rapidexecutive.com/live](http://www.rapidexecutive.com/live)

[@lifeonautosite](#) on [Periscope](#) and [Twitter](#)