

eCom Revolutions Transcripts

Bonus by: Rachel Rofé

eCom Revolutions Transcripts

Thanks again for purchasing through my affiliate link!

I added all of these transcripts into one handy file you can follow along with.

There may be slight typos or misspellings at times since these were purchased from a transcription service, but you can easily understand the content in everything.

I blocked each section off by the section in the course, then each sub-header is a new video.

You can also follow along with the Table of Contents.

I hope this helps!

The Fundamentals	4
Introduction	4
Winning Niches	7
Business Plan	12
The Foundation	30
Plan Of Attack	30
Sales System	34
Buyer's Backend	52
The Marketing	60
Advertising Your Subscription Box	60
Social Media Marketing	77
The Fulfillment	101
Packaging	101
Shipping	109
Forecasting	121
GearBubble Club	130
Further Resources	137
Social Media	138

The Fundamentals

Introduction

Hey, how's it going? Thank you so much for joining me. My name is Travis Petelle. Welcome to Ecom Revolutions. Now, in this training course I'm going to be showing you guys how I'm utilizing reoccurring monthly offers with my e-commerce system. We're running a lot of Shopify stores out there and we're getting a lot of leads coming in, doing niche-specific stores where we're heavy in the farm market. We're doing some general things with people who are newly engaged and new babies coming on the way, new grandmothers, very broad audiences.

With these niche stores and these e-commerce stores, we're doing a lot of print-on-demand, a lot of dropshipping, some Amazon fulfillment and things. What we were seeing is a lot of them were producing wavy periods. We weren't having a steady revenue income stream. We were having certain periods of the year, where we're having a lot of success and a lot of times of the year we were having less success, not having as much success as we wanted to. I looked out, for this past year, how can we fill those gaps?

Adding a reoccurring monthly, subscription-based offer on the back end and on the front end, making it really our main offer on each of our stores in e-commerce-focused brands, that really allowed us to fill those gaps, give us some room to forecast, let us know how many products we need to order and ship out and how to really deliver a great brand to our customers, not just focusing on one-off sales, maybe selling a t-shirt here and a t-shirt there, but getting people to join up with a subscription model, where they're members for three, six, 12 months. Where you only have to make that one sale to sell 12 months' worth of products for them.

This type of action, the reoccurring monthly offers is really what helped fill those gaps. I'm going to show you guys exactly how we're putting that to play in this course. Now, I'm going to be showing you guys how we're applying it to the niche I usually show you guys how we dive into, the cow niche. We're very big in the farm animal niche, farmer niche altogether, and these passion niches that we've done well with print-on-demand objects do very well in this type of model, as well as consumables, as well as information, and even digital products as you're going to see throughout the course.

Now in the introduction section here in the next couple videos, I'm going to dive into how we're going to research for possible niches. I'm going to talk about what makes a good niche kind of like I just mentioned a few suggestions there, but what makes a good niche in a reoccurring monthly offer. We're going to dive into some resources as well that you might want to look into, some things that I'm using to make my life easier when we're doing reoccurring options offers.

You should also know that my way is not the only way to do this. There's so many different tools, so many different ways out there to create reoccurring monthly subscriptions with any product out there, as long as you have those leads coming in. I just want you to kind of open up your mind to that idea and start adding them into your system. They add a lot of revenue and a lot of profit and allow, like I said earlier, allow you to forecast and think ahead instead of just going month-to-month and filling those [waves 00:02:59].

Now in the second section, we're going to dive into the sales system behind these reoccurring offers. Now I'm using these along side my e-commerce and Shopify stores because they're bringing in really great

leads, consistent leads every day that are niche-specific. People that are interested in the monthly, reoccurring offers I'm going to push them. It's really my main offer for each niche and each brand I've got going into right now. The sales system isn't just directly advertising like you would most things or see a lot of people do with talking about traffic. We're actually thinking about the entire web of assets that we create with an e-commerce and Shopify store and you're going to see that in the second section.

Winning Niches

Hey, what's going on? Thank you so much for joining me in this video. My name is Travis Petelle. In this video I'm going to be talking about what makes the right niche. What makes the right product offer to jump into a recurring monthly subscription model. There's a few things that are going to make it more appropriate or less appropriate depending on what you're selling and who you're selling to. There's different types of products that we really want to look for when we're thinking about offering a monthly subscription box.

One thing to think about right off the bat is do you have an asset on hand? Do you have something that's bringing in leads? Do you have something that's bringing in buyers because it's going to be a great place to start. You can find some type of recurring product in pretty much any niche out there. You just want to think about what types of offers work well to sign up to a 3 month or a 6 month or a 12 month membership. You want to really think about how the user is going to actually utilize the product that you're giving them. First off, the main three types of winning niches, winning types of products for recurring models are going to be one consumables, two things for hobbyist and passion niches, and in three a membership that offers associated perks.

Let's dive into each one of these where first off, like I said, we have if you have a niche already going. You have an asset. 19th here is a store that we use often in our examples and case studies. We're in a whole bunch of niches but for example, we're heavy in the count age. Like I mentioned in other videos, if we start bringing in sales on these cow products, what we can offer on the back end is the monthly recurring box offer. Kind of like we're going to be doing in this entire course. The reason I decided on the cow box offer is because we know people are buying these products. People are buying tshirts everyday, they're buying large

orders of assorted products that are all fitting the count age and all these other niches that we jump into. I know that there's some groups out there that are passionate. They're hobbyists. They're going to want to sign up to a box offer that gives them a shirt every month or it gives them a cow base apparel, fun enthusiast product every month and their front door. I had that asset to start with which allowed me to come up with that box offer.

This one fits into that second category of the hobbyist or the passion niche. Any lead generation store, anything that's bringing in buyers that are in the passion related niches kind of like we do in a lot of the social media markets. Any animals, any job, an employment, any location or attribute that they're very proud of. Those are all niche and passion niches and for hobbyist and enthusiasts. That type of niche works very well. You could think of nerd block. That's a good example of a passionate hobbyist box. Nerd block here is for the nerd industry, the comic books, and video games, and all those types of things so you can get these different boxes of the toys and the comic books and the little whatever accessories come along with it. This is for those that are passionate in this niche. It's a very passion hobbyist type of feel.

Then you have the consumables. Consumables are amazing for monthly box offers because people are going to consume them once they buy them. They're going to use them and need to buy more to continue using them. The dollar shave club is an incredible example of this because as a guy you need razors, good razors to shave on a regular basis, and they go out. The razors are very expensive when you go to the store. This really filled an amazing gap where they're offering one dollar razors, consumables that are going to have to get coming every month. If you just simply upgrade to the 10 dollar or the 20 dollar or the 50 dollar a month package, you're going to get the better razors. You're going to get all the stuff that comes with it. This gap of consumables, people need this rolled in nicely for a monthly recurring box offer. There's lots of

different niches like that like I have a few good ideas that I want to jump into. Anything that's consumable works really well.

Gardening, crafts, and do it yourself type of stuff, monthly box offers work perfectly with consumables. You have things like these razors, school supplies for college student, bath bombs for women, all those type of consumable products would work really great for a box offer. I'm sure you've seen a lot of those Nutrisystem I think is one where it's a monthly food delivery system. They deliver the healthy meals directly to your door. That's a great example of consumables that work well with a box niche. Anything consumable people are buying you can set up to a monthly subscription. Especially if they're consuming it on a month to month or week to week basis and they need it and it's part of their life. Another one would be kind of like bark box. This is for dogs. These are a passion combined with consumables because they have toys and things like that that fit well and I love my dog type of stuff but they also have treats and food and those little items that the dogs are going to go through. Even toys dogs can really tear through.

This is a great example. Another great example of consumables combined with that passion and hobbyist niche. This one right here, gruntstyle.com, I wanted to show you this one because this one is kind of in line with what we're going to be doing with the cow club where you saw 19th and we're bringing in leads there. This is grunt style which they're just a typical Shopify store where you can buy apparel for first responders and military and gun rights and all that grunt style type of niche. What they also offer is club grunt style. You can join club grunt style which you can join the monthly box subscription. Very simple, how to choose a plan, monthly, annually, select a size. This is only t-shirts these guys are sending out. Every month you get a t-shirt sent to your door. Whereas we're going to offer not only t-shirts, we're offering a lot more stuff in there. This one fits well because it has a store asset with it which is much like what we're doing with the cow niche. Where we're not only bringing

people into the box offer kind of like nerd block or box bark or dollar shave club.

We're doing that but we're also using the store, advertising the store, and then the back end of the store, getting them into our monthly recurring subscription. That's just another good example. I follow these guys for awhile just looking into how they do things and mimic what they're doing in our niches. Lastly the one I showed there, I mentioned the associated perks membership. This is something special whereas if we sign up, you're really signing up for the perks of something else. For example, we have some membership sites set up where we're training others to find clients for their business.

For example, if it's a hair dresser or a plumber or something along those lines, we have for the hair dresser example we have the digital training course which is much like this marketing type of course except for their niche showing them how to build a business, how to find new clients, how to do traffic, and branding, and all of that. What comes along with that membership and really the perk of joining is they get whole sale prices and they get huge discounts on products that they can resale to their customers. That's what they're really signing up for in those type of memberships where they want that whole sale price. For example as us as drip shippers, we'll sign up to a monthly membership just so that we can print through a print on demand company. There's a few of them out there. Interest print I believe is one that does a lot of printing on a whole type of different material and products but you have to sign up to a monthly subscription just to be able to use their service. It's those type of associated perks is another type of niche store we can go with out there.

Those are your winning niche types that you want to dive into when it comes to a monthly recurring subscription box. Think about consumables, think about the hobbies and passionate. Think about if you have anything else out there that you already are bringing leads into. How can you add a subscription box to that and then also the associated perks

membership. What we're doing in the cow box throughout this course is it's mostly hobbyist based but we're going to have a perks associated with membership that are going to go to the store. We're really offering a great deal getting people in especially those who are buying these type of products anyways on a regular basis. They're going to have a no brainer offer in front of them and then we're going to be able to forecast and make more money per sale and really grown at an incredible rate.

Hopefully you understand exactly what type of niches work well with this offer and this model. If you guys have any questions or comments, feel free to comment here and I will get back to you as soon as possible. Thanks again guys. My name is Travis Petelle, look forward to seeing you in the next video.

Business Plan

Travis Petelle: Hey, what's going on? Thank you so much for joining me in the next video of Econ Revolutions. My name is Travis Petelle, and in this video, I'll be talking about the overall box offer business plan. I always like to plan ahead as much as possible in the early days of creating a business. The more research I do and understand the market and the audience and how I'm going to attack that business model, then the better off we do. This just has a lot of advantages where we're going to know step by step what needs to happen, where we can allocate funds if I need to invest in things or I need to buy products or I need to buy advertising or whatever it may be. Creating a business plan in the beginning has a lot of advantages that you should definitely take part in.

If you watched the last video, we talked about finding the right niche and the right offer that fits a recurring monthly subscription model. You probably have a lot of ideas right now. Take those ideas into this video and think about how you would create a business plan behind each of those. I would do that if you really want to think about which one you're going to dive into, do each of the steps we'll talk about in this video so that you know which one really fits your needs and your wants the most. I'll be talking about this, the overall box offer plan, but also, I'll be sprinkling in examples from niches that we're going to be using. Most the examples in Econ Revolutions here, I'll be showing you how we're building the cow monthly box offer.

If you've watched any of my content in the past, you know that we have a lot of success with farm animals, cows and pigs and goats and horses and chickens and sheep, and even getting in now to llamas and bison and all those weird animals. Anyways, cows was one of our first ones, so in this course, I'm showing you how we're creating that cow monthly box offer. Now in this particular video, I want to talk about what niche we're diving into and the business plan we're diving into in the Econ Revolutions Workshop. If you haven't seen the workshop that is the advanced part of

this course, you can find a link here in the member's area or in your initial email I'm sure to go check that out if you haven't already.

In that workshop, I'm going to be building one of these recurring box offers in front your guys' eyes in the Christian niche. What's cool about this particular niche and why I want to use it in the video is we're using print on demand like most of the niches we dive into. Very simple stuff anyone can get into. We're doing physical products that we're going to be bulk buying. Then also we're adding the digital element, so we're going to have a digital infographic type of newsletter that's really going to really be a product on its own that we're mixing in there. That's what's cool about that niche and that business plan that fits so well with this video.

You're going to see the overall box plan, and then you're going to see a detailed, how we can hit it on multiple levels just examples. The main things we're diving into with this business plan it's a summarized kind of version. There's a lot more points you can actually add to an official business plan. If you're going trying to get funding or get investors or whatnot, you might need a little bit more, but this is really all that I feel like I need to know to get started to understand is this worth my time and also how should I proceed. We're going to dive into company description, very general idea of market analysis, products that you're going to actually be selling, how you're going to be sending traffic with the marketing plan, and then also what are your goals, what are your financial projections, what do you think you're going to actually make from this.

Let's dive into company description. This is very simple, thinking about what is your business all about, what are you providing, what is it that you actually do? That's just thinking about as a box offer, whatever it may be, if you're diving into the passion niches and the hobbies, are you doing the consumables that are actually a little helpful, then you're providing that product. You're either being a helpful box offer where you're the beard club or whatnot or helping them have a full beard and look manly

or whatever it is, the Dollar Beard Club or whatnot. That would be what their business is about. They're sending creams and aloes and all that good stuff to help your beard grow full.

In our example with the Christian niche we're diving into, we're providing them with an atmosphere of ... We're going to have that group atmosphere type of feeling, that community, that we do a lot with social media. We're going to have that newsletter, that digital element to it that's going to be a lot of scripture stuff, a lot of things that Christians are very into as far as the hardcore, the really zealous Christians who just are passionate, just like any other niche out there. They're going to love that kind of newsletter. We're going to be providing cool apparel and jewelry just to those enthusiasts of this niche. That really fits with a lot of others out there. Now another thing to think about in this is what makes you different from the competition.

If you're thinking about a USP, a unique selling proposition, then that's really what would fit in the company description here. How do you stand out? If you're really going for a long-term brand, and this isn't just a marketing tactic or you're just trying to make a little extra money to test it out, but you actually have a brand you're going to be spending the next year, two, three years on that you know here, then you want to think about your USP. You want to think of how you stand out from the competition. Next up, we have market analyst, or excuse me, market analysis. Now this is very important. You need to do your research. You need to know exactly who it is that's doing well in your market. You need to think about what they're doing right and what they're doing wrong.

You need to find out who your ideal buyer is. This can be done with just a very simple Google searches, so let's go ahead and do a few of those thinking about the niche we're diving into with the Christian monthly offer. I made a little Google document here, so we'll just go through and fill out our description here. Our company description. Write Christian enthusiast apparel trinkets and information. It's kind of something simple

there. Now our market analysis, we want to think about who's doing it right, who's selling out there, competitors. Just head on to Google, we'll say something like Christian shirts or t-shirts, click a few of these. Now these are just stores, but they're going to give you good ideas of what's products are doing well out there, what people are buying, Some of the things that would fit well into a monthly box offer.

Christian Strong. You want to add these all to your list, so let's go ahead and do a Christian monthly subscription. Faithbox.com. Good name. You've got a few Cratejoy offers here. The Believer's Box. I'll talk a little bit about Cratejoy later in the course here. Here's the Believer's Box, actually .com. Apostolic. Lifestyle box for Christian Women, Freely. You want to just check out all these, see what's doing well, if anything's selling at all. They have printed materials. It's kind of the idea that I'm going to do with the digital space. They have the branded box, which is very simple to do. We'll talk about it later in the course as well. Okay, good.

Yeah, these guys do okay because you can see even as seen on Fox and Friends, Bloomberg. They have testimonials. We can look at what Faithbox is doing here. Faithbox is a great name. We can think of how we can go along that line as well. When we have these on our list, we're going to be able to see and think about ... also the advertising and the targeting and all that stuff. We can think about how we want to set up and what we want to actually offer in the boxes. You want to look at the products they provide. Month-to-month box is \$20 a box. Shipping. With shipping, so \$25 coming in. Getting cheaper when they buy at a time. Still only \$5 a month. They have no stores associated.

Section 1 of 4 [00:00:00 - 00:10:04]

Section 2 of 4 [00:10:00 - 00:20:04] (NOTE: speaker names may be different in each section)

Speaker 1: Associated. You can look what's exactly in a box. We are a Christian company that helps you strengthen your faith in God, devotional

and bring joy with great products from companies that do. 300 meals for kids for each Faithbox we ship, so that's something to think about, too, if we're hitting the Christian niche charity and providing some type of benefit for each thing that, everything you sell. Seven meals to kids. Three meals or seven meals, make up your mind. Faithbox description.

All right our most popular gift. Every month receive a new devotional and amazing product. So once a month from companies that do good. Embrace your faith in a positive way and have an impact. Little booklets. See, we can provide some cooler stuff than that even apparel, jewelry, things that people are impulse buying anyways with our Facebook ads that we're going to be talking about.

So we want to start looking and doing the heavy research on this niche. You want to dive deep into exactly who's doing what you're doing, what you want to do, and how you can improve on that. So market analysis is very important to do. Believer's Box, this is on Cratejoy. I think we had the, yeah.

See we'll talk about Cratejoy later. We were using it for a little bit. It's good for handling monthly buyers and stuff, but just their pages are ugly as can be. Look at this. And they charge a fee. All right, so let's see what they got. Shop. Believer's Box. Two to three, okay. So this is right up our alley. Look, this is a lot of AliExpress type of stuff. I have a new jewelry fulfiller who we're getting a lot of custom engraved stuff done, and I can get some molded stuff as well, so that's why we're able to hit these niches very well. We have very unique products that we can sell. So it looks like every month you'll get two to three handmade or handpicked fashion jewelry, fashion accessory items, mostly sourced from small businesses designed around a Christian inspired to print them, to uplift, blah blah blah.

So we want to definitely add Believer's Box and Faithbox. I think Faithbox was our number one. I like to put them in an order. Just so I can kind of

think about who's better and best. So we can always look at design ideas. If you don't have a store going, or you're gonna get a store going with it. This is officially launching 10/17. So they see the potential as well. Gift guide, Nine Spiritual Subscription Boxes, Believer's Box, \$30 a month. Loved and Blessed. So look at that, it's like a coaster, mousepad it looks like.

So all this stuff is easily print on demand. There was some books in there. A lot with this niche, they're gonna like that scripture. They're gonna like that that devotional type of stuff. These are pretty cool coffee mugs we can do. We can do the printed photos easily. This is easily outsourced for cheap. Faithbox. What was that one called? Jewelry for devotion. Loved and blessed. Soul feed. I don't think that's, feed your body and soul, so we got Christian snack stuff.

College Care Package. I always thought a monthly box offer for college care package would be killer or even a school supplies monthly box for college kids, lots of great ideas out there you can dive into. Even if someone's already doing it, you can just provide something better. You can see their 20 top Christian boxes here, and we're gonna provide unique products. This one took the unique angle of selling Christian food. I was like what? Who knew that? So it's just really for the Christian college students, where you can see it all says, looks like a charger or a backup battery, all types of just stuff, care package, Catholic Crate. I grew up Catholic, actually, so that would be good to look into. ilybox.

You could go religion by religion, so you could have the Catholic Box, you could have the Muslim Box, you could have the Jewish Box, Inspired By God Box. Call to duty, ultimate sacrifice. That's a pretty good T-shirt idea is that it played on the call of duty message. Actually freaking great.

All right, so we got some good examples here that we're gonna dive into. I need to get to the website. I guess we'll just kind of search. So Joyful Devotion. There we go. See it's still Cratejoy. It's got that ugly look. Dumb

buttons. You can edit all this and everything too, but I just don't like it. Discovering and celebrating beauty in places. All right, so Joyful Devotion, we'll add that to the list.

Loved Box. I like the video. You want to look how they're doing their sales pages too. Video here looks pretty good. What's inside. Definitely something you want to look at.

It's like a pretty simple video. Oh yeah, anyone can make this simple MacBook app, or even one of those free programs like Animoto or something along that. Simple video.

All right. Catholic Crate got three stars. Not gonna worry about it.

All right, so we have our competition figured out there. Now if you don't know who your audience is, if this is a new niche you're jumping into, if you're not in the niche yourself, you definitely want to start doing some audience research. We can do something like audience insights with Facebook, so let's go audience insights. I have one on Facebook. Now we can start to plug in interests that would be whatever our buyer audience is a part of. Something that the people who buy our monthly box offer, what else are they buying right now? And those companies, those products, those magazines, who are they following? Who are the B and C-list celebrities in this niche in the Christian market? Who are those evangelists that have semi-big names? Not the giant ones. Not like Joel Olsteen or whatnot. I think his name is Olsteen. That's too A-list, that's too giant. That's everyone kind of follows that celebrity, so we want to think about those niches that not everyone, a broad audience is gonna follow, but really the dialed in, targeted group, and that's where we're gonna start thinking about that is our ideal buyer. What is the age group? What is the gender? What type of lifestyle and surrounding environment do they typically live in?

So we're gonna go start out 18 all the way up, men and women. We'll start by typing in a few of those companies we just added here. So we have Faithbox.

Section 2 of 4 [00:10:00 - 00:20:04]

Section 3 of 4 [00:20:00 - 00:30:04] (NOTE: speaker names may be different in each section)

Travis Petelle: Of course, obviously, not all of them are going to pop up. We can see that just by typing in Faith B, Faith Baptist Bible, so that's probably study or a church. That's probably right in line with what we're going for anyways. The Believer's Box. Joyful devotion. None of these are really big enough to have a Facebook following, which is a good sign. Faith Box. Christian.

We'll go ahead and we just, again, head to Google since none of these monthly boxes ... They're going to have small audiences, so they might not show up on Facebook, which you saw here. What we can do is maybe think about magazines. Christian magazine. Christian Planner. Christian Book, Christian Discounter. Christianity Today, relevant magazine. There you go.

We can start looking in audience insights here on our page likes. You're going to see other interests that they might be into. Christianity Today, that's what we see over here as well. We're going to type that one in. Christianity Today. All right, so we've got a few of those. All right. Just kind of looking. We're up to 1.5 to 2 million people. A very broad amount as you're getting bigger and bigger. We want to make sure we're not hitting huge ones. That's not really relevant. Movies I don't really care about. Christianity Today is not it. There we go. Those two still put us down to 350 to 400 thousand. Getting more into that targeted group here.

We can look at these interests. Risen Magazine. I like magazines and publications, just because it's a good idea. Typically, people who buy niche specific magazines are very targeted. A targeted group of people.

Both of those are pretty on point. All right. I'm going to get to about a million people with what we're looking for. LifeWay, for example, is a gigantic Christian, very broad type of company. That's something we would use later on for targeting and for looking at our audience, but right now, like I said, I like to start very, very dialed in to who our ideal buyers may be.

Now, we could also maybe look at some Christian based jewelry stores and apparel stores. We could add those in there as well since that is right in line with our audience specifically. We'll go Charisma Mag. Charisma. That's not us I would bet. All right. Let's just see what LifeWay puts us at. LifeWay Christian. I guess that's not bad. LifeWay Christian stores. We'll stop right there and just kind of see. Again, later on when you're doing Facebook advertising, if you look on my Kingpinning website, Kingpinning.com, you'll find a free training Facebook Like A Boss. Facebook training, and I talk about how I use these interests for Facebook advertising and things like that. If you're going to be doing Facebook ads, then you definitely want to be doing this later on.

Okay. What we're going to look at is our demographics. We're looking at 70% women to 30% men. A large range. Probably 35 to 65+ is our ideal age range. Set a comparison. Okay. That's what we need to write down in our document. There you go. All right. Ideal buyer, women. This is only Facebook remember. It's only a general idea, but we are going to be doing a lot of advertising on Facebook. Most of my advertising comes from Facebook, and this is where I want to be looking to get started. You can look at other resources out there, too, that look way beyond just Facebook. They look at Google data, website data. [inaudible 00:25:45] is a good one. There's a few others out there. Let's go 35 to 65+, and then you can start looking in lifestyles, persistent and productive. Raising grandkids, are older singles and couples notable for their active grandparent status. Obviously, it's just typically how it goes.

More Christian, more religious people are the older groups out there. Persistent and productive right in. Country comfort. Southern type of folks are a little bit more religious in that aspect as well. Relationship status, 70% are married. That's something to look at, especially just when you're thinking about your advertising later. I'm going to put a little asterisk just so that I remember. That's, you know, not a huge ... That's only a million people we're looking at here. It's not a gigantic amount really. What type of work they're doing? We're looking at most of them, or 35%, are administrative. These are all just things we can target if we're doing scaling our campaign later on, or thinking about who we're talking to. Every time when I'm doing a smart good analysis, I'm thinking about who my ideal buyer is.

What I'm trying to do in my head is create a story line of this one individual. This one person I'm speaking to and thinking about every aspect of them. That is my ideal buyer. It's going to represent everyone that comes through my company in that aspect, who that person is. I think about what they're wearing, what they're feeling, what their problems are, what they're good at. All of those different things that are affecting a customer. That's why I try to think about an ideal buyer. I'm thinking and looking at this research, that's exactly who I'm trying to think about is who am I speaking to. When I find that, we speak to that person every piece of content we write from that point on. Our digital product we produce, our sales copy, our advertising, our emails, everything is going to be thinking about this one ideal person, ideal buy that we can speak to instead of trying to talk to an entire group.

Then, you're going to get those that are very interested and connect with that, where an ideal buyer probably has elements that connect to a lot of people. You're going to pull a big group in as long as you have a very on point message to that ideal buyer. You might not know exactly, in the beginning here, who your ideal buyer is exactly. This research can only give you an idea of where to start. As you dive in, do the numbers, get traffic coming in, and start building a business, you're going to see more

and more what the ideal audience is that you want to go after. You'll have to tailor your message to do that.

Administrative job, 30 to 35%. Again, there's an asterisk. That's just going to mean it's coming in from Facebook data. Then, we can go into things like location if you really want to get into it. 2% from Knoxville, Tennessee. That's right down the road. Frequency of commenting, liking, ads clicked. They kind of click a lot of ads compared to the normal Facebook audience. That's really good news for us. Household, we're looking at maybe \$50 to \$75 thousand a year as a medium income. 78% own their home. That's old school. House size, two people, because it's mostly grandparents now. Their kids are moved away. House market value, \$100 to \$200 thousand. Spending methods. Just dive into more and more what of what they're doing. We can see this is a good market. That's what really these numbers are showing us. This is going to do well if we really set up a good market attack plan there.

That's are market analysis there. We see who the competitors are. We see who are ideal buyers are. Now, we need to dive into the next set. Next piece, next question we have, and that is our product line. I kind of mentioned this a little bit earlier, but what you want to decide and look into, and even when you're doing your research here, we already looked at those box offers and looked at what they were offering. It's right in line with ...

Section 3 of 4 [00:20:00 - 00:30:04]

Section 4 of 4 [00:30:00 - 00:44:32] (NOTE: speaker names may be different in each section)

Travis Petelle: Offering ... It's right in line with what I was thinking when I mentioned before with this market we want to give them devotionals and scriptures which we're going to be offering instead of they're having printed material we're going to have it in a digital form. I'm thinking about having it come at a daily rate where we just have a newsletter every day for members to purchase and it will have some cool scripture

or fun story. Something like the soup for the soul books that came out, Covey I believe it was who did those. I can't remember his first name. Steven Covey I believe, he did also Seven Highly Effective Habits of Successful People or whatever. Great book, very smart guy. That's the idea that I want to put in line with this monthly subscription. They're going to get that daily newsletter, that daily devotional piece. That's one product that's coming and they're buying for.

Then we're going to have the physical and the print on demand element. We want to have a box, a physical box, that we're going to be sending products to. Like I said, we have a great setup with a jewelry engraver now. We have the print on demand galore with pretty much almost any product we can think out there. Then we can invest in a solid maybe custom product that we'd be the only ones who have. That can be a main front line seller bringing people in.

Along with this, with most of our niche that we go after, the Christian niche here, it's really just we haven't jumped into Christian it's just the first time we're diving into it. This will be all brand new traffic. With every other monthly recurring box I'm doing I already have a system, a store, in place where we have leads coming in. With the cows, for example, we have a farm animal and farmer store that we sell print on demand and drop shipped and warehouse products through and those leads are going to come through and on the backend of that store when they buy they're going to come into my monthly box offer with the cows. This is a little bit different of what we're going to be offering and how we're going to lead those people in.

Some other things we want to think about, not only the products we're going to be offering in the box offer, but also what products we're going to be using as lead generators. For this example in the eComm Revolutions workshop here, I'm going to be diving into creating this actual funnel and business plan I'm talking about, we're going to have some giveaway funnels in place, as you're going to see later in this course, and

in the workshop we're going to have some plus shipping lead generators. We have some really good looking and quality jewelry that's going to get a lot of viral attention on social media with the Christian niche and get a lot of leads coming in.

Where we might be losing a bit, or breaking even hopefully, on that front end free plus shipping offer, but the entire point is to get a lot of people coming into our funnel and our system and then they're going to be presented with our monthly box offer. Really I'm thinking about starting it as just a digital box offer where it will be something along \$10 to \$20 a month where they just get that daily newsletter as well as maybe one piece, and then they can upsell to something larger, maybe having it where they can buy a \$50 a month box and they get maybe a t-shirt, a coffee mug, three to five different items along with that daily devotional.

We want to think about the lead generators, we want to think about the main products, we want to think about all of the pieces coming together. What we're going to be selling, what can get people's interest, what can ... Maybe not make us money but it's going to bring people in. Then lastly, what's going to actually make us our bulk money? What's our number one product? Where in most cases a recurring monthly box offer might be our main offer we have in the center of all of our marketing plan but the on the backend of that, people who buy this, how are we going to make more money even from the monthly subscribers that we have on our box offer? That's where we want to see what products fit with our buyer backend. What is it that they would like after they actually buy the products?

What I've been doing that has a lot of success is when we have the store associated with the monthly box offer, we're giving them some type of perk that only members get. Free shipping on the entire store or 10 to 15% off of the entire store or something along those lines where they're giving us profit already with the monthly subscription, any dollars ... Any money coming in that they buy elsewhere from us is only profit added to

that. Even if we give them a huge discount and only make 1 to 2 to \$5 on a sale on our store, that's still added profit to the sale we already made without any extra effort.

You want to think about all the different products that you're going to be able to offer, the products that are going to lead them into your offer, and then the products you're going to be able to push to them after they bought your offer. That's really the main three things you want to really think about diving in to the business here. After you've had this whole business plan you're going to map all this out. I like to mind map where things are being put together, you're going to see a lot of mind maps when you're going through my courses.

Now the next step we want to think about is our marketing plan. How are we going to generate traffic to our offer? We have a monthly box offer now, it's our main offer, whatever it may be, if it's the Christian or the cows or the other offers that we mentioned before, I was thinking also bath bombs are great little products that would fit in the consumable market. How are we going to generate leads to this main offer? We have leads coming straight into it, we want to do Facebook advertising, doing some YouTube videos, doing social media across the board, looking for affiliates, whatever it may be. How are we going to generate new leads?

Also, how are we going to utilize our previous buyers? Are we going to set up a referral system? Are we going to have a backend in place that's going to get them to other businesses? Are we going to have some type of funnel in place that's going to generate more leads from the people that we've already spent most of our time and effort on generating? The new leads, people who haven't bought in to your business yet, they're the hardest to generate. Most businesses focus 80% of their time on generating new leads when getting sales and getting referrals from previous leads is an easy way to boost your business and requires a lot less effort on your part.

Then also you want to think about how are we going to sustain momentum. What's our evergreen plan for this? Are we going to build this for six to 12 months and then sell it? Are we going to keep this around for five to six years and try to hit the Dollar Shave Club when it sold out for \$1 billion? Is that what we're trying to go for? What is our plan to sustain momentum and grow and hit our projections?

Let's go ahead and look at a marketing plan that I just wrote down here. Here we go. This is what we're going to be doing in the eComm Revolutions workshop with the Christian niche. Like I said we have cool jewelry that we're able to engrave on that doesn't cost us very much, it's going to provide a great free plus shipping offer. We're going to lead ... This is only one funnel that's going on. Like I said, we have your main offer that we always are going to have Facebook advertising going to, we're always going to have social media organic traffic, we're always going to be out there looking for new influencers, looking for new affiliates on board and we're going to be talking a lot more about the marketing and the sales system that I can dive into in the next sections.

Here we want to think about this is only one system that we can put into place. We have a free plus shipping jewelry piece and it's going to be a Christian engraved jewelry necklace and we're going to offer it free plus about 6.95 shipping, be very transparent about that, lead traffic in. If they say yes then they purchase the product, now right away we're going to offer them to be able to buy two or three or five at discounted prices just to up that order value, make more money from that customer if they like these and want to give them to friends. If they say yes we're going to upsell them to our monthly subscription. We have this very viral front end free plus shipping offer and then we're going to get all these new customers coming in who have spent a few dollars even if we haven't made money from that, but they're much more likely to buy the next product which is going to be our monthly subscription offer which has the digital ... Which has the products and the box and all that. This is the lead in.

As you can see, we have different steps that happen if they buy or if they don't buy. If they don't happen to buy or even go through the free plus shipping jewelry offer in the beginning, everyone who lands on that page and does not buy and does not opt in, they are added to a custom audience that we're going to use on Facebook. This Facebook customized is going to have a different message that might send them to a different product, it might send them to a different type of lead generation campaign, it might send them directly to the monthly box offer itself with some discounts. Something to utilize this audience who hasn't really associated and engaged with my business.

Now if they do buy there, they are members and they're part of a different custom audience. This is something that we can continue to promote and have different messages direct to them. From here they're on an auto-responder that will start to promote other products we have out there. If they do buy into the membership they're on a different auto-responder. You can see we want to map out the entire plan of how we're bringing people in. This is only really one month that we're going to be generating or maybe two, three months depending on how well the free plus shipping offer actually does.

We're going to mix it up with these type of plans. We're going to always have Facebook traffic coming in, we're going to always have the organic traffic, like I said, with social media. We're also going to be planning these every ... If we're thinking three months ahead or six months ahead or 12 months ahead, we'll probably do one of these once a month or once every quarter so that we can have some new lively fun engaging things to really get our audience captivated. You want to think about the marketing plan behind your box offer, how do you plan to get traffic in and, like I said, we'll talk about this in detail later on in the eComm Revolutions course here.

Lastly, we want to think about our financial projections and this is thinking about how much we're going to make, how much money we need, all those different pieces that require funding. If you want to get this started off where you're going to bulk buy items, you're going to bulk buy 1,000 boxes and set them up and then sell them after you purchase them, that's one way to go about it. You're going to need to think about how much money you need to do that, how much money you need for advertising, how much money you need for staff and fulfillment and all those pieces.

We are setting it up lately where we're doing it we ship out on one day of the month. We ship out on the first of every month and everything that sells up to that point will get shipped out that date. If someone bought on the 15th of this month they're not going to get that box shipped to them yet, they won't get it shipped until the first. What that allows us to do is before the first of the month we'll get to see exactly what number we need to produce and ship out. We don't need to bulk buy so much as we did before, we can see how much we're going to need beforehand. This helps us with our projections.

Now, we want to think about really how much ... Also very important how much we're going to make. What are our goals with this? We want to make sure that we're getting to a profit range. If you have \$5,000 to spend and that's all you have then you need to break it down in your projections here how much goes to advertising, how much goes to product fulfillment, how much goes to customer support, whatever it may be. You want to think about every piece of the business how much you want to invest into that. If you have no money and you're starting out then you plan that out as well. Think about the reality of your goals with how much you're starting with. If you have \$5,000 here to start and it's costing you \$50 to get a new customer then you got to plan that out where you might only get 100 new customers on month one. Then the next month you might get 150 and you're going to continue to grow like that as far as you look ahead.

We'll dive into that a little bit more in the actual eComm Revolutions workshop where we're going to have some investment money coming in. We're going to be able to bulk buy ahead of time. Whereas our other boxes we didn't bulk buy ahead of time, we just had it going where we would have a cutoff date, like I said, that first we would deliver and we have a cutoff date a little early where we can look at our numbers and buy from there, give us some time.

Guys, that is how we're going through creating a business plan for any business model you want to follow. The box offer here you saw the overall idea behind it and I tried to give you some examples of what we're doing in the eCommerce Revolutions workshop where we'll dive into the Christian niche here. Hopefully you got a good idea of how we're going to plan ahead. In the next videos we're going to be diving into the actual sales system pieces with how we're doing the cow niche. Then also the marketing and the fulfillment pieces behind that as well.

Guys, hopefully you enjoyed this. Check out the next video and we'll dive into more about setting up these monthly recurring subscription offers. Guys, my name is Travis Petelle, if you have any questions or comments feel free to comment below. Thank you so much again, have a good one.

The Foundation

Plan Of Attack

So the reoccurring offer's our main project. Everything from new ads coming in, new leads coming in, to trying to get people in the back end of other assets we have. That's why we're trying to really create this funnel, and multiple steps of that funnel to bring them into this main offer that makes us our money. So first off we have our social media plan. So this is a funnel of itself. It's a traffic source as well. But I'll be talking about, especially in the next section on a little bit here as well, what we're doing on social media to maximize getting people, not only to buy our products and interact with the page, but get them on our list, to get them in this funnel. So that's really what I want to show you with our social media. We have it set up to where it's a templated step-by-step process, and just rinse and repeat, and you get a good drip of traffic into all of our other pieces. Get some drip sales coming in every month, and just good things like that. So we'll dive into that.

Next off we have Shopify store. So this is an e-commerce store that we are selling cow-specific products on. Anyone who buys from this store and buys cow-specific products are going to be added to the niche-specific buyer's list. And this is an email list that we continue to communicate with and promote this reoccurring offer, promote other products on the store, promote other type of goods that they might really enjoy, and also quality content.

So these pieces all work really well together. We might have a banner on our Shopify store that leads them into our reoccurring offer, or we might just save that for the back end of what's happening on that niche-specific list. It really depends on how you have your store set up. Our Shopify store is a farmer's store, so it goes from farmers who are rough-necked,

type of in-the-dirt type of folks as buying products, and we have people that are farm animal enthusiasts, so cow lovers, pig lovers, goat lovers, all of these type of different ranges of this niche. So we're not really pushing directly the cow offer on our Shopify store as a banner, we might have some other reoccurring offers that fit well with their ... But on our cow collection page or something, maybe a cow sales- all the cow products, we might have a banner on those product pages just to kind of talk about or mention the reoccurring offer. But mostly the push is gonna be in the buyer back end and I'll be talking about that as well.

Now we're leading people into a few different ways to get new leads in. We have a few steps of the process to become a buyer. You start off, where they're just introduced to your business and what you offer, they're prospects. They might not want to buy right away, so we give them different opportunities, different funnels to lead them into our offer.

So sources from social media or advertising or whatever it may be, we have funnels like a monthly giveaway. So every month we're doing a giveaway where we're gonna get a lot of niche-specific leads coming in, signing up to win this one or two or three products that we're gonna give away every month that these buyers would love, and in the funnel back end of that we're gonna be selling the products, the reoccurring offer itself. That's the main funnel that's coming in. So it might be 10 emails, it might be 20 emails, it might be a month long, or just seven days even. But it's gonna be promoting, not only our reoccurring offer, which like I mentioned is our main offer, but we might promote the Shopify store and niche-specific products across the board to kind of get our money, and get them the trust that's required to get them to buy our reoccurring offer.

Now from there we also have a niche prospect newsletter. So the monthly giveaway's kind of a prospect newsletter because they're signing up, they haven't bought anything. It's a freebie seeker almost situation, but niche-specific so it's almost a little bit more dialed-in fan page. A fan page isn't

promotion-heavy, it's not a sales place. It's getting more and more that way, people are getting more and more accustomed to buying on fan pages and social media, but it's not really the purpose of Facebook, and it's the same way this type of list is.

So for our cow example we have a cow fan page that has a good 200,000 people on it. We're sending people to a cow fan club, and this is just a newsletter often that says, Hey if you love cows sign up here, and we send the same type of content that we do on our fan page and our social media accounts. This also is promoting all of our products that are niche-specific, especially the reoccurring offer as the main product.

And then lastly, the other funnel piece that we like to use, the marketing technique, is a free plus shipping funnel. So we're finding a good tripwire product, something that's very viral, very catchy for the niche, something people are gonna really want, and give it to them for free but for a low shipping cost. So maybe \$4.95 to \$6.95. We might end up losing money or even breaking even just on the front there. We might be making a little bit of money, that's okay but remember, this is just to bring in a huge amount of new leads so that the funnel that they go into, the auto-responder and the emails and the targeting ads that we set up to those folks, they're going to be getting re-targeted and pushed to the reoccurring offers.

So we have all these pieces going here that are pushing into the reoccurring offer, and you can kind of see that it's every little piece going. And then, like I said, this is a reoccurring process where social media is organic, always going. And then also I should mention ads are going to everything here. So every piece has traffic coming into it, I guess I'd mentioned that a little bit earlier, where traffic's coming to all of this no matter what you choose, but we have ads going to all of this as well.

So guys I hope you understand exactly how we're utilizing the foundation here, how we're using all these different assets to bring in new leads and

new buyers to our reoccurring offer. Now in the next video I'm gonna be diving into the sales system, the sales pages, and how we're actually going to set up that system. And then we'll dive into the member's area stuff, getting into where members can log in and see their packages and all that good stuff. And then later on we're gonna be talking about the marketing and traffic of all these pieces, the email, the social media, the niche buyers list. So guys thanks again, my names is [Travis Petelle 00:08:06], if you have any questions feel free to comment below, and I will see you in the next video.

Sales System

Travis Petelle: Hey, what's going on? Thank you so much for joining me in the next video of Ecom Revolutions. My name is Travis Petelle and in this video we're going to be talking about The sales system. Now the sales system is a very important part of the foundation. It is the piece that is going to convince the traffic and the viewers you bring in of why they should buy and join your box offer. So this is a very important ... it's a necessary piece. You have to have a sales page. You have to have a member's area or some way to deliver that product to your buyers and that's exactly what we are going to be talking about here. And we're going to start off by talking about the over all system breakdown of it. These are the pieces we are building and the tools we are using in building that. And then, we are going to build that here on the video right in front of you just showing you how we're getting the sales system in place for our cow box offer.

So let's go ahead and dive into the basic explanation ... the over all look at our sales system. Now it all starts with the traffic we generate, the marketing we have bringing the viewers in, the qualified audience into our sales system. Now we're going to be talking about that in a few videos ahead here in the next section that is all about marketing. So that traffic comes into your sales system on the very first page, the sales page and this is where the Buy button is. This is where we are convincing them to join the club and join us and become a monthly member so we have to be really hitting all those heart strings that are a part of whatever your niche is. What is the problems your niche face?

For the Cow Box offer, for example, the problem is they don't have enough cow stuff. They don't have unique cow stuff. They want to have as much enthusiastic love for cows as they possibly can, so we're going to offer them unique products in a regular basis so they can be the coolest dairy farmer in the neighborhood or whatever it may be the reasons why

they want this item. Same for your niche, that's what we need to understand on the sales page. And we're going to build that sales page.

Now we're using ClickFunnels for this case. And you can really use whatever tool you want, these are just the examples we are building to show you how quick and easy you can build this whole recurring box offer with a good use of tools. ClickFunnels's a great tool for creating pages, sales pages, lead pages, funnels, you know, you can get a page up in minutes that's going to be able to sell a product or generate a lead, or get an opt in or anything like that. So ClickFunnels is what we are going to use for the sales page. Now the order form, it comes after the sales page obviously. They click that Buy button. They come to the order form. This is where they are going to enter their data and their information in whatever your box may be. You might have certain steps and certain information you need at like a two or three step process.

When we were doing the sock monthly box offer last year, we had to know is this a men's or women's sock? What size is your sock? Then we had different categories of socks you could have. In this case, we are just going to need to know things like what size T-shirt do they wear? So that might be a step before they get to the order form or the first step of the order form is what size T-shirt do you wear? That could even be on the sales page. We'll kind of figure that out as we go through here. But with the order form and that kind of detailed variation process we are using CrateJoy.

Now CrateJoy is great tool for kind of managing your monthly customers, knowing exactly how many people you need to send a box to, who's bought, who's paid, who's not ... all that type of stuff. You could obviously do this manually with just an excel worksheet and keeping up to date. That would cut down on things like your fees and what not. But CrateJoy is an easy tool to get started right away.

In the Ecom Revolutions workshop I'm going to be using some different tools. We'll be using ClickFunnel for sales pages, but instead of CrateJoy for the member's area and the customer management, I'll be using Kajabi because we are going to be adding in a digital element with the Christian niche like we are hitting in the workshop, in the Advanced Ecom Revolutions. But in this case, we've got CrateJoy going. And the reason why we are thinking Kajabi over CrateJoy or manually using an Excel sheet over CrateJoy just with Stripe for example. CrateJoy takes fees. It is a few fees every sale. It's a monthly fee as well. And we always ... as you start out the business you're looking for the easiest tools, the things that are going to help you manage as single entity or just like, maybe a 1 VA or a few employees. But as you go and get better and better with your business and your systems you're looking to cut out those fees and improve every little bit.

So, Crate Joy will be one of the first things we remove just because of those monthly and per transaction fees that are there. And like I said we'll be talking about it in the advanced course there, but for this course, we're going to be talking about using CrateJoy. And it's a good system, it works great, just those fees are the only things that really get on our nerves. Now also, they have a sales page you can use on CrateJoy. It's a whole website system they have. I don't like the sales page structure so we're using ClickFunnels, like I mentioned, as our sales page and we are going to link those two together, so that when people click the Buy Button or what buttons we have on our sales page. They are going to get to the CrateJoy system and then if they want to go back from our CrateJoy system to the sales page, it'll send them to the ClickFunnels.

So, after they buy, after they follow through the order form, they are buyers. They are members. They are part of your reoccurring box offer. They come to your back end system, your thank you page if you want that in place. If you have a one time offer, an upsell, you can put that in place here, whatever it may be, whichever system. CrateJoy has, kind of, an automatic thank you page and then the back end system that

we will be using and this is another later section. A later video, here we'll be using MailChimp or you can use something like active campaign or anything like that. But any email auto-responder service, we're going to put an auto-responder in the back end of the sales funnel so that we're not only making money from those who are buying our reoccurring box offer but we're increasing that lifetime value of each of those customers by utilizing the trust we built with these leads. With this sales system, that's really important here. We want to build trust from the beginning of generating traffic through the sales system, through the backend where you create a lifetime value customer.

Now, before we dive into kind of building this, some things we want to think about are what is our competition doing? If you are just jumping into this, you saw us in the previous video when we were doing the business plan for the Christian niche. We were jumping into the competition. What are the competitors doing? What is working for them? What products are really kind of taking off and what does the audience react to? And the more you understand your ideal buyer, the more you understand your audience, the better off it's going to be for you being able to create an effective funnel from starting with the traffic generation to the sales page and beyond. So these are things we want to look at and just kind of study out there.

Now, for the Cow Box, there's really not anything else out there for this niche, which is very good for us because we've already proven over the years that there are cow buyers out there. There's a lot of farm enthusiasts and cow and farm animal enthusiasts that will buy products, so we can get a recurring box offer to be the first to really have some success.

Now we want to look at something like ... I've been looking at the Dollar Shave Club as far as thinking the structure of my sales page and of the sales system going on. What are the perks, the features, the benefits that the Dollar Shave Club shares with their audience, which I would be

one of their audience. I would use them and buy their razors. So, just how do they entice me to be a member? And that's the same things I want to do and just the structure of their site.

So let's go ahead and we're gonna look at the Dollar Shave Club and kind of think about how we can structure our site. Now I've created a simple sales page already on ClickFunnels just to make this video a little bit shorter ... not so long. But, this is what I want to mimic as I kind of advance through and we don't have to use ClickFunnels either, again, like I said. We could use WordPress with just a simple theme there as our sales page, whatever it may be that makes it easiest for you to create a sales page, then use that tool. But we can see some things here, like how it works, explaining the reoccurring box deal. No risk, all reward, a good benefit there of joining. They have a picture of the items that they are getting.

Now Dollar Shave Club is very well known for making it big by having a really funny, viral social video as they've been doing a lot. And you've seen a lot of people mimic that type of marketing. That's kind of what we want to also do with the Cow Box. If we could have a funny cow video, that would be great on the sales page here, and the front page. Some other things they're adding in there is they can buy more than just the monthly razors. They can go to the store. And that's an element we're adding in there as well. Where we had the farmers store, we're gonna also sell products from that store to our monthly reoccurring box offers and we have more cow products on that store for these members to buy as well. And what I want to do is make sure that the monthly box offer people get unique products completely. Everything on the farmers store is going to either be old things that people got from the box offer or items that won't be found anywhere else. So that's something we want to add in there as well just to make some extra money.

Now in the bottom here we see that they have frequently asked questions, very important for any sales page structure. Now you can see

what I build on ClickFunnels so far. If you haven't used ClickFunnels, super simple tool, we wanted to see all the different pages they had. I was looking ... you know, you want to have your legal pages, so your privacy and terms ...

Section 1 of 4 [00:00:00 - 00:10:04]

Section 2 of 4 [00:10:00 - 00:20:04] (NOTE: speaker names may be different in each section)

Speaker 1: Pages they had, you know you want to have your legal pages, so your privacy and terms. We got that in place, I made these separate pages on click funnels but we're go ahead and we can take a look at them. Well let's ahead and we'll take a look at the sales page first. All right we have three various, you can see there's two various here we're kind of mimicking the look that we're going to go on the dollar shave club. Especially here I've not run any traffic through this yet, we're just building this. This is the one that I've started with, simple straight to the point get your multi club cattle style, or dose of cattle style. We've examples of the prices, add our little logo, get started, this gets into the buy button.

How it works the same kind of thing we got going there, choose a plan. We got to switch it up a little bit because I'm going to be using Cratejoy, join the club. Then we have a countdown timer because how we're doing it is we're only shipping out once a month. We need to change that date. You can see we add some more pages here just to kind of dive in more of what it goes. They have the same on dollar shave club, a how it works page, it's kind of giving you an example here of all the different things they get. I mimic that same kind of thing. We have our pen name Kristy Andrews that's a cousin of mine actually, big farmer, so she was cool with me using her picture.

Then just giving you the benefits of what's going on and how it works. Again they got the buy buttons here. I think we're going to change those buy buttons to be the shirt sizes, what shirt size are you? That's the

first step that gets them into separate products so that we can separate the shirt sizes they have. Now, other products our other pages FAQ, frequently asked questions, we could take that we could add that to the sales page if we wanted to, we could add this to the sales pages if we wanted to. Privacy and terms like we said that's important and then a contact page. Right now this is a starters sales pages, we're constantly split testing, constantly trying to improve on the sales process. The sales page is an important area.

We're going to launch traffic to this at first just because it has all the core pieces, somethings that we want to add there, as soon as possible on a sales page like is going to be testimonials. As we get buyers coming in we'll get a few of them giving us some good testimonials. Then also if we're going to be doing that monthly give away we can have that on the sales page as well, just saying, Hey this is the prize that we're giving away this month. I think the grunt style does that, let's take a look a that one. Bad time on the sun. See they've updated theirs too it looks good, I guess not, they don't have give away going but they have the testimonials, which is good.

They have a good thing, you join for a dollar it's only t-shirts they do. We're going to go with something like this, it's the first selection as a buy buttons monthly player, and we'll got small, medium, large, extra large, 2X. Then they'll be sent to the Cratejoy set up which will allow them to choose how they want to do it monthly, do they want it yearly, six months whatever it maybe. All right so let's take a look at, sales page looks pretty good, I mean to start. Let me see how quickly we can this look. Just kind of going through click funnel, I'll show you how easy it is to edit this stuff. All right so we could kind of do the same thing they're doing, if I had a video this would be the key, the page to do.

I don't have a video right now so it kind of makes it tough to do. Obviously we take out all these things on the bottom but follow the same structure that they've got and it's pretty much that to that. Right in line,

this could be a link to how it works. This is a buy now button. Important parts of the sales page are really you know the headline that thing that first thing that catches the [line 00:14:59]. Anything above the fold, where I have a giant screen here, so the fold is way down and low, where usually the folds probably right around here, cutting this off. Everything above the fold gets their attention, that's why their video here is enticing.

The large images here are going to do well, it's kind of, a light background, big text, short phrases. Then the how it works and later on frequently asked questions, these are just showing you the benefits and the things that might be the opposition to buying the products. Those are just kind of things we want to include and you can even do this using just Shopify, they have apps out there, I believe a recurring bold app is out there for monthly offers. Not like this, the box offer, but just if you had a certain product. Then also Gearbubble offers a club option where if you're just using Gearbubble you could have a monthly mug club for whatever knits you have. That's the quickest way to get this pounded out.

I'll do a video on that some time too, but for now lets go ahead. I kind of like this, If I can get a video up within the next day, which I might work on after this video, I'm going to go with that. Let's go ahead and we'll build this, so no risk, all reward, just really going to mimic exactly what they have here as starting page. All right so I want to change the font there. All right now, so now we have it going currently plan was that we are going to ship out the first of every month. Right now it's only a few days from the first and we haven't launched the market on this. We might change that to where we launch maybe the 10th of every month of something like that, and we collect money every 15th, or something along those lines.

We'll plan that out as go here, and we need to change that on the FAQ, the frequently asked questions here to whatever it is. Right now we're telling them we ship out on the month, first of the month. Which

we could go ahead and just push right now to the end of the month, hard for the next four days, five days, and try get as many buyers as possible. It'll be a small amount of buyers so we kind of practice going through the fulfillment process with you guys. That's what I'm going to do. Now your cancellation policies, your refund policies these are all up to you, so think about that before just how you want to have it set up. We try and make it as simple as possible.

Only really worry about gaining and keeping the people who really like when we had the offer so we focus on providing quality products and giving a good customer experience. Making it easy if people want to cancel or get a refund. Some folks may worry about getting ripped off or people stealing from you, but really you might have that happen rarely. When it does you're easily able to just block them and keep them away from any of the issues of that re-occurring of the same buyer. It's not really something to worry about so much. All right so we have a good start to what our sales page is going to be, I'll make the final touches here. With this type of page here we're probably going to create a secondary page. They'll click any of these buttons and they'll be sent to a page where much like the blades here they're going to be able to choose what size shirt they wear.

Then we're going to connect that with the Cratejoy box here, so let's go ahead and sign up for Cratejoy. Cratejoy again like I said, A tool to help manage box offers for you. You can even put your stuff on a market place and things like that. You can see all the.

Section 2 of 4 [00:10:00 - 00:20:04]

Section 3 of 4 [00:20:00 - 00:30:04] (NOTE: speaker names may be different in each section)

Speaker 1: Find a market place and things like that, you can see, all the Christian examples we were researching in an earlier video are being shown to me again. Let's go ahead and we are going to click Sell on

Cratejoy. You can find a link to Cratejoy below here, send you straight here. We'll start a free trial.

[inaudible 00:20:29] sell apparel. At gmail.com. And then our password. All right. How did you hear about us? We'll just say Facebook. All right, let's sign up here. Done. Now we'll be sent into the dashboard of Cratejoy, and this is where we can set up all the products and things like that. They're going to ask for some company information at first; Credit card stuff, what is your business, whatever.

[View my dashboard ...](#)

All right, so here we are on the dashboard. We can add our products, we can add our sort of the marketplace, we can set up our payment gateway. Just give them our credit cards and we're going to be good to go. From there we're going to connect this with the landing page we're creating here. Let me go ahead for the final adjustments here. What we'll do is we will add a new product. Like I said, we want to separate this, and the first step is the shirt size. Whatever your niche is, whatever your product may be, you might set this up a little differently. As far as I would with the shop example we set up in here where it's variations of the men's, or women's, and then the sizes they wore, and then the payment structure. In this case, all we're going to do is we're considering most fans' majority, ninety percent of our buyers are going to be women. We're not going to have men/women selection, it's just going to be cow enthusiast. We have the shirt size. I'm going to go ahead and add a product.

Product name ... We're going to go with small size. We'll start with club cattle style small. Monthly box offer. Only the best cow enthusiasts. To your front door. You'll see exactly where all of this shows up. The billing schedule, you can have this to where you're going to deliver once a month, as we have it set here. We're going to, and also it's going to bill once a month. If we deliver on the first of every month, then it's going to

bill our buyers on the fifteenth of every month. Instead, what I'm going to do is I'm going to change the delivery date to the ... let's go with maybe the tenth. Cut off-window is the fifteenth, how do I get that? Oh, there we go. First of the month. Eighteenth. That gives us a fourteen day cutoff window, so that we can have enough products delivered to them and make sure that you don't miss anyone out and you can get that shipping and all of that organized, whereas if you're just shipping on the spot every day, that's something we can do later on.

It's a little big, you have to be a little bit more organized with your orders and your customers coming in, and all of that type of stuff. What we're going to have going here is we're going to ship on the middle of the month, it looks like. Anywhere to the fifteenth to the eighteenth, the eighteenth will be our cutoff date, so that's when we'll ship here in the next month. We will have them pay, the reoccurring billing will happen on the first of every month, as you can see here. You can change this however you like.

Just going to say, okay, so we're the twenty-eighth. Now the subscriber flow, this is where we can change the different variations of the product you're offering. In our case, we're going to have it set up to where we have the monthly, the six month, and the twelve month offers. Let's go ahead and create one of those subscriber flows now. In terms of pricing here, if we wanted to add size or anything, we could do a product variant, or a customer survey, so this will be kind of like size offers. You could do it here, but like I mentioned before, I don't really like the way Cratejoy looks on the sales side of it, so we can make it a little bit nicer, like you see on the dollar shave club, or the club grunt style. This type of look will be the step coming in-between the sales page and this order process.

We don't really need a new step. Terms and pricing, we have it set up here. This is just an example I've built in Clickfunnels, but we're using Cratejoy instead. We're going \$39.99 a month for the monthly

subscribers. We're going to go ahead and put that there. \$39.99 per month. We're not doing a three month pre-pay option. We will do a six-month at \$199.99, and that's going to bring it down to where it's \$33.33 per month that they're paying, but they're going to pay for a whole six months. It's great, like we mentioned before, these box offers, people buy them as gifts. They might buy a whole year's worth at Christmastime and they'll pay \$380 here. The actual cost that we're getting from them, revenue per box per month is going to be \$31.67. You want to make sure that your boxes are costing you less than that as you're going forward, and think about that in that type of way. Our shipping weight, we're going to go, it's going to be free shipping. It's one of the perks we're offering, which is kind of included in our price.

All right, looks good. I feel like ... oh, there we go. Save.

We need to re-do this with every shirt size that we're going to be offering. I'm going to see if I can just quickly duplicate in the products here. Add product, duplicate, nice. Now I can just go ahead, shirt size medium. We offer all the way up to 5XL with our print shop, so medium ... If you wanted to, you could have it cost a dollar more, something along those lines, for the higher prices because a shirt at 3XL, 4XL, costs a little bit more.

Now we have all of our product types in there. What we need to do is make up the design, so on the left side menu here, you can see design, and this will be the look of your order form and process. You can have anything created yourself, customize whatever. Cratejoy does offer a few templates, and we'll just kind of use a standard template. Let's go ahead and we'll go into design store. Here is all of our free templates. Pick whichever one you want, we're just kind of looking at the different colors that are offered, standard looks. Let's maybe try e-fashion, optimize for mobile and desktop. Again, we're not using the front page of the sales page process of this, we're just using this as an order form and customer management system. We're really cutting out all of these things you see

other than which plan do you want to purchase, and the order processing. Again, you can kind of see why we're trying to, we use Cratejoy at first, make it easy, but then we're trying to find more fruitful systems for us. Let's go ahead. Our theme has been installed.

We're going to go into designer, we'll edit the live store.

Section 3 of 4 [00:20:00 - 00:30:04]

Section 4 of 4 [00:30:00 - 00:47:38] (NOTE: speaker names may be different in each section)

Speaker 1: We'll edit 'live store'. No need for a quick tour, you're gonna obviously take your tour. And then from here, we can edit just the colors, different things like that, that's going to go on.

We can probably take out all of our top here, other than maybe a login, if you want to create an about us page. We have an FAQ, we can link all this to the sales page. Even the How it Works, we can link that to our other page.

So this is just the How it Works page. What it says so far. Go ahead and we can delete section. We'll actually go ahead and get as many- so that's just a section here, the front page section. Gotcha. We don't need any of that anyways, no problem.

How it Works, we're gonna go ahead, we'll delete this one. We really don't need any of these pages.

All right, so. Just kind of looking through, checking it out. Say then, we can kind of get a look at what that looks like.

All right, view my store. All right, so keep in mind, this is the front page that we don't want them actually seeing, we're gonna cut this out of the process. I want to remove these top links as well, and if we wanted

about us, that's something good to add to the sales page as well, we can maybe add that over here.

Go back to the editing. All right.

So what would happen now, they won't come to these pages like I said, but if we click 'Get Started', they're gonna be able to come into one of these products. They won't see this again, we could add obviously, images for each of these products we want to coming in.

They won't see these, but we will have it where on the 'Click Final Sales' page, we'll have a link to what shirt size you- whichever one they select, will be sent to these links here. Whatever links these are, that is the sales page they're gonna be sent to. So let's say someone chose a medium shirt size, this is the page they're going to see.

So, terms. Do you want month-to-month? Do you want a six month prepay, a 12 month prepay. We'll probably change what's going on here, previous boxes we can take that out, and we can edit our footer here as well as the header.

So those are really the things we need to edit, now just to kind of show you what Cratejoy looks like if they chose a 40 dollar month-to-month. They're gonna select that one, and they come to the order form, where again we want to kind of change that look.

So the text is really the key here. Check out. There we go, global styling, color scheme, fonts, heading.

Looks a little bit better, the pink is okay.

All right, so let's go ahead and go back one. Back. Should all change, looks much better. We can add graphics to these, maybe a short description on each.

Okay, now... I want to go in and change a few of the things so I'm going to go into the code, and again like I said, you can have a designer come and code you, whatever look you like for your site, you don't have to use ClickFunnels, you could use just Cratejoy and have a designer for you, or you can not use Cratejoy and have a designer create something for you.

So I'm gonna go into the code, and some things I need to edit is I need to change the top here. We don't want this to be anything except for maybe a login. We'll take that login and put it on the sales page as well. So, just with the design and such, I need to find the headers.

[inaudible 00:35:58]

All right. Login, there we go. Now I can see this is calling out the logo image, right now the logo is just showing, we can change that to our logo. We want to change the link though, the A-H-R-E-F. So we're gonna actually redirect that back to the sales page on ClickFunnels.

We'll go image, store name. Looks good, now we can add the other pages that we want to have here.

Subscribe, we can change that so say what shirt size it could be, the page that we come to. What shirt size are you? If I could have, I would like to have them all in one row. Can't have it all, though, I guess.

Title.

All right, looking much better. Change that footer.

So we don't have any of these set up currently, we can add them in later. Add all that in later. So now, we just have a basic little system here, looking pretty good. Let's see if we can change the logo.

Header, there we go. Now do I have a Club Cattle Style... Yes, in black.

Okay, that is gigantic. Do not want it that big.

Okay, let's see how it looks right here. Still a little big.

[inaudible 00:41:40] A dog. Dog sleeping over there, having a dream.

All right, that'll have to do. All right, now we should go ahead and reorganize these so that it's small through 5XL and in the right order. We can also add in the images or anything like that, you can see the images here for each one. We're going products, to rearrange- Product to order.

That should be at the top.

Okay. All right, now we just need to add some images in there, and you should be pretty good to go.

All right. Go ahead and edit those for each of our sizes. Add our graphics in, that we want. Then we should be good to go, we just have to buy- pay into the Cratejoy offer here, platform. Then we can get started, sending traffic to our Sales Funnel.

All right guys, I have got a bunch of the little things done that we want to have finished. We have two variations of the sales page, this is just a very beginning sales page that we started. Each of these buttons have been updated to link to the Cratejoy process. We also have the second variation here. I'm actually looking at listings on Fiver to have a little, short, funny sales video created for this, and we'll have it here with a little cow, explaining what the box is. And then we just have the basics here.

Each of these buttons have also been linked to the Cratejoy system, so as you can see, we'll go ahead and if someone goes to the sales page here: 'oh, cute, funny video'. We're gonna go ahead and click, 'Yes, I want to join now.

Alright, so the first process, like we said, what is your shirt size. I took it down to, right now we just have just 3X instead of 5X, just to kind of make it a little more fitting on the screen, give them options to make it a little more buyer friendly. 4 and 5X, you don't have many buyers in that category.

We're gonna look at changing the coding to be able to fit all six of these on one line here instead of having two lines where that second half goes below the fold here a little bit.

But what happens if let's say they come here, okay, I'm a large shirt size, let's select that one. We have three plans, let's say, month-to-month, 39.99 a month. 6 month prepay, tells them how much a month. 33.33 per month, if they do that, which they'll be spending 200 dollars up front. Or the 12 month prepay, perfect gift.

So let's say they select this one, then they come to the order screen. Adding shipping information, billing information and creating their account. Now we have everything else linked to the proper pages, so if we click the logo here, we're going to open that up in another tab, that goes back to our sales page.

Same thing with the home link here, back to our sales page. Join goes to the shirt select process. How it Works goes to the 'How it Works' page that we created and then each of these links, these buttons here, both go to the subscribe and shirt size section. Then the FAQ is our typical Frequently Asked Question. It opens in a new window, though, instead of changing.

Now, the login is for those who have actually joined through Cratejoy, and this is their login system to kind of let them know when the package is on the way and everything from that.

So from here, all we have to do is pay for our first month. With Cratejoy, we actually do have a free trial, but you want to be a member when you start selling, so the next step of the process for this is setting up the backend of this, as we'll talk about in the next video. From there, we're starting to market and get traffic into this where we could actually do something with this system.

So guys, hopefully you got a lot from this video. Hopefully you see how I've gone from each step of the process and created each of those pieces to make a solid starter sales Funnel. Like I said, every so often, you want to be consistently split testing and finding a better system for your sales process.

If you have any questions or comments, feel free to hit me up and comment below, I can't wait to see the next video. My name is Travis [inaudible 00:47:30], have a good one.

Buyer's Backend

Hey, how's it going? Thank you so much for joining me in the next video of Ecom Revolutions. My name is Travis Petelle. In this video, we're going to be talking about making money on the backend. After someone has bought into your membership offer, they are then, of course, going to get their product and their offer, but that doesn't mean we need to stop there. You want to try and increase the lifetime value as much as possible with every customer, with any business that you're doing out there, just so that every dollar you spend, and every minute that you focus on this business, is going to have more payout in the backend, and that's exactly what we want to set up here before we send traffic in, because any new buyer that comes in is potentially going to make us a lot more. Now, there's three main ways that we are making more money off of our buyers in the backend.

First off, and the one that makes pretty much the most amount of money, as far as direct buyer returns, about 20 to 30% of all buyers will usually buy an upsell through your emails, so with emails, it's very powerful because you're consistently contacting them, consistently communicating with your buyers, and you can continue to just deliver that great content. They're expecting to hear from you at least once a month with the box, but there's no reason not to email in between there, and at very least have a buyer autoresponder, an email autoresponder, that will just send automatic emails after the person has bought, and we're using MailChimp for this. MailChimp is a email service provider, it allows you to collect emails, send emails to those people as a business and such, and set up real campaigns like autoresponders and broadcasts and things. There's lots of other great email providers out there, ActiveCampaign is what we use quite a bit as well, and there's quite a few others. Whichever one is your favorite is what you can go for.

You can find the links to those below, though, if you want to check out MailChimp or ActiveCampaign, but here's an example autoresponder that we would have after someone has purchased our cow box offer. They're going to come through maybe a five to ten-day autoresponder series, and then continually get emails after that that are just kind of what's going on now, what's new in the business, and such like that. So here's how this would go. Right as soon as they purchase, they're going to receive a welcome email, and this is much like the thank you page we talked about in a previous video, and just kind of giving them the information of what they signed up for, what to expect. You can add in a one-time offer, an upsell, right here, just kind of mention a promotion, maybe upgrade to the next level of their membership or whatnot. That works very well here, or you can just keep it very friendly, give them contact information, let them know how they can reach out to you and ask questions or whatever.

From there, one, two, three days, it really doesn't matter how you space this out. You just want to make sure that it's consistent and that you're consistently testing, trying different things out, trying different periods out. I'm usually about every one to two days I'll send an email. If I'm not very active in a niche, then I'll send it maybe spread out maybe once a week or once every other week, but in this case, we're trying to do it at least once a week. In the autoresponder, we're hitting the first four or five days, because right after they buy, that's when the iron is hot, and that's when you're going to have the most success, highest percentage chance, to convert these buyers into bigger buyers, so we want to be really heavy on them and kind of just train them to expect that we are going to promote things to them and just make sure they know that they're going to get quality from us as well, not only the product package and the box, but everything else.

So after the welcome asset, one to two to three days, we are letting them know about our social media platforms, our fan page, our Instagram account, our Pinterest, our Twitter, whatever else. All those other

methods that we want to connect with them, because we want to not only be able to reach them through email after they buy, but we want to be able to reach them through Twitter or Facebook or any of those other platforms, just so that our message gets to them in case they don't see the email. Not everyone's going to open your email and click your email, but a fair part of your email and all your social media, they'll probably see that message that comes through, whatever you're trying to promote, or kind of let your audience know and see that content for the day.

And then after that, a few days after, we're going to do something like free shipping, because one of the perks of membership in our box offers is, we're offering free shipping on our farm store, so the farm-based Shopify store, all these members get free shipping, so in this email, I'm going to talk about the best sellers in our cow niche on that store, let them know they get free shipping. All of our box items are not going to be found on our farm store. They're going to be completely unique. They're going to be T-shirts we can easily have done that are just one of a kind, print out for those boxes so that they're that unique feel, and then this gives them more product options to buy, if they want to really buy more, or it's a gift situation, or something along those lines. And then from there, if you have an upgrade membership, or you have the next level of whatever it is that you're offering in your box, that's a good time to mention that at the end here.

It's kind of your main push, getting to upgrade, whatever it is, buy more, lifetime value increase. Now, after they're going through this autoresponder, we're going to consistently broadcast, send broadcast emails afterwards, so this is just a five or a four-part autoresponder, so it can be just a ten-day, seven-day-long period, and then from there, once a week, we'll send out a broadcast email that kind of generalized what's going on in the company, our best sellers of the week, our promotion of the week, member specials, anything like that, just to kind of keep their attention and be able to direct them whichever way we want. So emails is a very, very powerful asset that you definitely use on the backend, and

on the front end, as we'll see in the next section, the next section of videos.

It's just something that you always want to have going with any business you're out there. It's one of the best selling avenues and ways to reach people, even still today. The numbers are declining over time, but once you build that trust with the buyers, it only becomes easier and easier and easier through email. Now, the second way that we're making money off the backend is through referrals. Once again, we've already built that trust with these buyers, so we want to set up a referral system on the backend where we have it automatically set up where they maybe get a percentage of anyone they bring in. If they have ... Anyone who is a cow enthusiast, or a dairy farmer, or a stock show girl, all their friends have the same interests as them.

Most cattle farmers also are friends with cattle farmers. Stock show girls go to stock shows, and they meet other people that are interested in the same thing they do, so this is a great way to add easy income for the business, so we set up a referral system just even through the emails, we might even add that in the autoresponder, but on the website and the members area, when they can log in, we'll have a whole referral section. It gives them a link they can share on social media, have the videos, just like I'm showing you right now, how to market your business and create it. That's kind of what I'm showing these buyers, showing them how to make money from my offer, and that's going to really bring in a lot of free traffic, like I said. Even a little bit of trickle there really works great, just like affiliates. It's all free traffic you don't have to spend any money on.

And then last thing, we have retargeting ads. This is ... For Facebook advertising, we'll talk about in later videos, but we're using custom audiences where everyone who buys or goes through any step of our process, we can create a custom audience of those people, and then advertise to them on Facebook with whatever you want. We don't even have to ... Most people, when they think retargeting ads, they're thinking

of just showing that product that they first sell again. If they came to the cow box, retargeting to show them again if they haven't bought. Well, after they bought, we're not going to retarget them with the same offer they bought. We're actually going to retarget them to anything else out there, anything that fits that can be ... It can be a completely separate business. We still have that audience that we can advertise to and just add traffic streams in there. I mean, just getting creative with it, you can even think of the CPA type of offers, where you're getting paid per action.

If you get someone to sign up to an opt-in page, or to click on a link, those type of offer affiliate setups are CPA offers, so let's, for example, think of, in the cow niche here, we could do the Farmers Only. It's a online dating site for only farmers, and they have a little affiliate program where anyone who signs up to this dating program, which, as we, most of us all know, as you probably know, dating offers are very popular for CPA action, and they work. They do really well with advertising, because it's just one of the main things that people, gets their heartstrings, love and sex. That just really gets it going, so we could do Farmers Only as a retargeting ad, and we have that custom audience of people who have purchased with Facebook advertising.

We can select only those who are single, or only those who are interested in other dating websites, and that's our advertisement. That's going to convert really well with something along the lines of Farmers Only, and that's just one example of 100 out there, 1,000 out there, that you can think of. Any product that would fit these buyer audiences, that you already know spend money online, then it's worth a try to use with retargeting ads. So that is our system. That's really the three main things that we're doing on the backend on these box offers to make more money, and you can find more about all of these on the kingpinning.com website. I have a few more examples of emails. I have a section coming out on email marketing, going to really get on that free training, and retargeting ads, you can check out my LIKE A Boss Facebook training on Kingpinning as well. That's a free training course that really goes into

retargeting ads, dynamic product ads, and just give you an idea of how to utilize all those buyers that you can create.

All right, guys, so this is just to kind of show you how we can set up this backend with the tools that we're using. In the previous video there, you saw we set up the members area and the payment platform with Cratejoy, so Cratejoy offered some cool tools and apps that allow us to connect with things like MailChimp, set up a referral system, and offers a lot of other little features that you can add into your box offer. So we're going to do that right here. We're inside the Cratejoy platform, dashboard on the left, and then the MailChimp dashboard on the right, so under the apps area, we're going to go to the App Store, and yeah, you can see the very top one is actually MailChimp, so we're going to install that one so that all of our new buyers that join are going to be added to a list that we create on MailChimp. We also could probably set up ShipStation. We use that with our shipping and packaging and all that type of stuff. Product Reviews might be a good one, I guess not really for what we're offering.

Referral Program, this is something that we'll put into play after we get, let's say, 100 to 500 new members. We'll add this Referral Program into play so that when someone new buys into the program, they can bring new people on to get maybe a discounted membership, but we get more members overall into the program. Also, they have CartHook here we're probably going to install. This is for abandoned carts. Any eCommerce platform at all, abandoned cart emails, and that type of marketing, is very, very effective. People get to the checkout process, and they might leave for some reason, so we're going to install that one as well. SumoMe has a lot of great tools, Localizejs allows you to translate, and it looks like Picreel here is for exit popups, which we're not going to worry about that. So, in the App Store alone here, we can go ahead and we're going to get MailChimp. Also going to add in CartHook, and then later on, we'll have about 100 to 500 members into the box offer. I'll add this Referral Program.

And then you can have whatever system, again, whatever tools you're using, there's different ways you can always integrate your buyer list with MailChimp using, at very least, Zapier and something along those lines that automates integration. Abandoned cart emails, same way, so whatever tools you're using, these same options are available to you, just maybe on a different platform. So what we're going to do here is MailChimp first, so I'm going to go into the lists, and I'm going to create a new list, and this is going to be Club Cattle Style Buyers, and I guess we probably need to create a Club Cattle Style email that's specific to them. Right now, we'll just use our farm store email. From name, we'll go from ... Let's go Kelly ... No, I'm sorry. Her name is Kristi Andrews. All right, this is a reminder to let them know why they're on the list. There we go.

Address, we don't need any notifications, unless you want to know, daily summary, each individual email going out or whatnot, we don't need that. We can always come back and check. So this is our new list. Now, when we go ahead and install into Cratejoy, I'd assume that we get to choose this list, so let's go ahead and do that, install MailChimp for free. Create, You must choose a MailChimp list below. Okay, so all right, here we go, Club Cattle Style Buyers, we're going to save that one. Export 0, We've noticed that you currently have zero customers, so that doesn't really matter. Saved list Club Cattle Style. Awesome. There we go, so now the buyers list is set up.

Now what we can do in MailChimp here is, we can go ahead and we can create an autoresponder email campaign, or whatever, whichever email platform you're using will set up that autoresponder email campaign so that we're selling products, and I have a template here in the course, if you find that in the downloads, that just kind of gives you an example of what I'm going to be showing the Club Cattle Style buyers, getting them back into the farm store, getting them to all our social media assets, and just trying to increase the lifetime value of these buyers, as well as

increase the community, because the people who buy into your program and into your business, they're the ones who have the most potential of being active and engaging, and in getting others involved, so that's who you really want to start counting on and providing that gold to, and that's exactly what we want to do here, with the, even the autoresponder emails that we're delivering.

So we're going to try and really do it nice here, where maybe they're a graphic newsletter instead, not just straight text. It'll have maybe a cow headline, a header, and things like that, little graphic pieces that make it look very professional and nice and more like a magazine-style delivery. So that's how we can set up the email back in here, as you saw with the other apps, we can add in a few other cool stuff, like the Referral Program, as well as ShipStation, if you're going to use them. CartHook, I want to check this out just for abandoned cart emails or however it's got it set up. I think CartHook was something that also offers Shopify for different things, so it's, Get your merchant ... So I have to go and sign up for CartHook now, which I'm not a part of them.

Like I said, it's probably a monthly membership for them, but we'll look into that as well, or some other sources out there, or tools that we can use for abandoned cart emails. So, guys, hopefully you got a lot from this. If you have any questions or comments, feel free to comment below, and I will see you guys in the next video.

The Marketing

Advertising Your Subscription Box

Travis Petelle: Hey what's going on? Thank you so much for joining me in this video of econ revolutions. My name is Travis Petelle. Today we're going to be talking about the advertising and the marketing plan behind our reoccurring box offers. In our case, the club cattle style, the cow monthly box offer we've been building in this course.

Now, the mind map here shows you kind of a breakdown of all the assets and all the pieces that we're going to be using to advertise our cow box sales page. Now, we're going to be mostly talking about Facebook advertising in this video, because that is really the best place to start off with your traffic generation. It's a huge traffic source, and the advertising platform allows us to dial in our audience to very specific groups, those groups that are only going to be interested in the products and the different offers that we're providing our audience throughout this entire funnel and this entire marketing plan.

We're going to start this video off by just kind of breaking down what the mind map is here I'm talking about. Then we're going to dive into the actual Facebook advertising side of this, and then later parts of this section, this training section, the next videos coming up, we're going to be talking about a few of these other assets that you see going on here.

Now, if you don't know much about Facebook advertising and you need help with social media advertising as a whole, then I'd suggest that you go check out the free training section I have on kingpenny.com, our website there. It's called Like A Boss, and I walk you through all the basics of Facebook advertising, social media marketing, everything you need to

know, all the terms that I'm going to be using. If it's not going to be familiar with you, when I speak them, go check out that training section and this will be much more clear for you.

For those who understand the basics of Facebook advertising, you're going to understand all these pieces, and then for those who don't want to do Facebook advertising, you can always replace any of these traffic sources with the traffic source that you like the most. These assets that we're going to be using are universal, it doesn't matter what traffic source you use. It really depends on what works best for you, what you like the most. Facebook ads are one of my specialties, it's what I like to use. It doesn't really matter what you put in there, it's about using what works for your niche for your business and works for your audience.

We have the cow box sales page in the middle here, as you can see, all of assets, all of our traffic coming into that. Then we have all these other pieces that we've been building the cow niche throughout the few years, and especially for this cow box offer in this course. First off, we have the cow fan page. This is a social media fan page. This is a nice-specific, passionate group of people. We've had it for about a year and a half, so this is a very lucrative asset that's going to bring traffic in.

A fan page, even with, we have I think 220,000 fans on that fan page right now, even with that many fans, it's not a huge, lucrative money source, income source directly advertising. You have to have these other pieces in play even with a fan page that large. That's why this whole funnel, and this whole thing is very important to have success even when your paid advertising might not be clicking off for you. Then when they are really hitting off for you, then it's really amplifying ten times.

The cow fan page is very important, the social media side of that, and we have a video later in this section that dives into that piece right there. Now from the fan page, we're advertising everything out there from any new cow products that are coming out to the giveaway funnel that we're

talking about later in this section as well. We're going to be doing a cow print shoe giveaway. We sell cow print shoes that are very popular, and we're going to do a giveaway of those as our first month here with the cow box. That's going to be a little viral campaign that we're going to have. PPE advertisements coming too, those are paid post engagement ads. Getting things, all the viral pieces, all the pieces that we want people engaging with and interacting with, and really sharing socially. We're going to use these PPE ads.

The giveaway funnel, the fan club, our cow fan club is an email newsletter, and every day or every other day on the cow fan page we have a message that says, Hey, you want to join our fan club? They sign up to the newsletter, and it's just another way for us to communicate. This is sending them to all these other pieces out there as well. If there's any new cow products we launch from the farm store, this is going to maybe mention in an email. If we have the cow box offer coming out, this is definitely something we're going to have in there. This is going to be an auto-responder series with broadcast as well that are regularly, every month have a campaign that's going to be selling a cow box. Any new members that come into the fan club are going to see the offers to the cow box.

That's just kind of assets going on always. Like I said later on, the giveaway funnel, you're going to see us build that and that going. We're using PPE advertisements there. Now, we also have the farm store, and on a regular basis every month we're launching new cow products. If it's print on demand apparel, if it's things, you know, custom jewelry that we've had made, whatever it may be, whatever our audience wants, we're launching that on a regular basis. We have advertisements coming into this system as well. We're using website conversion ads. This is another Facebook term. Our short-term acronym there is WC advertisements. These ads are what we're selling our new cow products on that store.

Now, every buyer that comes in from those new launches we have an auto-responder as well, and we also have a buyer broadcast system. That auto-responder, every one of these cow product buyers, these new buyers coming in from the farm store, on the back end of that list they're going to see our reoccurring cow box offer as well. These advertisements are things that we want to be always going on with our business. Now, the main ones we're going to be talking about, what I'm going to be showing you, how we're setting up, and how we get going, and later in the video are the actual direct advertisements, the direct Facebook advertisements coming in to our sales page.

We're talking about all these other pieces in other videos, other sections of the course here, but this is the advertising and marketing kind of as an overview. Now, we have two type of ads that we're really using to directly advertise our cow reoccurring box. The one that I love to start off with is a viral video advertisement. It's a video ad, it's very, very good on Facebook these days for getting cost and getting engagement, getting people noticing your brand. If you have something that's funny and specific and also gets them interested in the product you're offering, it can be just as lucrative as a television commercial at television's hey day.

Just think about the dollar shave club, or even the dollar beard club that's mimicking their whole advertising style. Later in the video here, we're going to hop on Fiver, I'm going to show you how we're finding some content that creates some possible good, funny, viral videos that we can not only use on advertisements on Facebook, but we can use on the sales page as well. That's something that we're going to be talking about there. From these viral videos, everyone who engages with them, people who watch the video for 50%, or watch it for 95%, or watch it for so many seconds, we're creating custom audiences. These audiences we're advertising back to the offer.

This is really the power of the viral video ads, where we're creating these custom audiences that we can, as you call it, re-target back into our cow

box offer with maybe a more specific website conversion advertisement that convinces them, This is why you need this. This is why you should have this. That is really what we're going to be touching on here. We're going to get some website conversion ads going. We're going to get some viral video ads going. I'll probably set up a PPE ad as well, and then also anyone who comes in and is viewing the sales page or buying our cow box, we're creating custom audience for them as well, and they are going to certain advertisements that roll through.

Again, like I said, next section in this video is we're going to set the advertising behind us. This is the entire plan of what we're marketing, what we're advertising. Let's go ahead and hop on over to the computer, and create these ads. Here we are on our disk desktop. Let's go ahead and start with getting these ads underway. On the left side of the screen here you can see our sales page that we're getting cranking with, just to start with. On the right here, this is our cow fan page. This is what, when you're using Facebook advertisements, you need a fan page to advertise through.

Our cow fan page we've been running for about two years, maybe two and a half years, just kind of consistently posting, consistently launching new products, and it's become a very good asset for us for a lot of products out there. That's why we needed to get this cow box in place. About 220,000 likes, just posted this about nine, ten minutes ago. You can see it's already up to about 430 likes there. Heavy interaction. This is a very good asset to send traffic where we want to go.

Like I mentioned in other videos and like I'll talk about in social media video, your fan page isn't a good direct sales source. That's why we're going to set up these advertisements on Facebook, so that we're forcing traffic to come through, and we're finding those people in the millions and millions and millions of people that use Facebook. Out of all those people, who was it that likes cows, who is it that's going to click the link

for our cow box offer, and most importantly, who is it that's going to follow through the entire process and buy our product?

The first step we need to do here is we're going to go ahead and set up a Facebook ad on our fan page. I've gone ahead and with Photoshop created a quick little advertisement picture. This is 1200 by 1200 pixels. It is our advertisement pick whenever we're posting on fan page, and we're going to advertise to that post. That's how we like to have it set up. You can see I'm just ...

Section 1 of 3 [00:00:00 - 00:10:04]

Section 2 of 3 [00:10:00 - 00:20:04] (NOTE: speaker names may be different in each section)

Speaker 1: To that post, that's how we like to have it set up. You can see I'm just using this same picture that we're using on the front page. And then also, the box that we found on Packlane that we created, this is a picture of that. So we could just have this, you know we could set that up differently. We can make these smaller and maybe test that out ... Now, there's a lot of white space there though. So we're gonna go with something along those lines and then we'll have a message as far as the text on the fan page.

So let's go ahead. I think I saved that ... Save as ... Cowbox@1. And like I talked about earlier in the video here, we have multiple ads actually goin to this offer. We're going to have a video ad. Also we're gonna set up ... and then this is our website conversion ad, the one that's really gonna want to convert these people. So every time you're doing an advertisement, we don't want to waste any money that we're spending to get traffic so we don't want to just focus on getting views or getting people to see the post we have. We also want to make sure that we're hitting an audience that follows through the entire process. We want to make sure that we're getting a positive return on our investment we're paying for advertisements. So, when it comes to this post, we want to really convince them to buy the offer and that's the message we're gonna

have. Or maybe the videos are gonna be more playful, more viral, more engagement friendly to get the eyeballs out there.

This post right here is what we want to make sure we get the sales message. We get the call to action. We convert them on the sale so it's really about when it comes to any advertising platform, it's gonna be the product and it's gonna be your targeting. But the product is always the most important piece because if you have a great product and you have kind of very bad targeting or your advertisements not so dialed in, you're still gonna have sales come here and there because it's a great product and people will buy it. If it's a horrible product, and you have amazing targeting and your advertising is just spot-on, you'll still not have any sales because no-one, no matter how good your advertising is, is gonna want to buy a horrible product. So it's really something you want to keep in mind when it comes to advertising.

We have a good product here. We've proven it, like we've said in previous videos, with the store, the farm store and everything so we know that it's gonna go well. We already understand that this audience is gonna be hot with it. So let's go ahead and we're gonna post this picture to our fan page ... Again, like I said, this is a 1200 by 1200. Call this one cowbox@1. Brand. Let's say grand opening special. Club cattle style. And this is all things that we can test out as well. You know you can trial a different text or different images. Advertising's really about just finally again, the products most important but then from there it's about tweaking pieces as far as targeting maybe the creative side of it, maybe the message you're delivering, the call to action. From there it's just tweaking each of those pieces until you find the best one that fits. Grand opening special. Club cattle style ... All right, we're gonna publish that one.

Now what we can do, is we're gonna go onto our Facebook advertising dashboard and we're gonna start the actually advertisements to this post right here. Good interaction, 16 minutes, 700 likes down there. It's getting some action. All right so here we are in our Facebook ad

dashboard. We can go ahead and create an ad. You could also use the power manager if you're using Facebook ads or the power editor, excuse me, to upload your ads. Either one works, they both are very effective.

We're gonna go ahead and just create a standard website conversion ad. So here when we're creating our Facebook ad we have all types of objectives here which everyone, really thinking about what is the objective of our advertisement, you know. We're always saying that we're spending money on ads to get traffic that are gonna buy products but not every individual post that you're advertising has the purpose of directly making money. For the video example, videos out there are really more about getting the viral affect going. Getting the social spread happening while you're able to sell directly with other advertisements.

So, we really want to know, think about what the objective is with your advertising that you have in place. With this one, again, this is the ad that all those that have already seen our video are gonna see. It's the ones that are most directly targeted to be potential buyers. That's what they're gonna see. So we're gonna go and we're gonna choose website conversions. I'm gonna go ahead and I'm gonna write 'Cow Box Grand Opening - WC'. Next up we have the ad set level our Facebook ads. We're gonna decide on our targeting; who we're gonna show this advertisement too. This is important for obviously all the different people that use Facebook out there, we want to dial in that message and if you check out the 'Like a Boss' Facebook trainer, you're gonna see different methods of researching and understanding what groups of people out there are really great to target and all the different things and all the different features of Facebook ads that allow you to really connect with your audience to look better.

In our case, with our website conversion ad here, I'm gonna want this ad to optimize to people who are likely to purchase. Now cow buyers are typically around 35 to 54 year old women. We're gonna go about 25 to 54 just to start a little broader. Women here, we are using, we can include

interests as Facebook calls them and these are just different pockets of people that like certain niche's or like certain topics out there. In our case, would be cows or anything dairy related. There's magazines that are related, there's rodeo. All farmers. Any of these interests, we could use to target and these are things that we want to really dial in.

Now at the start here, I'm just gonna go ahead and I'll type in something like Angus cattle. That's two and a half million reach. We select it with 25 to 54 women. We're looking at only about 260,000 people. Now, that's including Facebook and Instagram. I'm only gonna start with Facebook to start so I'm gonna change my placements to be mobile only. I want to turn off Instagram, audience networks. I only want this to show up on the newsfeed to start out. This is just an opening test. All these other things you can test out, you can try out. We will use Instagram advertising later on just the same like we're doing the Facebook ads here. We just want to make sure we separate those. Now Facebook does a really great job also of suggesting related audiences and related interests. So as you can see, I just clicked in the box here after I selected Angus cattle. Now we have all these other related interests out there so we're gonna choose things like dairy cattle, and we could on the go, 2 point 7 ... Dairy farming. Let's go down the list. Try and get this up to about half a million ... All right, so we got half million.

I like my opening ads to be anywhere from 500,000 to 2 to 3 million reach. And again, those are all specifications that really depends on how your advertising style, how you do Facebook advertising. This product and this course is not about the advertising side of that. We have that whole other training section that can kind of dive into that. This is sections about getting traffic started in Facebook ads or any paid advertising is a really great way to get started.

So we're at about 550,000 people there. That's our potential reach. Go ahead and start off with maybe a \$30 a day budget. Conversion range is 7. We're gonna name this specifically 'cow dialed interests group 1 -

Purchase optimization the 7 day window'. We'll just do 7 day and then we're 'mobile only'. So that we like connect the name and the advertisements you do. Definitely have an organized system to specify what your targeting, what you're doing in each ad so that when you are setting up multiple ads to split test against each other, you're gonna be able to choose correctly which one's winning and which one's not and know without having to dive in, click on each one of them.

All right so, we're gonna choose our cow page and we'll go with our existing post ... And we want to select that post. We just submit it ... All right so, if that happens, we have, it says, 'no eligible posts exist'. It's just kinda, maybe Facebook buggin out there. We have this 'enter post ID' option so what we can do is when any post we want on our fan page, we're gonna go ahead, I'm gonna click the time stamp so that it posts it at 6 minutes ago because that way it's 33 likes, 2 shares. Too much, some people are saying so we're getting some initial interaction with people already. That's what's great about this.

Section 2 of 3 [00:10:00 - 00:20:04]

Section 3 of 3 [00:20:00 - 00:35:45] (NOTE: speaker names may be different in each section)

Travis Petellee: Some initial interaction with people already, that's what's great about this. I'm going to join. Thank you Terri. So we're getting people already looking to join the club, without even posting our first advertisement ... really great start.

Anyway, we clicked on the time stamp, we have the post here. We have in the link, the very end circuit of numbers here, this is our post ID, so we can go ahead enter our post ID. There we go. That's the ad going to show up, looks pretty awesome. It says there might ... fewer reach because there's too much text in the ad, but there's not really much ... there's no text in this, it's just the automatic algorithm might be catching it.

We'll going to still start this up. Place order, not worry 'bout that too much. We could also take this, and we could create a page post engagement ad. Instead, we're going to focus on creating a video ad, and get that cranking this, and underway.

You don't need a heavy duty production team, or anything along those lines, to be able to do all this cool video stuff. There's lots of different things out there, lots of different ways to get cool videos done. You could use a system as simple as your cellphone, and record videos with you with the product, or you doing a sales pitch, or you doing something funny.

You could go and have a software tool like Animoto, you could use that to create a type ... a cool series of videos. You could hire someone that knows after effects, and little bit of video details, to make something really production awesome and cool. Or you could do something as simple as going to Fiverr, and piecing together a few freelancers out here, to do a project that's not going to be thousands of dollars, and a huge production deal, and that's what I'm going to do with our opening video here.

Actually, if you haven't used Fiverr before, they're a great place to outsource little cool things, especially if you want to get creative, you can find lot of cool stuff here that is a little interesting. The other day I came here, and I actually searched for cow, and cattle, and farm, and all different stuff, and I got a few different great ideas for our sales page, and our advertising video. Let's go ahead and take a look at a few of these.

We have a few puppets ... puppet videos that we can submit. Really I'm going to hire four or five of these different freelancers that do different things, piece those together into a video at the end, and that'll be a good two to three minute video. We have this cow puppet here, this is a great one, the guy will talk for 30 seconds or whatever, 100, 500 words, with the whole barn scene.

All of this is perfect theme for what we've got going on, so it's going to be our main character of the video. I also saw another puppet who is a professor, so I could use this as a testimonial, or a professional view of the product, the cow box offer, so I'm going to get this guy and contact him.

I also found this one, who is a guy who dresses up like a doctor. I don't know if he's actually a real doctor or not. We'll do, This is doctor recommended. ... kind of a continual funny loop to that. I found this as well, on Fiverr, which can be the ending clip, so it's a little cow that dances in front of your logo. We'll have our club cattle style logo ... and we'll have the cow dancing in front of that.

That'll be a cool video, something funny, something viral. I'll make a little script, and I'll have those four videos ... I'll piece them together. Together here, we're probably looking at \$50 per piece at most, \$200 for this video that's going to be very rare, very unique, something that's going to take off.

For the time being, I can't create that now that I've done this video. What I'm going to do is create a simple video of the box spinning, because on Packlane, after we bought our first order of those custom mead packages and shipment boxes ... it showed the box spinning, and I took a little screen recording of that ... you can see that here.

I'm going to take this right here, and we'll splice that a little bit, and put some words here and there, and that'll be a simple video to get people interested and peaked. Then, I have the orders going out today on these Fiverr videos ... we'll piece that together. Now, I'll end up using this cool, funny, viral video as the sales page video, on the front page.

We saw the second version we had there, where you can't use that yet, because we don't have the video up in place, so we're using our standard single

sales page here. I'm going to go ahead and put this video together, and then I'll come back here, we'll go ahead and upload a video advertisement, and that will kind of polish off how we're getting started with our Facebook advertisements. Then, the next video, we'll dive into more social media for you, so you can see how we're hitting the organic traffic, and all these other assets as well.

We'll always be using Facebook ads, and all the different pieces out there. Anytime we have a give-away funnel like we're talking about later in this section. We're going to have ads that ... we have our fan page going. Any new cool thing that happens there, any posts that gets a big boost or has a lot of interaction, we do ads that ... if we have a new production launching for our farm store, we do ads for that. Our fan club newsletter, ads for that.

It's just a consistent role of finding your traffic sources, and what works best for you, and then utilizing that traffic. Shift it whichever way you need to go. We're shifting our Facebook audience whichever way we need to go with our new product. Now we have all of our assets we've built over the years in the [inaudible 00:26:06], are now going to funnel into this one cow monthly box offer.

It's going to create that recurring payment that makes these Facebook ads, and any paid advertising source for your business so much easier to run, because it's not just a one off payment, it's multiple ones down the road. So guys, let's go ahead and hop here, into ... let me create this video, and we'll hop into uploading that video ad.

So, here is our video. Just took some of the same pieces we talked about from the front page there. Threw that graphic on there, threw the spinning box here, and then just a little text, kind of like our headline to our sales page. This is just another video ad. When it comes to video ads, you really want to go about the interactive, the viral, the really cool type

of way. Anything that really catches your audience's eye, is what you're looking for.

This is just something to get us started as we're waiting for that fun, interactive Fiverr video, the one that's going to really have viral potential. This right here, doesn't have much potential to go viral, other than the cow lovers out there that are sharing it ... a funny cow puppet doing a joke type of pitch. That can be shared by anyone who knows anyone who likes cows, and that's the point of that.

Let's go ahead, upload that video to Facebook, and get that advertisement out of the way. What we want to do ... we're going to head back into the ad manager, and we're going to create a new ad. This time it's going to be a video ad. You can see we have video views as one of our objectives. This is another good engagement advertisement, kind of like the page post engagement ad, just getting eyeballs out there, getting people understanding what you have, and also creates those custom audiences that are so valuable with Facebook advertising.

Anyone who views this video for so many seconds, we're going to have a custom audience of those people that we're going to advertise the fan page post, the direct picture post that we created earlier, we're going to advertise that to this custom audience.

They're kind of in a web, and it's a circle, and they're going through all these different assets, that they like cows, and they like what we do out there, and all of them lead into our cow box offer, and that's really the whole point here.

We're going to go, cow box spinning video ... For our advertisements, with anything video or page post engagement, anything we're going for a little bit broader audience, I will go broader targeting, obviously. So, 25-64 women, we're going to go ahead and we'll just put in cattle as our broad term, that's 61, 62 million reach there. Our placements, we're

going to edit our placements. We don't want an Instagram, we just want on Facebook. The reason I turn off Instagram for a lot of these, is for the link. If you click the link, it won't go to the sales page. Actually, with the video views here, we could actually use Instagram, because the ad will work appropriately.

I'm going to go ahead ... I'm going to turn off all these right column, we're going to use desktop, we want it on mobile, we have Instagram, 6.5 million potential reach looks pretty good. We'll put this at 40 bucks. Video views looks all good. All right, we're going mobile, desk, and IG. That's mobile, desktop, and Instagram placement, just making sure I know exactly what I'm using in this advertisement.

Now we want to upload a single video. In the last one we used existing posts, because we were using a fan page, now in this case, we've created a video, so we need to drop that video right there. Some important things with the video is we want to make sure the thumbnail we choose, the thumbnail ... the picture that Facebook is going to show, is going to have less than 20% text. Just like our pictures on our fan pages, when we're advertising those, Facebook can penalize those, so when we use the thumbnail ... Even if your video has text in it, on certain sections, you can have one picture (one freeze frame) thumbnail that doesn't have that text, and your advertisement won't have any penalty, or won't be a problem for Facebook.

In this case, that one right there would cause a problem because this top banner is more than 20% text. What I'll do is I'll choose one of these thumbnails that doesn't have that text on the top, so now there's no text rule or issue there. We have no words or anything, no spoken words, so we don't need captions. Let's go ahead and choose our appropriate location, we're going to run it from our cow fan page, and then also our farm store Instagram account is attached here. Check out [inaudible 00:31:24] ...

We're going to add a URL for base club cattle style. [inaudible 00:31:41] There we go. That is our Facebook ad, looks pretty good. This will get the interaction going out there. After we place that order, this video's going to start getting cranked up. From here, if you're using Facebook ads, we could do things like create that custom audience I talked about earlier, of those video views, of people who interact with and engage with that video so much.

I'll walk you through that very quickly. Go check out the like a boss training section on kingpinning.com to get a full explanation of all these pieces I'm talking about. If you haven't done Facebook ads in the past, I'm sure this is a little bit confusing. From here in the audience of Facebook, we're going to create that engagement audience. We're going to create a custom audience, go for engagement on Facebook, choose a video ... now we can choose what type. Is it if they've watched it for three seconds, is it if they watch for 10 seconds, have they watched it 25% through, 50, 75, 95.

It really depends on the content you have in the video, what you're offering. In this one, if they've made it past 10 seconds, then they're probably a pretty good audience, because it's about five seconds in, it has the pop-up. Then they're just looking there, so we're going to assume that's pretty good audience. We're not going to expect someone to watch that video for the whole minute, so in this case I'm just going to choose people who view at least 10 seconds of this video.

Now we can choose the correct video. I'm going to go cow ... and there we go. Pass 880 days ... cow box, 10 second view. Cow box, spinning video one ... just being descriptive. So that's going to create that audience, now we can use this audience to advertise that other post, like I mentioned before. We can go back into our advertisement, create a similar ad to the fan page post when we created the website conversion we did earlier in the video, but instead of using those interests that we used and the targeting that way, we'll use this custom audience that it's

populating right now as the video ad is running. That's going to continually and dynamically populate, so that audience gets bigger, and bigger, and bigger, and you have a new stream of people constantly coming in.

Like we showed in the mind map earlier in this video, it's about the web. It's about all the assets working together and advertisements coming in on the end of each of those, really fueling the fire. So guys, this is how we go about setting up our Facebook advertisements for our monthly reoccurring box offer, depending on what niche you're in. Obviously your targeting, your message, your offer is going to be a little different, but the whole principles of paid traffic are the same. This is how you go about getting started with Facebook advertising.

From here it's just about launching more ads consistently. These first ads might not work out, so we don't just stop there and say that this offer is a failure. We've already seen the interaction, on the fan page, of how good they like it. They might not like the price, so we're going to look at the audience, what they say. We might have to adjust the price, we might change the sales page, we're going to do all these little tweaks to make this a lucrative and popular offer for us, so that when we spend \$1, we're making \$3 back in return. That's really the power of Facebook, and paid advertising in general.

So guys, my name is Travis Petellee. Hopefully this video has helped you guys get started with your traffic generation. If you have any questions or comments, feel free to do that below. I will see you in the next video. We're going to be talking about social media, and the entire plethora of being that viral atmosphere that we have available to us. So guys, I will see you then. Have a good one.

Social Media Marketing

Hey, what's going on? Thank you so much for joining me in the next video of Ecom Revolutions. My name is Travis [inaudible 00:00:09] and in this video I'm going to be talking about social media traffic. Now, social media is very powerful to have with any business out there just because of the sheer amount of people who are on platforms like Facebook, and Instagram, and YouTube, and Twitter, and Pinterest, and all of these things that allow them to separate themselves.

They come to these platforms and these social media accounts to join like-minded people, so this puts them in groups, and gives us data and information about what it is this audience likes. This is something that we've never had in the past before, before the internet and social media came, with billboards and old school direct marketing. This isn't the information that you had, so social media not only in the advertising front, but on the organic traffic side, building a community of like-minded folks, and really giving them the content, and the products, and the offers, and all that good stuff that they want is going to be so beneficial for your business.

In this video I want to just talk about the basics of what we're doing with social media. We have a lot going on with all of our niches and all of our Shopify stores when we do social media. I actually have a free training course on kingpinning.com called Like a Boss Facebook Training and that will dive into this social media in a much more in depth fashion, so after this video I definitely suggest you go check out that training, and you can find that link below.

First off, let's talk about the potential assets that we can use on social media. Now, first off we have Facebook, which is one of our number one social media assets right now because of the advertising side of this, just the amount of people that use this platform, and the data that's given to

us. They're really the first on the advertising side that gave us so much demographic data and interest data. Then all these other platforms are following suit on that level, so when it comes to Facebook we have two different social media assets that we can utilize. One is a fan page.

Fan pages are great for if it's a niche fan page, for example like [Decows 00:02:15], then it's very social friendly. It's not about promoting and selling. We will promote and we will sell in there sporadically, but it's more about giving that community feeling, growing the engagement, having folks bring more folks in by referral, and just having that as a drip and trickle traffic source that we can send anywhere that we want, like I said, it's not there to promote and make money like any of these assets are, but we can send that traffic anywhere we want.

Now, the Facebook groups, they're a little bit more personal, they're a little bit more in tune. When someone posts on there, or you post something, or like, or comment on it, it comes up as a notification actually for that user, so you can get in their face a little bit more, it can be a little bit more promotion friendly, it can be more specific on the topic that you want instead of going for more the viral social feeling of most social media platforms.

Next off for using Instagram, which is becoming very, very popular, going very well. We run advertising through Instagram just like we do on Facebook and are having a lot of success, especially in certain niches. Now, keep in mind with all these different platforms that you're going to have a different way to deliver your message. Where you have your schedule out where today you're going to try and get people to jump on your giveaway funnel, then tomorrow you're going to promote t-shirt number one. Well, you can do that message on all these platforms, but on Facebook it's going to look different than on Instagram, and on Instagram it's going to look different than on Pinterest. Then on Pinterest it's going to look different on Twitter.

You want to really make your message fit with the audience using that platform, where Facebook we're seeing a lot of pictures, videos are doing well lately, it's kind of the all aboard. Instagram it's all about filters, and people, and scenery, and all that stuff. Pinterest it's about food, and having a lot of boards, and posting a lot, and having just that cool looking pictures. Twitter it's the text, they just over the past year or two years added the picture capability, but it's more about that just 250 character text that you can do there. YouTube, obviously videos. Then lastly I wanted to mention niche specific platforms.

A lot of niches have social media platforms that are specific to that niche, so basket weaving, they might have a social media. That might be a little too dialed in, but let's say marketing for example, there's social media platforms out there that are for marketers alone. Think of LinkedIn, that's a broader scale niche specific platform, but that's a good example of those doing B2B business, you're going to want to also use LinkedIn, and FourSquare, and those type of sources. Then there's also things out there, I'm sure there's a social media platform for farmers out there as well. I think we've found it in the past, we haven't used it much, but if you find a large one with good enough traffic, then definitely utilize that.

Now let's jump into an example. I'll show you guys how we're doing our social media, how we have it set up for the Cow Box and the cow niche, so let's jump on over there. This is our cow social media assets. We have a lot of different pieces going, a lot of platforms at work here with a few different brands, kind of rolling together, bringing leads into not only our box offer, but also our Shopify store, our lead magnets, and any other offer we have that fits this audience out there. First off we have our niche that we're jumping into. We have a lot of assets that are cow enthusiasts and one of those is a large fan page. I think we're at about 200,000-250,000 likes right now on this cow fan page.

What's great about this is we can lead from the cow fan page to anything that is cow enthusiast. What we have on top here is our social media assets, on the bottom is our assets that we can promote, our sales assets, our products. The cow fan page, we're actually able to hit all three of our main offers and lead generation systems, such as the farm Shopify store, the Cow Box offer, and then we have our lead magnet funnels like the giveaway campaign, and the free plus shipping campaigns, and those different things we're doing each month. The cow fan page is very diverse, able to hit that one collection on the farm page, able to do the cow specific box offer, and also if there was a farmer box offer that we end up doing later on, then we'll be able to do all of our niche pages to promote those as well. They're very diverse, like I said, able to promote a lot.

We had the farm brand social media assets where we have a fan page, an Instagram going, Pinterest, and Twitter. That's directly related to our farm Shopify store, so this is where the cow fan page is more of an enthusiasts, a passion type of fan page. This is an actual brand type of fan page where it's not just cow posts and cute pictures. It's more about what the business is doing, what the team is doing, what our brand image is getting out there, specials going on, what's happening this month. As you can see, we're promoting not all the things, probably not the cow lead magnets, you're not going to promote the cow giveaway from the farm brand fan page, whereas you're going to lead that to the cow specific assets you have going on, so from these social media platforms we're hitting the farm Shopify store and the Cow Box offer.

Then lastly we have a social media set up specifically for the Cow Box itself. Now, this isn't necessary, we're trying to test this out to see if it's going to provide anything for us out there, but depending on how big and how brand heavy you want to go with your box offer, if it's going to be like the Dollar Shave Club, then obviously yes, you want to have its own source, its own social media assets set up, so for the Cow Box itself, we have a fan page, an Instagram, and a Twitter account. We're leaving out

Pinterest since we're just doing Pinterest on a smaller scale compared to especially Facebook, and Instagram, and Twitter.

From the Cow Box social media assets we're able to promote the specific cow products. Instead of going to the farm store from here, we're just selling the box offer and getting them to lead magnets, which is going to lead back to that box offer. That's our example of how we're doing the cow social media and leading in on a consistent basis. Now, let's jump into the rules of what you want to have going with social media, the consistencies on what needs to be done on a regular basis.

There are some consistencies that we always want to have going on social media. If you do the very least amount of effort on this, these are the things you want to do. All of these things can be outsourced fairly easily at a low cost and they don't take much time if you get a system down to do it yourself if you can't outsource in the beginning. It doesn't matter if it's a fan page, if it's an Instagram account, if it's Twitter, Pinterest, whatever. Create rules of what you want to follow, so for the three examples of consistency here we have post content, interact with our fans, and reply to messages, so do you want to do this weekly, do you want to do this monthly, whatever it may be, create your rules. I'll tell you our rules that we have here at [MB3 00:09:43] and just what we do with social media.

First off, the consistency I mentioned, posting content. Obviously we need to be posting content that gets people interacting and gets them engaging on our page. Like I said before, keep in mind that social media platforms are not there for you to sell. We are going to use them to sell and bring in new buyers, but we want to make sure that we are keeping the balance even. Platforms like Facebook use a system, an algorithm, called Edge Rank and it pretty much judges the push and pull that you give a user. Something that's going to pull them in, and get them more engaged, and more part of the community are going to be posts that are social friendly, viral posts, video type of posts, those things that aren't

really asking them to do anything, aren't promoting or being over the top sales and marketing. Those are going to pull viewers in.

Now, the opposite, the promotion heavy, the things that are asking them to do things are pushing them away, so you have this push/pull balance that you have to create. On social media, remember, it's about creating that community and then scattering in those promotions in there. When it comes to posting content, we have for our cow fan page for example, we're posting about three to four times a day on that. The majority of those posts are going to be social friendly viral type of posts, cute cows, funny jokes, things like that. Then 25%-40%, 50% at most, are going to be promotion posts, so they could be something that's actually selling a product, it could be something that's asking them to join our fan club, or they're joining some type of lead generation system out there, whatever it may be, we have a good consistency.

I like to think of it as a month at a time, or at least a week at a time, and think day one, I have four posts going. Post one at 7:00 a.m. is a social post, post two at 11:00 a.m. is a promotion post, post three at 2:00 p.m. is a social post again, post four at 7:00 p.m. at night is a cross-platform post. Whatever it may be, I'm scheduling it out over the long term, and making sure that we have a variety, and it's not too much push and not too much pull. As you go through, and post more and more on your social media accounts, you're going to see what fans interact with, and they like, and you're going to figure out that consistency of what to do. Also, don't be afraid to post more or post less. It's really about train your viewers to know and expect what to come from you, but everything you post on these accounts, keep in mind all of your fans aren't going to see them, only a small portion of your fans see each individual post, so it's good to post consistently.

Now, all the different types of content that we're posting, I have six types of content that we do here, like I said, we scatter in. First off, we have the social content like I said, the pictures, the fun viral stuff, the games,

like when you see that stuff that says, The first word you see out of this crossword puzzle, write it down. That's your feeling for the month, or whatever it would be. That's a social, viral, friendly game type of post. That gets them, pulls them in.

Next type, promotion, selling anything, selling a product. Just saying, Hey, here's a t-shirt, you should buy it. That's a promotion type of post. Push post, pushes them away. Lead generation, this is if we have a fan club, a newsletter, any type of email asset, a giveaway funnel, a free plus shipping offer, whatever it may be. That's a lead gen, so we're going to get them on an email list and generate leads that we can promote later on. This is again a push and we're doing that a little bit less than the social.

Next off we have content request posts and this is when social media, you want to always have your own content as much as possible. A lot of fan pages take other people's content, they post it on their page. We've been guilty of that quite often as well, so we try to get to a point early as possible to be getting 100% fresh our content. We do that by setting up systems where users can come in and submit their content to us. We'll do that as simple of a post as, Hey, share a picture of your cow, or your doberman, or your horse, down in the comments, or send it to us in a private message, or post it on our wall.

In other times I've also used Pinterest clones. Actually, set up a website, easy WordPress type of plug in theme where you can be a clone website of Pinterest. It'll be your own Pinterest that you can have anything that you want, so we would have people code this our cow Pinterest page and they would submit pictures of their cows. When they submit that stuff or they post it to our fan page, we always have that note saying, We have the rights to use this content now on our page. That becomes our content that we go. Content request posts, we have them scattered in there regularly so that we always have content coming in that we can use later

down the road. After a while, once you get a lot of fans, it's like you have so much content you don't know what to do with.

Next off we have website content, so if we have our own website, we have information, we have anything posted out there that we want to send traffic to. This isn't going to be a promotion, it's going to be more of a information how-to for the cow niche example, you might have a blog going where you talk about the best new tools out there in the dairy industry or something along those lines. This is getting into website content and the website content on your website if it's an information authority set up site, not on a Shopify store or anything like that, but a information text or video based site, then you're going to be able to get that SEO traffic in there and we also want to scatter that in here as well.

Now, next content type is cross-platform where if we're on the fan page and we also have an Instagram account going, then we might want to post in the fan page, let them know about our Instagram account so that we're cross-platform. We're getting each asset bigger, and bigger, and bigger. Some people think that's kind of counter intuitive, why would we do that if we already have them on one asset. Like I said before, not every fan, not every user is going to see every asset they're apart of, so if they're on your email list and you send an email, they might not see that, but if they're on your email list, your fan page, your Instagram account, your Pinterest page, your Twitter account, if they don't see the email you have four more or five more chances to hit them down the road, so we like to do cross-platform posts to make sure everything's growing at the same rate.

Then if you have someone who finds you on Facebook, but they don't really use Facebook much, they like to use Instagram or Pinterest more, then they're going to be able to go to the platform that they enjoy the most and find you.

Then lastly we use outside content as well, so this is linking them to people that aren't associated to our business, we don't even know in most cases, just good quality content that our audience and our fans will like. Now, this is what we post the least amount of, it's the least percentage ratio of our content, but every once in a while we will send people to other outside content out there. This will not only give the fans and audience quality content, they'll see that we're not just there to make a buck, that we're sending the cool things they like. It also will open up avenues for affiliates, and influencers, and partnerships down the road with those people that you sent traffic to, so that helps.

Now, the next consistency we want to have going is interacting with our engaging fans, so fans can engage on your social media accounts in lots of different ways, whatever it may be, if they're liking, or they're commenting, or they're posting, then you want to reward that. You want to encourage them to do more, and more, and more of that and create that community like I said. Really what a community is going to do is you're not going to be leading the conversation when a community gets rolling. It's actually everybody else that's going to be leading the conversation and it grows on its own, where you can actually not be the voice in there if you don't want to and have it kind of rolling as long as you keep these consistencies.

Some things we want to always be doing, and these are especially if you're advertising posts on your social media accounts for Facebook fan page for example, if we're advertising a promotion post or whatnot, then you absolutely want to be engaging with fans in this manner, so we have three different rules that we follow. First off, any comments that are good or neutral, then we like them. We'll go through it, we'll like any comment that's on a post. If there's anything negative, or bad, or spam, or anything along those lines, we delete them, so it's all clean. If there's an argument or something like that, those lines we keep that going and we like those posts, too, but if anything that crosses the line, or anything that's harassment, or something, we'll delete those, but we like all the

comments on our posts as much as possible just so that they get that ding in their notification the top bar, cows are awesome liked my comment. They'll see that, maybe come back.

Next off in the comments if they're asking questions, we answer those questions in the comments. If it's just some stupid statement or whatever, we don't reply to every comment. We like every comment, we only reply to questions in the comments that are relative to what the conversation is. Then lastly, if someone has some buyer intent, if they say, Oh, I must have this, I want to buy this right now. Something along those lines, then we'll private message that user and we'll send them a little template message that says, Hey, we saw that you liked this. We'd like to offer you a 10%, 20% discount, whatever it may be to incentivize them to come in and buy from us since they did have that buyer intent it looked like in their comment.

That's how we're interacting with our comments. That's a consistent system, everyday going ... Very, very, very important if you have advertisement going, especially the reply to questions and the private message to the buyers. Then lastly we want to be replying to messages on a consistent basis. As soon as possible you really want to be replying to messages. These are the private messages in the inbox of your fan page. Then also we turn off allowing people to post on our wall where it'll be on a separate wall, it won't be on the main wall, so we also reply to those. It's kind of like someone sent us a private message. We want to make sure these are done daily. The quicker you do them, the better.

Facebook even has a little timer now on the front page of your fan page that says, Typically replies in, blah, blah, blah. It depends on how fast you do it. You can change the settings to show or not show that as well, but the quicker you reply, the better it's going to be for your customer support, the better it's going to be for that community, and feeling like you're actually there for them. That's so helpful for any business out there. This is how we're going about social media, like I said, if you want

an in depth look at how we're doing social media and Facebook ads, heavily on all our brands and stuff, go check out my free Facebook training called Like a Boss on kingpinning.com. Again, you can find that link below. If you have any questions about this or how getting your social media set up for your box offer, feel free to comment below as well. Thanks again, guys. My name is Travis [inaudible 00:21:09]. I'll see you in the next video.

Influencers

Hey what's going on? Thank you so much for joining me in the next video of Ecom Revolutions. My name is Travis Petelle and in this video we're going to be talking about influencers and affiliates. Now, influencers are anyone out there with an audience, a voice, people who listen to what they say. It can be an influencer that's gigantic like Donald Trump or Kim Kardashian, or you can be talking about influencers who are very specific, they have small niche audiences but still hold a lot of influence to that group of people. That group of people will listen to what they say, or at least be interactive with their content and be looking forward to the stuff and the goodies that they have to come.

Any of these influencers are a very, very powerful traffic source for our business. Pretty much why this is is because they're out there building a business just like you are, growing an audience, growing these people and these like-minded individuals who, if you find the right influencers, have these audiences who are just like the audience you're growing. What you can do is have that influencer, that person that this audience trusts, mention your name, mention your business, and all of a sudden that trust is transferred to you. That traffic is transferred to you, so this is a really quick way to send burst amounts of traffic, get your name out there, your brand out there in a very positive light, get out in the community within your industry and really be able to get some momentum rolling at a very cost-effective way, too. It's more about networking and making friendships and associations and joint ventures rather than just the money you put in, even though we will have a money aspect, but more the powerful influencers and the promotions, affiliate promotions, come from the network you build.

We're going to talk about the whole range here and at the end of the video we're going to go out, we're going to search for some influencers. We're going to reach out to some people we think would be good affiliates and all that good stuff but first we just kind of want to talk about what

makes a quality influencer, what you need to be reaching out to. Like I said, you can go very broad and get a very large audience if you have something general, or you can go very niche-specific.

Since we're doing the cow box offer, we're going to start off very niche-specific and go very dialed audiences. We want to look for some good and some great influencers that are talking to people related to our audience, so farmers and cattle stock shows and rodeo folks and all those groups of people who really fit with our main product and our main niche.

Let's talk about what makes a good influencer no matter what niche you're in, no matter what kind of group you want to go after. A good influencer is going to be consistent with their content. They're going to be delivering content their audience likes, and they're going to be doing it on a regular basis and just kind of always having their voice out there. That's very important. You want when your message, if you're going to have the influencer mention you, you want it to be a regular thing where people are looking forward to it and they're waiting for that content. They know it's going to be quality since it's coming from the right influencer.

Another quality of a good influencer is they're active with their community. If people are commenting or liking or doing whatever on the content they're posting, they're doing the same back. They're interacting with this community and really growing a quality group of people who's like a loyal following.

Then lastly, just the loyal word there, loyal to their audience. They're really providing what their audience wants. They're giving them the priority over making money, and even though we're trying to get them to promote our product and it's more of a business deal, we want them to be very loyal to their audience so that we know our product is right for these people. We want to make sure that it's something that's going to add

value to their audience and that's really how we're going to connect with these quality, good influencers.

Now, as you're reaching out you're going to find some really great influencers as well and some qualities there is the audience is actually more loyal to the influencer. The influencer starts out as loyal to the audience, always loyal to the audience, trying to keep up with that, but the more and more quality, the more and more they follow those good influencer tactics, then the more that audience becomes loyal to them. As I guess Donald Trump said in his electoral run, he could go in the middle of New York and shoot someone and his audience would still vote for him. That is how his audience progressed to being a loyal following to him.

Next off we have, the influencer participates in marketing. Since we want them to promote us and kind of send traffic our way, we want to make sure the influencer is there also looking to make some money or looking to provide their audience with the right tools and the right pieces to fulfill whatever that niche in your industry might be. If they're a large influencer that's just posting funny memes or just posting pics of half-naked girls and they never promote, they're never marketing, then that traffic isn't going to be very valuable to us. It's not going to be very effective when we post our promotion to our necklace or to our cow box or whatever it may be. It's not going to be very effective.

Then, we also seem to have better success specific over broad when we're talking about the great conversions. The great influencers are very high conversions. Doesn't mean they have to be small, just means that they are specific on their topic, they're specific, more specific to what you're delivering than other providers out there. That's some of the qualities that make a good and a great influencer. Think about that as you're reaching out there and going to contact some influencers and get some affiliates on board.

Now, what are the different methods that they can participate? What can we offer or try and get from them for our business that's going to help us out? The overall idea is we want them to mention our business. We want them to promote a product, we want them just to pass along that trust that they built with their audience like I mentioned before. There's a few ways that we can really get that going.

The first one is what I call solo mention, and this is pretty much just they are out of the kindness of their heart mentioning your product. Or, it's not the kindness of their heart, they really love the product that you're offering and they're not really a marketing or business entity. They're more just a niche-specific kind of passion group. Someone who loves the niche that you're in but they're not looking to make any money. They just have a large audience and they think that your product would be great addition to whatever it is that they're doing and they're just going to solo mention.

If you are good friends and you build a loyal inner circle network in your industry that are other business owners or other people who have similar audiences, then you can easily get solo mentions just by saying, Hey Dave, I got my new cow box coming out this Saturday. I'd love you to mention it to your farmers. Something along those lines. Those are easy ways to get solo mentions and that's just getting the more people talking about you, the better. Now it's going to be again, your inner circle or those that really just love your product and the quality of what you've got, something that goes viral in a sense aboard influencers.

Next off we have a swap shout out, which is I'll promote you if you promote me. Dave is going to promote us on Tuesday, we're going to promote them on our page on Thursday and it's just going to be kind of a one-for-one back and forth. It's kind of push, push coming in, but you're going to get some new buyers into your funnel. You're going to be able to get maybe a larger base. Depending on the content you're doing it's going to be pretty effective. You don't want to do this too often where you're

just promoting whatever that other guy has. If you're going to be doing a swap shout out, make sure that you're swapping with someone who's quality. You don't want to be sending your audience to someone who's not very quality just to get a few more customers in the door. You want to again treat your guys, be more loyal to your audience always than for making money or getting a new, a larger audience even.

Then thirdly we have paid promos and this is very standard. I'll pay you a certain amount if you promote my business. Usually we'll have little template we write up for influencer things like on Instagram we're going to talk about you want to have the link in there, you want to have the call to action, you want to have the right picture. All these things are things that you set up in a paid promotion, but there's lots of groups out there and lots of pages and accounts and influencers who know that they have a lot of traffic they can get out there and they offer these paid promos. I'm typically doing the paid promos if I can't convince them to do something else, another type of promotion with us, or if it's a very broad, very large influencer that I want to still get a burst of traffic from that might be more general people. I'll do the paid promo offer.

Then lastly, we have affiliate offer, and that's really a big piece we want to add in here because affiliates are awesome for any business because it's just an army of salesmen that you're building. With online sales, you can have a lot and with influencers there you can have a lot of affiliates who are going to promote your product and they're going to be commission only. You don't have to hire staff to be salesmen and to say your product and you can really like I said, grow an army of these salesmen over time if you have a quality affiliate program in place. That's what we're going to set up with the cow box in this video as well as do some of these other influencer shout outs and this is something we want to be doing constantly. Always outreach looking for new avenues to get people in our affiliate system, get people in our influencer and just kind of swap shout outs so we'll shout out and our network type of system.

What goes on with affiliates is with our cow box, we're going to offer them 10%. Of any customers they bring in, they get that percentage. We'll set them up with an individual link, some way of tracking it, depending on what system you're using. With Cratejoy, I believe they have an affiliate setup system on there. We're going to go through there, check it out.

The affiliates are one of my favorite ways to go about it just because they're actively trying to send customers your way. Everyone else is just really like, they love your product, it's a fan of your product more so, or it's a trade one for one or you're trading money for action so there's no really passion about it. Then you have affiliates come in and they really like your product, they'll start promoting it, it's making them money, and you can have, you have the right product and the right affiliate, that could take your business to new levels. That's why we want to add that in with anything we do.

Now, where can we find these influencers and these affiliates we want to reach out to? Now there's a few really great places to look for very specific, dialed-in groups of people, or even broad audiences if you want to go that way. There's obviously lots more out there, but these are the four that I really kind of pay attention to.

Starting out, obviously we're looking at Instagram heavily or Facebook or Twitter. Any of the social media accounts, but Instagram's a very popular one. It gets a lot of buzz, gets a lot of large audiences and niche-specific influencers out there. This is very simple to use. Some simple search tools to find niche-specific audiences, offer them whatever it is you may want to offer for the swap or the mention, and you can have a lot of great traffic coming in.

Now secondly we have media sources, so things like authority websites, blogs, anything that has an active audience in the niche that's looking at the content. You can have a mention there as well in a blog. You can have

a mention, you can buy a banner on the side of their blog, whatever it may be. It's another good spot to kind of reach out. The more blogs that are getting posted as well, it's going to be very effective for social media, or excuse me, search engines. You're going to be search engine optimized because the more links coming from other sources, especially the more authoritative sources in your niche, the better off it's going to be for your keyword searches on Google and things like that. Media sources are very popular, very powerful, good to do in the beginning.

Next we have forums. There's tons and tons and tons of niche-specific forums out there, and I have used forums a lot in my younger years just to learn topics. When I first started before college in the nutrition and the fitness world, I was all learning on forums and that's where I started learning about the sciences behind all that and everything. Then it came to internet marketing, making money online, it came with a forum, [warrior 00:12:42] forum. All these places are really great learning tools and you're going to have huge audiences of niche-specific, really dialed-in groups of people so this is another place to look at, not only for influencers, but look for advertising opportunities here. Buying a banner is very cost effective for the type of traffic you're going to get and especially with the right forum.

Then lastly, something we also add in there every once in awhile, is magazines. niche-specific magazines, there's thousands and thousands, we have millions of magazines out there, and they cover any topic you can possibly think of. These are again dialed-in groups of people. You want to look for magazines out there who have subscriber bases of anywhere above 10,000. A simple banner ad in them as well can be a good traffic source. This is something we wouldn't do at the beginning. It's going to be one of the more expensive advertising sources and influencer sources out there, but again if you have the right niche and the right niche magazines, it can be very, very powerful and a great stream of traffic coming in. These are again, very loyal, a loyal audience. Print magazines are going out of style heavily, so the people who are a

part of that are really just loyal. They love them every month and things like that.

Before we go into finding, searching out these influencers, let's think about what we want to, kind of the system of approaching these influencers. You don't want to just kind of go in blind. In the beginning we want to, before we contact them, before we ask them to promote us or whatever it may be, we want to do our homework. We want to know what they've got going on in their business, is there anything new and high quality that they put out recently, something we can mention and kind of connect our business to that we're doing this too or this might help this, or anything along those lines. It's just important to do your homework in the beginning so you know exactly who you're speaking to, especially the larger the influencer, the better quality the influencer, you want to do better homework and again like I said, it's more the networking, connecting with that individual and kind of making a friendship where you're going to be able to go to them and create a large power of influencers in the end.

Next off we want to know what it is we're going to put on the table. Do you want to ask them to mention you for free with that solo mention? Again, really reserve this for your friends and people that you know that are going to do this, because not anyone's just going to be, Hey yeah, I would promote you for free. They don't want to do that in most cases.

Are you going to offer them \$25 for an Instagram post? Are you going to ask them to be an affiliate for your program? What is it that you want this influencer to take part in your business? Have that already mapped out. I like to create little template messages. As you're going to see I posted one below for what we're going to reach out to some affiliates later. It's just a little template message to send out to these folks. You change each one a little bit to be specific to the homework we did with that influencer, but it allows us to really kind of reach a lot of people quicker

and fits kind of exactly what we want to offer them, including all the perks and the features and benefits that can kind of go from there.

Then when they reach out to you, not all of them are going to accept it. Not all of them are going to want the first deal you put on the table. Negotiate for a win-win for both of you. That's the whole point of this. All those are kind of a win-win. That's going to be good for both sides of the table. You really want to kind of think about all those different things and then if you're going to put, know what you're going to put on the table. What are you going to counter if they come back with? Are you going to have something else, a secondary offer? Are you going to let them, if they don't want to mention you for free, are you going to offer to pay? If they don't want to be an affiliate, are you going to offer to pay? Have that on the table, how much you want to put into investing in this. You want them really as an influencer, and all that. These are all the things we want going in. Now let's go ahead and kind of hop into actually searching for these folks.

Now you have lots of options when it comes to how you want to search for influencers, how you want to reach out to them. Here on the right here you can see I'm using a tool, this is called Instamate. I actually don't believe this is for sale anymore. I bought this a year, two years ago, but it's a little tool for quickly searching Instagram users. It's going to show me a lot of good details. There's lots of tools out there, so whatever tool you find that works best for you, definitely use that to speed things up. You can always just go to Instagram on your phone and search the same exact thing I'm about to show you to find these users.

The main point is we want to go out, find as many good influencers as possible right now and make a giant list. We're going to make little notes on those, each of those influencers, if we have any certain specifications, if one looks like a better affiliate, maybe one looks better like a swap mention, maybe one looks better as a paid promo. Whatever it may be, we want to make a giant list so that we have all these people that we can

use as influencers to reach out to because not everyone's going to agree. Not everyone's going to want to promote your product. It's another high percentage, but it's not going to be everyone that's going to want to participate. We need to have our list, consistently be doing this, and always be finding new influencers.

I'm going to go ahead and use Instamate here, just kind of quickly search through Instagram. We're selling the cow box, so we want to find related audiences that would sell to cows. Who's going to buy cow goods? One thing we could start kind of broader is I could go with farm. We'll go ahead and search here, and on the left you can see these are all hashtags people are using and all the posts they're in, so we can check out all the posts with the hashtag farm. Farm life might be a good one since it's kind of more specific. Usually this will have profiles on the right here too. Let me see. All right, so we're looking at some hashtags. Things we want to look for is some good interaction on posts, and then look at the user of who is posting that, because you can see if they have consistently good farm content or niche-specific content that's in your niche.

Usually want to look through for users. Let me see. Okay, here we go. All right, there we go. On the left here now we have the hashtags on the right, on the left it's showing me the actual possible influencers out there. You can see the amount of followers they have. Farm Girl Flowers, that's probably more of a flower store than actually farmer. Let's see what it says. Yeah, looks like a farmer, or a flower store. That's not a good influencer for us, but look we have Amber Marshall here, 203 followers.

Amber Marshall Farm, so I bet she's probably, yeah, looks like a pretty good, so all these farm pics. Look how many likes and interactions she's getting. There's Amber there. Hi Amber. Even a cow tag with a tag on the ear picture. That is perfect for the cow box that we have in mind. We want to go ahead and take this in under account, Amber Marshall Farm. I think I actually put this on a list earlier. Yeah, just to start it out. Amber Marshall Farm, 203. You can make like we said, make some notes here.

She has great content slash interaction. I'd say she'd probably like an affiliate deal, so affiliate deal this one. That would be a good one bringing in.

Now we can just kind of go down the list of all these folks that are potentials. Okay, that one doesn't let if I'm not a fan. Stephanie Farmer, that one to be Sarah, our invented farmhouse. More of a farmhouse than a farmer, so again not our specific group. Farm Sanctuary, this would be right in line with the cow enthusiast. Yeah, this would be a good one for us, especially our clothing or whatnot. All of these are very, very good potential, good methods for finding influencers right through Instagram here. 200,000, good paid promo.

Then on the left here I have another example. This is just a marketplace called Shoutcart, and this is users and influencers out there who are actually putting shout outs for sale. We'll use this more for broad audiences. We have really large audiences, we're going to hit more. Our starting point, our initial investment goes for a very niche-specific audiences like you saw Amber Marshall, Farm Sanctuary, all these guys. Then also we have a small portion we put into very broad shout outs to get kind of a general sense of, get our brand out there, especially depending on the type of product you're selling.

If you're selling some type of fashion, these type of broad influencers are really great. What we can do is we can go in here, we can browse all these influencers to find people who are niche-specific. Since people are having to come here and put things up for sale, you might have a hard time finding a lot of niches. The farm and cow stuff we won't usually find here. We have a lot of dog and animal lover things, so if we're going to go ahead, I'll put this, sort this by score. You can see yeah, dogs are right up top. Texting, these are all meme type of things it looks like. Mighty F-Ball, Football, Adorable Cats, Daily Pitbulls, so if you have a pitbull box you could promote to them, contact them as an influencer. Another good

spot, especially for paid promos, just kind of having another list to reach out to.

Now from here it goes on the same way Google searching for websites, for forums, for all those great sources that we talked about earlier and we're just again going to make a giant master list that we can use.

Next off, what we want to talk about is the affiliate setup. We want to get your program in place to be able to have affiliates on board and it's really going to depend on what platform you're using. We're using Cratejoy here, and what they have is an affiliate program that you can have them go sign up to and they'll be able to promote your reoccurring box offer.

I signed up as an affiliate to Cratejoy and what I'm thinking I'm going to do is I'll have all my affiliates go through the same affiliate account as me, but I'll have each of their links tagged with them specifically so that it all comes to this account and I can just pay them through PayPal or something along those lines on the back end. Then of course, again like I said, depending on the platform you're using, this will all be a little bit different.

What we want to do, first affiliate thing I thought of for Cratejoy is we want to go ahead and create a marketplace listing. This is how you're going to be able to get affiliates on board to be able to promote your products. It also gives you a lot of free traffic from Cratejoy themselves, especially if you have a very broad and popular type of box offer.

Now, depending on how you have your platform going, what platform you're using, then you'll have to look at how you can offer affiliate options. If we were using, like we are in the Ecom Revolutions Advanced Workshop, where I'm using Kajabi, Kajabi has affiliate program built in with that as well. Most of these payment platforms are going to have opportunities for affiliates for you to be able to signup. There's always a

way to add affiliates in there. Like I said, they're a very, very powerful traffic source for our business.

Guys, this is how we go about reaching out to influencers. This is how we go about reaching out to affiliates. I included a template kind of message below that I'm using for affiliates. I'm going out, you can change it however you like. Every time I reach out I'll change a little bit each time to be more specific to that person according to our homework we've done. It is something that works very well. It speeds up some time.

Guys once again, hopefully you got a lot from this. If you have any questions or comments, feel free to do that below. Check out the rest of the traffic videos here and then move on to the actually the shipping and the fulfillment and all that good stuff. Guys, once again my name is Travis Petelle. Have a good one.

The Fulfillment

Packaging

Hey. How's it going? Thank you so much for joining me in the next video of Ecom Revolutions. My name is Travis Petellee. In this video, we're going to be talking about the packaging of your box offer. When it comes to the packaging, there's so many options out there. It really depends on how you want to brand your box, what products you're going to be including on your monthly reoccurring offer, how much you want to spend and how much you're charging on a monthly membership, because you always want to be making a profit per member each month or else there's really no reason to be doing this. And the packaging and what we're doing here is going to be an important part of your monthly membership and keeping retention, keeping people on board for month after month after month. They want to see a professional box but what's important is what's included in that box so always keep that in mind.

Now, we're going to go through a few different types of packing here through some slides and a few of the different options you have when it comes to branding your box. Then in the second half of the video, I'm going to dive into creating an actual custom box for our cow box that we have coming. Buy a hundred of those, send them here to the office and that's what we're going to use for our first months of buyers coming in.

So let's go ahead and talk about the different types of packaging that are available for your reoccurring monthly offer, and these aren't the only ones there - there are plenty more out there. Now the first one that we want to talk about is the Poly Bags. Now if you're offering a single light item, something like T-shirts or apparel, then these Poly Bags are a great option. If you have just a monthly T-shirt club, something like the grunt style club we talked about in previous videos, or Five Four here offers clothing and apparel shipped to you. These Poly bags are very inexpensive

and easy to brand. You can see in the photo here of Five Four, where they have 'Five Four' printed on the actual bag itself, then we are using a simple logo Five Four sticker to just add more branding. Like I said, this is very inexpensive. You're looking at paying probably 50 cents to \$1.50 per shipment out there. And then the shipment cost of this also is very cheap because it's a light package and it can easily fit in any mail, you can use first class for this to get things out the door very quickly in a very inexpensive way. So if you're offering just a T-shirt, a month club then this is a great option.

I've been thinking actually that with the cow box offer, that I'm going to add in two different levels of membership. Where they can join in, maybe for \$20 a month and it's just a single shirt every month and then the \$40 a month membership they get the box that comes with multiple items and different things like that just to add into that cost that we're putting into there. So Poly Bags are great option for that single light item like T-shirts.

Now the second option you have here and what you see in most box offers is actual boxes themselves, cardboard boxes, mailers as we kind of call them. This is great for multiple items and products that need a little bit of protection and they offer really great branding options for you as well. There's lots of different places out there to buy all this packaging goods, from the Poly Bags to the boxes, to the zip lock bags that we will be talking about in the next slide. You can use U-line, as you can see, this picture here is actually the options from U-line. It's a very cost effective provider for bulk buying of your packaging so if you know you're going to have a hundred subscribers this month, it's probably a good idea to buy 500 to 1000 of your packaging now because over the next six months, that's going to cover you and you're going to get things at a much cheaper rate going forward. So boxes are a great example, a great option if you have multiple products and you need that protection and you really want to add that branding in there. You can have a lot of things fit into a box

Now third we talk about coffee bags or zip lock bags and these are just a different way to brand your item. It was something we were doing with the sock per month club that we had before. It's just kind of a cool way to ship out a light item, another inexpensive ... they're a little bit more expensive than the Poly Bags but they're less expensive than the boxes. They don't offer any protection like the boxes do but again for something light like a sock or an apparel item or something along that, these bags are pretty cool just to add a little flare to your marketing and your branding and just something a little different that shows up in the mailbox for your buyers and they're going to like that. That's just another factor to your branding, to your retention.

So those are the three main types of packaging that we're using and that I've seen other use in the monthly reoccurring offers. There's lots more options out there of course, just depending on the product that you're offering, is really going to determine what you want here. Like I said, we're going to be using the boxes for our cow monthly offer because we are offering not just a single product, we have two/three products every month coming.

Now branding your box, branding your packaging is very important and it comes from, not only the outside, what they see on the outside but also the inside, when they open that box, they open that package. You want to have that kind of feeling of glee. That's what you want to give them. So you don't want to just have products scattered in there and fit like a puzzle and nothing presented well without any extra flare. That's not offering a really good membership feeling, a good community feeling and that's what we really want to look at, not just the outside but the inside.

Now there are some options that kind of cut costs for branding you boxes. Like I said in the second half of this video, we are going to be using Packlane, I believe it's called, Packlane, to create custom printed boxes with the cow design we have created. Now if we wanted to cut some costs we could go to U-line and buy bulk of just blank craft or white

mailer boxes and then we could go print up or use Sticker Mule or some other sticker source to have a logo sticker printed that we could put on each box. That's one way we can brand the outside of the boxes at a very low cost, compared to using something like Packlane, where I'll be using every box, printed on every side. It's going to double or even triple our costs of what it could be, but I want that really unique box feeling starting now.

These are all just opening options that we start with too. As you go along, as you get more members, you can adjust each area of your packaging, of your shipping costs, of the amount of products that you put into each box so that you adjust your margins and you're making more money or you're making a quality box along with that. So those are some options for branding the outside of your box.

Now branding the inside of our box, especially the cow box, what we're thinking about is we need some shredded crinkle paper, they sometimes call it shredded craft paper. That's kind of the brown, craft is the color they call it, those boxes. This is good just filler to be in between the products that adds a little something. You could have something like bubble wrap even, on each individual product, depending on what you're shipping. If you're shipping jars of jam for example, bubble wrap would probably be a good idea. Or the little styrofoam peanuts and what not, those also work well. I like the shredding crinkle paper because we're not really sending things that are too easily breakable, maybe a coffee mug or something along those lines, but they will also maybe have some bubble wrap wrapped around them just to make it very safe. Then also a tissue paper, kind of one tissue paper that goes over the box and we'll have a custom print of that with probably some cows or something along those lines. We could probably go to a local craft store and find some tissue paper with something along the lines of your niche or related. I'm sure you can find it online in any of these package supply places.

Also we are going to include a little print insert. So it's going to be maybe a colorful story of a cow, maybe a cartoon, its going to have maybe a discount code to our Shopify store that's farm and cow related. Maybe its going to have an entry into our give away contest that month. Whatever it may be, its going to be something cool that they want to see each month. So that's going to be, that's kind of what I'm thinking about the interior of our cow box here. So those are things that we're going to start setting up and that we are going to order here through Packlane and U-line and all of our sources.

So here we are, Packlane - this is the box, this is going to be the top of our box, what we're using. Now there's lots of option, like I said with boxes, sizes. Packlane is a great place, just here, just kind of standard, get your first mailer boxes going and you can find some other sources, moving forward. I've included a few other sources here. Below this video you're going to see some areas you can go to buy some products that you might want to try out. Always negotiate. As you get more and more members, you can of course get better and better deals.

So let's go ahead and create a custom box here at Packlane. All right, so we're going to use the Packlane mailer boxes here, there's lots of different options, like you can see, but the mailer box is what we're looking for. There's lots of available sizes out there, you can of course choose any size you want and they have stock sizes that probably make them a little cheaper. I was going though Crate Joy, some of their statistics, and they said they had three of the most popular box sizes for their members, and the number one box size was 8x8x4. That's 8 lengths by 8 width by 4 depth. Now you can see that it's not a stock size with Packlane, so that would probably make it a bit more expensive. \$3.62 by 100 each. So that's 362 dollars. 3 dollars 62 cents - but remember we have to think about our prices, our costs. We are charging \$39.99 per month for the box offer so we can really packaging ... at the very most we need to hit 5 dollars and we really want to have it maxed around

\$3.50 or \$4 just to keep it ... especially if we're having multiple products with the shipping.

So 8x8x4 with Packlane is a little bit expensive, probably because it's out of stock, but we can get something a little similar. 8x8x3.25 you know, 3 and a quarter inches is ... it's not too bad. And that cut us down by over a dollar per unit so that's huge right there. Let's see the 9x6x4 ... \$2.83, I don't really like that one. So I'm thinking I'm going to go with the 8x8x3.25 since they have it stock and it is very similar, its just 3/4 an inch depth difference.

So now what we need to do is we need to add on our graphics that we've created. Now what I have is, I uploaded this in the download section on this page, is that little design here and this is just kind of a standard template of how you can design your box. So the red here is the top, as you can see, the top of the box. The blue would be the left side, so if we click left it would be this side here. The yellow would be the right side, the gray would be the front, right here. The green is the top, or excuse me, the back, and then the purple is the bottom.

So this is just something so you can kind of fit your images together if you want to cross over borders and things. This has you upload graphics from each individual side where you can also ... there's some providers out there who have you submit a 2D design that's much like this but its exactly how the box lays out if you unfold it, so it has a lot more different turns and things. This is just kind of a good representation for your mind to see it, especially if you're using something simple like Packlane here. And you'll see exactly here, as I upload the design with the main design, that's our top, then we have just cow print on each of the sides and then we're not printing anything on the bottom.

So this is what it will look like. Now if I really was kind of picky about things, I would have this kind of cow that's cut off on both sides, I would

have it going the right way so it looks like it's overlaying from top to side, but who really cares - it's going to have a bunch of cows printed on it.

So now I have all these images saved individually so we are going to be able to go ahead and add those on, so let's go ahead and add our artwork ... there we go. [inaudible 00:13:39]

So there we go, that's what our box will look like coming in. So just something a little unique. Again we could be picky and have these kind of crossing over if want to make it look right but that looks good I think, all the cow stuff coming, that will be unique coming in the mailbox, something they can kind of expect. By choosing what they have in stock here, we actually saved a whole dollar per unit and again, if I chose a thousand, then I would save almost another dollar. But right now I just want to do a hundred since it'll be our first month and I don't know if this box size is what I want to use. We're going to test it out, we're going to see if it works, fill it up. It might be too big, we might go down. Maybe people don't like all these other products and they only want T-shirts, maybe they don't like our t-shirts and they only want to go the other products. So these are the kinds of things we are going to figure out as we go through. We know that we sell a lot of cow products that are very assorted so we are just going to kind of fill the box with unique things like that and see how it goes. Nothing's every been really big so I think this will do pretty good.

All right guys, so that is how we are going about packaging and the branding of our boxes and again, it comes down to, what are the products that you're offering, what type of cost you want to put into your packaging and how much branding you really want to go with. Like I said, we don't have to go with the entire printed box like this. We could really just grab a standard craft colored box and have a simple sticker on there with the Club Cattle Style logo and that would be branded enough for month one to month three even. But we're really trying to give that flare to that box when they receive it and try to keep them thinking they can't

wait to see, or just recognize when they receive that next box that there my Club Cattle Style box, can't wait to open it.

So that's kind of the feeling we want to give them right away from the start and that's why we are going a little bit more on our costs, on our packaging here. So we are spending, that was around 270 dollars, 280 dollars for the hundred boxes so \$2.80 out of our \$40/month is down. Now we need to look at the interior packaging, which we bought some crinkle paper. I'm getting some tissue paper printed up and I'm still deciding on what I'm going to include on this first insert. So we are going to have a designer, a graphic designer work on that and we'll add up all these costs and what we're looking at here, on the packaging and the shipping in the next video and all of this other ... your products and such in the forecasting video in this section as well so check that out. These are all very important things to get dialed in. But don't be afraid, don't let it stop you because it looks like its a lot. The idea is to get the product out there. Again, its all about the product, not about the packaging, so as long as you're delivering a quality product, people are going to love it but then you can really start working on the packaging and become a real legit long term, home known brand.

So guys, my name's Travis Petellee. If you have any questions or comments, feel free to do that below and again, you can see some of the resources below as well with those links. I have those download files for you with the design template here of your box and you can get that started cranking on your own. So guys, thanks again. I will see you in the next video where we are going to be talking about the shipping of these boxes and how we can go about that. So, take it easy.

Shipping

Hey. What's going on? Thank you so much for joining me in the next video of ECOM Revolutions. My name is Travis Petelle and in this video we're going to be talking about the shipping and fulfillment behind your box offers. Once you have all the products, you have the packaging, you have everything ready to go, then you have to actually fulfill that product.

Now, we're doing it a certain way when we start off a new box offer so that we don't get behind on orders, so that we can have a launch period and have a certain amount that we know are going to ship out every month. So, we have a certain cutoff date where people will buy the entire month of January this month, or February coming up, let's say. During that entire month we tally up all of those buyers, but we let them know that we don't ship out the box until a week or 10 days after the first of the month. So, what that happens is, we get all of these people that we know bought into the monthly box offer, the next shipment comes on the tenth of every month, so that we know 500 bought in March, or February, so we need to ship out 500 boxes on the tenth. Anyone who bought on the first through the tenth, we buy a little extra in that period so they can get that initial box. Then they'll just get re-billed on the first of every month.

So, the billing happens on the first of every month even if they buy up any where from the first to the tenth. If they buy past that, after they buy the eleventh to the thirty or thirty-first, then they won't receive their box shipment until the tenth of the following month. So, that's something to keep clear, especially think about with your marketing, because we're pushing very heavy two weeks out, from when we have our shipment date, or three weeks out. Then right after the shipment date, it's going to die off a little bit because you have

a whole month until that new package, that new box, is going to be shipped out.

These are all different specifications that you can work out with your box offer, how you want to run it. This has just been a good way to keep count and know exactly how many products I need to buy of each kind coming into a box, and also give us some time to put everything together and ship it out. That's how we're going to follow through with all of our new box offers starting out in the begging, and then as we progress we'll try some new ways where we won't have to have only that single shipment day. Hopefully, in the future we'll have it where we can ship out any time of the month, and any day, and still have it in ordered to be able to manage that effectively.

So, let's talk about the shipping options that you and your customers have when it comes to their reoccurring box offers. Let's first talk about the customer options. These are the ways that you can charge for shipping on your box offer. It really just depends on how you want to set it up, how you want to market it. We talked a little bit about this on the sales page video. In this case you've kind of seen a little bit more of it, maybe have a different idea of how you want to present the offer. Your options are, for the customer:

First off free shipping. That is a solid way to go with these box offers. We are offering free shipping on our box offers and then when they become a member, they can buy from our store and receive free shipping off of any of our products in our store as well. Free shipping is a very enticing marketing promotion. It's a very good promotion and discount that gets people really engaged with it. Better than something like 10 percent or 15 percent off, free shipping always just appeals to the buyer. A lot of them feel like they shouldn't be paying for shipping, anyways.

Now, on your end, if you're going to offer free shipping, you still have to eat the cost of shipping. We're going to talk about that here in a second. But, shipping does have a cost. You're going to either have to raise the product price that you're selling to make up for that cost, you're going to have to cut down on other areas, or just figure out a way to even out those shipping costs that you're giving for free. But, it is a good marketing message that can maybe increase your conversions and cause more members which, really, that's the key to increase our overall success here.

Then, secondly, we have a flat rate. So, if you have a standard package size ... We'll have a box but were going to have different items in that box and the weight's going to be different every time. So, we can't really offer a flat rate because we don't know what that flat rate's going to be for that box each time. If you have something like a t-shirt business, or you have something that's that light, one, single item then a flat rate can work out. It just will make it even out those costs for you each month.

Then at last, we have real-time carrier rates where you give the buyer options. Do you want it next day? Do you want it standard USPS? Whatever it may be. So, they can have different options. They want next day, then you can charge more and even make a little bit of margin off of that as well.

So, those are the options that you can give your customer that work really well. We're doing all free shipping on ours, but that does make us bump the price of the product and find different areas to make up on that cost, that marketing message that we're really sacrificing for.

Now the fulfillment options that we have as far as getting our product to the buyer and taking care of all this packaging and creating that cool, little box; cool, little product that we can send out to our buyers. It's really going to start off when you're doing this, as an in-house operation. You can see here we have ... this is my home office, we have some space here where we're going to put some boxes and store some stuff and some closets and things.

First one hundred to five hundred to a thousand members, that's okay to handle. You can have one to two, three employees in an in-house operation and that's really the best way to do that. Even with these employees, they can be low-cost, local employees: high school students, local college students. Someone, for a low hourly rate, is boxing up your boxes according to your methods and your style that you want it, and then doing the shipping labels and then putting it on the pallet for you to go out to the mailbox, or the USPS office, or have them come pick it up, depending on your location.

So, it really always starts with the in-house operation. You can use a middleman fulfillment company, that is the second option. This gets difficult if you're trying to really brand a box, kind of like we're doing with the cow box offer. You're not going to be able to do that in a middleman fulfillment company unless you're doing a lot of volume and have a good relationship with them, or you have special situation, because that's really a lot of love and care that were put in these boxes with the tissue paper and the crinkled paper and all that type of stuff, arrangement with insert. That's a lot to ask a middleman fulfillment company and they all .. It's been hard to find anyone that can really handle that efficiently for us.

We've only been using middleman fulfillment companies for, again, that single item type of membership. The tee shirt membership or coffee mug membership. We talk about it in the Gear Bubble Club video, where that's a great middleman fulfillment option, because they're handling not only the manufacturing but shipping out on that monthly basis for you.

Then, also, they have middleman fulfillment companies that will warehouse the product. You know you have a hundred or five hundred buyers this month from February, then we're going to send five hundred of our product, of our shirts if it's a shirt club or whatnot ... We're going to send five hundred of those shirts to the middleman fulfillment company and then their going to mail out appropriately from there. Or, you can stock up 10,000 with them, and for the next six month they can handle the orders that come in on a much more timely basis.

The less products you're offering, the less box you're offering and package, the easier it is to add in those simple, little pieces for other people to handle it. The more intricate the system, the more you're going to need hands-on, in-house, or at least have a system out there that can handle according to your system.

Lastly, we have the warehouse stage. This is really when your operation gets to the size where you're not going to be able to do it in-house. A middleman warehouse ... It's not going to cost effective to outsource that. So, it's just going to be better to invest in your own warehousing and invest in your own employees and management and all that type of stuff so that you can hit huge, huge numbers and be a legit, giant reoccurring box offer company.

Not all of us are going to make it there. Not all of us want to make it there. I don't know if I even want to get there. It's more these are great, reoccurring backend offers in my mind with my e-commerce stores. Getting to ... we'll see how some of our brands go. If brand takes off and it becomes really a household name, then of course it's where we want to get to. But, not for every brand we do, we're not going to get to the warehouse stage, is kind of what I mean by that. That's the big brand that you want to build. That's the end game step for you. If you're looking to make millions and millions and millions from these, then that's the stage, that's the step that you want to be planning towards and getting to.

Figure it out with the in-house operation, that's why I always suggest that first. You need to figure out every piece. Then you can step-by-step template that to hand it out to employees either by hiring local to start off; high school or college students they're very cheap. You can even get local college interns, look at Internships.com. I've been a member there for a while. It's free and it's much like just a job application. Local colleges' interns will look to work for you for free for college credit. Just takes a few signatures and you're good to go. So, that's someone who could handle packaging your boxes every day at a low cost.

From there you're going to go from either middleman warehousing fulfillment service, where they can handle it and you find a reliable out of your in-house, out of your local area, fulfillment. That might be something worthwhile looking into later on, because with shipping costs its going to depend on where you're shipping to from where you're located. If we're located in Miami and we're shipping to Seattle, that's a very long distance that we could have a much better rate if we were located in middle America and it was shipped out all over the place. So, that's something to think about if you're going to use a

middleman fulfillment company or setup warehousing, where are you located? Where are you shipping out from? Because you can save on your shipping costs, as you're going to see here in a few slides here.

That is progress of your fulfillment options. We're going to start with in-house operations, fulfilling it here, boxing everything up. First thousand members we're going to be able to really handle that in-house pretty simply because we have all the steps to handle. We know how to box our box up, what do we want to pack in, how we're going to lay out things. That's just something we think about one weekend coming in. It's very simple.

The shipping providers that are available ... There's lots out there, but the main ones that we all know of and going to probably use are the United States Postal Service, USPS. This is probably the best option for you to start out. This is what we're using to start out, especially the boxes. They offer good, reliable rates. Decently reliable. There are the stories about people losing packages and things never showing and things like that. That really happens with every provider we've tried, all these that is a scenario that happens .5 to one percent of the time. It's just something to expect. USPS has been very reliable. They offer a good cubic pricing model, that we're going to talk about here in a second, that is perfect for the box offers because it gives us a standard price up to twenty pounds on a box, more determined on the space it takes up rather than the weight. So, USPS is very good.

Then you have the other standard options out there. As you grow and get bigger you might want to start looking into these more and more. They have better options for more volume at lot of times. FedEx, good air delivery. Good standard ground delivery. Good U.S. delivery provider there. Lots of shops around America

for people to pick up their packages. They have good user interface online for people, too. Your users will get their tracking numbers and just see where their package is, and for you to kind of just going on with them. Not too bad there.

UPS is pretty much the same as FedEx, in my mind. Good delivery. Decent user interface, not as good as FedEx, but their just good, reliable provider, for sure. Lots of stores around as well. Lastly, DHL, if you're doing international shipping, their really your best. They're not really great, maybe, domestic. But, DHL is really good intentional. They're located a lot of places around.

So, we're just going to talk about the USPS, the United States Postal Service. That's who we are using and that's who I suggest you start out with. We like them because they're using what they call the USPS cubic shipping price standard. So, it's commercial plus cubic price. If we're going to go on the USPS website here and look at their shipping calculator. The option you're going to look at is the commercial plus cubic price, because what that means is we're getting priced on the volume, the space it takes up in the plane, or the truck, or whatever it may be. The space it takes up instead of the weight in the box. And, since we're going to have a variable weight on these boxes, where this month it might be three pounds, next month it might be 18 pounds, as long as it's below 20 pounds, you're going to have the same cubic price because of the size of that package.

Now, it's not only the size, but it's also where you're shipping from. I gave you the Miami to Seattle option before, the example there. That's another factor that's going to come into play as far as your shipping goes. That's why you want to think about where you're shipping out from. And we have a calculator there we can go.

So, one thing we want to know going into this, so we can understand our pricing exactly and get a better view of what's going to be, is we need to know how many cubic feet our box, our package is going to take up. That's going to be determined on which size box you've ordered. We again, remember, chose the eight inch, by eight inch, by 3.25 inch. Eight length, eight width, 3.25 depth, or height in other words. That was the size box we have. So, to find our cubic feet, we need to multiply all those and divide by 1,728. So, eight times eight times 3.25 equals 208. This divided by 1,728 give us .12 cubic feet. Now, that number is important so that we know what tier pricing are we going to be charged with the United States Postal service. Then with our calculator we're also going to be able to see if we ship from Tennessee, Nashville here, what's our cost of shipping around the nation.

So with a .12 cubic feet, let's go to our calculator here. I have link for this. This is a Crate Joy calculator. Very cool, just kind of a simple calculator. I will also check out the USPS business services calculator. There's link for this and the USPS services in the post here you can see below. Here is the Crate Joy calculator. First off what we need to do is choose our cubic foot sizing. What size box do we have? We just did that calculation. We are a .12. It looks like we are cubic pricing tier two, between 1.1 and .2 cubic feet. You can see that's selected here. They have up to range to .5 cubic feet, so if you have very large box that also can be part up there.

Next we need to think about our weight. Anywhere below 20 pounds is going to be the same price for us on our cubic pricing. We're going to assume that we're anywhere from five to ten, one to five to five to ten pounds. Then we need to tell them our shipping zip code. Ours is already entered in there: 37208.

That's me in Nashville here. That gives us our zone locations. There's eight zones out there, maybe nine zones. Each zone ... zone one means I'm in Nashville and I ship to someone down the strip. Zone two might be I'm in Nashville shipping to Knoxville. Zone three is out of state ... You know, I'm not sure the exact scenario, but that's how the zones work. Then zones eight would be cross country, Alaska, Hawaii. I believe zone nine, if there is a zone nine, is international. I'm not doing international shipping, so that's not really going to matter.

We come to the Crate Joy calculator, we put in all our specifications, and then it comes up with our estimate shipping cost. So, we have zone one through zone eight. You see here in the U.S. Here I'm located. Seven dollar and 11 cents shipping. These are all things we want to make note of. Anywhere from seven to nine dollars. Zone eight is out here, Washington, Oregon, and California, Hawaii, Alaska. Anywhere on the outskirts of the country, that's why it might be best to move our warehousing out in maybe Nebraska or Oklahoma, or something along these middle states. Missouri, maybe, if I'm over here. Just to have it more centralized, so that this isn't a zone eight. This is always maybe a zone four, and then this is a zone four, too. So, our widest range in the U.S. is zone four, other than maybe Hawaii and Alaska, obviously.

Then something to think about as well is, this is a cow box, most of our buyers are in farm country, so we have very specific states that people buy out of. So we can really look at what states are most of our cow-buyers coming from? Then we can centrally localize there, as well. Here's our international average shipping cost, \$8.07. So, I'm going to write that down just for later notes.

We'll do the forecasting video next and we'll want to know our prices, thinking ahead, exactly how much we can make. Now you can also use the USPS business services, here. So, this is where you can go sign up, get free shipping kit. They also have a calculator for your business prices. So, we're going to calculate business price. Postcard, letter, flat, parcel. We're sending a parcel. And, I think it is priority mail, I believe. Now, what I look for is the commercial plus cubic rate. Here we go. Commercial plus commercial price.

We found our commercial price is .12. Here we go. \$6.19. It's even lower than we thought. To zone eight \$7.95. So, not bad at all, we're still in our average there was \$8.07 on the last one. So, this one's probably going to be more average around seven dollars. We're seven to eight dollars, what we're going to estimate on our shipping per box here. Just kind of an average. All right, so that's understanding your shipping costs.

The last thing that you need to do, is you're going to, when you have a customer come in and its time ship out, you need to have them labeled. You need to label your boxes. You can have that easily done depending on how you set up your sales system. We use Crate Joy, which is very simple. You can come in here, you can go into shipments on the left here. When you have shipments, this will be the customers that are waiting to have their products shipped. All organized for you. This is one of the reasons why I recommend Crate Joy. Makes this part of the process very simple. Where if you have an Excel worksheet, it's all manual and can take a little bit of time.

But, from here, you're going to have customers coming in. Their shipments need to be ready and you'll have print labels here. You'll be able to print the shipping labels in-house here or you can go to local FedEx or USPS or whatever it may be and get

your labels printed, as well. From there, depending on how many boxes and packages you have, you can have them come to you. Pickup service. You can bring it to them. It just really depends on where you're located. You know, I'm in a condo. Right now we have an external office, where that's where their going to come pickup from, where they have a little bit better loading area to be able to pick things up. Where this is we're in a gated community with door codes and they don't even come in here to drop off mail, they're in an outside area. So, it's a little tougher to have them come pick it up, whereas the external office is a perfect location. So, all that really depends on your circumstances.

So, this is how we go about our shipping costs, calculating that fee for us, and really understanding the best way to get our product to our customer in a timely manner. Hopefully you guys understand exactly what's going on here and can apply it to your business and with what you're doing. If you have any questions or comments, feel free to do that below. I look forward to seeing you. In the next video we're going to talk a little bit about forecasting.

Forecasting

Hey, what's going on? Thank you so much for joining me in this video of ECOM Revolutions. My name is [Traz Petelle 00:06], and in this video we're going to be talking about forecasting and knowing your numbers moving ahead as well as goal-setting and really what you want to do to follow your flow upward. You always want to be increasing your membership, and that's what we want to look ahead to but also look at the numbers that we're going to need, the costs that are going to be associated with those numbers, and then also thinking about the employees that are going to need to handle that type of orders or membership numbers. Those are all things that we want to think about. This is very important, especially if you're going to get any funding or you're looking to get some investment into your business or anything like that. Then, the more you know your numbers and what you need, the better off you're going to be. This is also very important for just having a steady flow of your business and not having any unexpected roadblocks as far as the financial part comes along because lot of times, if you're scaling, you hit something that really takes off and you have a winner.

One of the big problems that people always run into is they don't have enough and they're not prepared to handle the volume that all of a sudden arises with their success. We want to think ahead and think about big numbers, think about what we can possibly do. I have a spreadsheet here that I've included that you can download next to this video on this page, and that's what you'll see us going through. Just some easy formulas to help you calculate how many members you have coming in, your total costs, and everything like that. Now that you've gone through the shipping video, the packeting video, know about the

products and everything that you're going to deliver, you can think about the overall costs of what you're going to have to put in for each member and each month, and then this will help you really decide on your pricing. Overall, that last minute this is what you want to go with decision on that pricing. Let's go ahead and hop over to that spreadsheet and just go through that here very quickly.

All right, so here is our worksheet. It's broken down into a few different areas: on the top here, the top section we're breaking down the price and the cost of your boxes or whatever your membership, your recurring offer may be. Then in the bottom here, we're setting our goals. Seeing how many members that we want to add each month, retention rates, and how many members that's going to equal out at the end of the month, and then we're also going to look at the costs of each of those. We're looking at if we have all three types of memberships broken down, this is what it'll look like as far as the cost, and then also of course when you look at what is our estimated profit margins that we can make. I did day one to month twelve, so this is the first month of the creation of your reoccurring offer.

In this example, I'm giving where we have three levels of membership, so they'll have an entry level, digital only membership which is a good low-cost entry point for people interested in your niche. Low-cost as far as fulfilling that product, [inaudible 03:13] information product, so it just takes creating that or outsourcing that one time. Then there's no packaging or shipping or anything along those lines. That's a very good low entry point for buyers to come in that you can upsell them on your higher end, your more high profit margin offers. The second type of offer that we're going through is a t-shirt only offer. This, again, is a good entry point offer. It has our lowest margins as far as costs are going to break down here, but

the shipping and the fulfillment and the ease of doing a t-shirt monthly club is very simple. Again, it's an entry point to get into our higher margin offers like the box offer, and this is where we're offering multiple products at a higher price but we're bulk-buying all those products so our price margins get cut down.

The top part here, like I said, is breaking down the costs of all of those pieces. A digital only membership, we're charging \$9.99 per month. Again, a low entry point. Gets them in the door, they stick around for a while, a good retention rate. T-shirts, \$19.99 a month. That's a good entry point to get into the physical products. Again, good retention rate. Then box offer, \$49.99 and that just really depends on the quality of products we send. We have the digital element inserted in that, the t-shirt element inserted in that, and then another one or two products at most. That adds onto the cost. We're looking at our prices there. You can see now our costs. This spreadsheet we have is broken down where this is just an algorithm which is adding up the cost below here which is materials, so that'd be the actual products themselves, a t-shirt. The digital only, I'm saying a dollar per member probably. If we have 500 members, for example, and we're going to outsource a newsletter, a really pretty graphic quality content each month, that's probably about \$500 to \$1,000.

With 100 to 500 members, you're looking a dollar to two dollar cost as far as materials go. Packaging and shipping obviously costs nothing. Credit card fees, that usually averages out to about 2.9% per transaction and then also \$0.30 per transaction. For a \$9.99 transaction, that's about \$0.59. Our profit margin on a digital only ends up being about \$8.40. Now t-shirts, materials are the t-shirt itself and really it's going to come down to how many members you have. Again, the more members you have,

the bigger bulk orders you're going to be able to make and the lower the cost products you're going to get. We could get a t-shirt at \$3, \$4 sometimes if we're ordering a thousand of them and we use a certain print style or something along those lines, so we could cut this in half but I'm averaging out about \$7 per t-shirt just thinking about what this would cost. Packaging is going to be about \$1.50 for those poly-wrap bags branded with our logo and everything, maybe just with the sticker. Shipping costs about \$4.50, \$5, so that brings us to a profit margin of \$6.11.

That's actually less than the digital because of how low the material costs, but the materials will cost the most in the beginning of digital because you're going to still have to pay that time or pay that outsourcer to create the quality content that only the first few members are going to enjoy. As you get more and more members, that becomes much more profitable and very easily automated as far as handling it. It takes one employee possibly, a digital brand ambassador as I call my employee, to handle niche-specific content. Lastly, we have the box offer where the materials are going to be the most expensive. We have the t-shirt included which is \$7 and then one or two other quality products, usually a good quality jewelry, for \$4 to \$5 when we bulk purchase, and then also a night light. Maybe a sticker, a decal. There's plenty of other products included in these boxes, so [inaudible 07:20] we want to average out at about \$15 as our product materials on these since we're charging \$40 for membership.

Now packaging, we added that up in the packaging video. That came around \$450 after the crinkled paper, the custom boxes, all that stuff we added into it, the bubble wrap, the tissue paper, and whatnot. Shipping averages about \$7. What we found according that video also with the zones and the cubic pricing we're using with USPS. The credit card fees for the \$40, \$1.16.

This puts a profit margin of \$12.33. This is our biggest profit margin, so this is really our main offer of the whole business we have going as you've seen with all the videos so far, all the marketing and how we come in. We're leading everyone in this box offer, even the digital and the t-shirt only memberships are really lead-ins to upsell into the box offer as you're going to see in the next numbers here. Those are our profits margins, our costs, everything like that.

Now this section, I've set it up to where the total members here, this is our day one, we're starting out. We have zero total members. Our new member goal for the following month is 100. That's what we want to hit, that's what we're estimating. Retention rate, we're going a total of one. What is the percentage of people that are going to stay on board? We're seeing [inaudible 08:49] retention rate about three to six months typically, so for easy estimating I'm saying 70% every month stick around. That's a very low number. After months, you're going to have people like I said, three to six months. It's not going to be 70% only stick around every months; it's more probably 80%, 85%, maybe 90% when you have a good retention rate. That just comes down to the products, the branding, how often you communicate with them, how well you communicate with them, all that. Back to the spreadsheet here. This is the retention rate. On day one, we have nothing. We have no returning members, we have no one. This is just our goal we want to hit. For every month, we're going to say we hit that goal.

Total members at the end of month one is 100. We hit our goal. Now our new member goal for next month is 250, and that comes into the math. These are all algorithms you can see. They're adding up the goal from last month and what the goal from the previous month and the retention rate from the

members we already had, so that's why these numbers are important. We have a 70% retention rate out of the 100 we had for that month we're saying, so our returning members for month two will be 70 out of those 100. Again, these are very low numbers just to keep it realistic on a bad converting offer, for example, or a poor provider, a poor fulfillment company. At the end of month two, we hit that 250 goal. 70 people are retention from previously, so we have 320 members we need to fulfill at the end of month two. Our goal for month three is to add another 500. We have a 70% retention rate from our total members after month two. That leaves us with 224 members will renew on month three.

Add that to the 500 people that we are going to gain in month three. At the end, we're at 724. You can see how the numbers go up here, and we're going to use these numbers to calculate out profits and our cost obviously. Estimated at the end of the first year, we're going to have 6,066 members in our membership site. That is with poor retention rates that we're estimating. Now I have a customer membership breakdown. This is pretty much all three of these. This is if you're using all three of these. These will always equal one, so this is a ratio. We're saying digital entry, very low cost, \$10 only, easy to get people in. T-shirts are our lowest profit margins so we'll probably promote those the least, so that's probably about 20%. T-shirt memberships would probably be about 20% of our members. Digital only will probably be about 40% of our members, and box offer will hopefully be about 40% of our members. That's how we're saying this here.

You can change your ratios any way that you want. If we were only doing box offer, then this would be a one and the rest of these would be zeros. We can add that in here in a second and I'll show you how the numbers will automatically change because

I have this as an Excel worksheet. At these ratios, we're looking at our cost. This top line is our total cost automatically calculated, and then our digital only, our t-shirt, and our box offer, these are individual costs each month. At 100 members, digital only is costing us \$63.60. That means about 40 members of our 100 members are digital only members and that's how much our costs are for that month. Below this, we have our profits. What are our profits for our digital only offer? \$336. Out of those 40 members, it might've cost us \$63.60, but we made \$336 profit off those 40 members. You can see we have all the columns added up and multiplying together to give us these costs.

Let's look at the totals we can have here. After we're going through 12 months, total profit per month would be about \$57,000 there. \$55,000, \$60,000 for that month, for those 6,065 members. We'll change it up to where we're only a box offer. This is zero, this is zero, and this is one. That means 100% of our members are box offer buyers because we don't offer anything else. We'll change up all these columns. You can see how this is our highest profit margin offer. You can see how the costs go up because it costs us the most of any of the other ones, but then also our profits go up. Now after the year, if we go about this same progression, we're going to be at \$75,000 per month profit. This isn't taking out employees or anything like that, or any extra fees out there too. Those are things you want to forecast in, but everyone's employee structure and how they grow is just going to really depend on how you want to set up.

I have a lot of spreadsheets like that on the King Pinning website in the King Pinning group. I'll try and find a link for that here as well for you guys and add it. That will just kind of show you all the expenses of a business as this is just looking at the cost of each individual member and box forecasting what type of profits

and numbers we can see coming in as well as the cost. If you're looking at getting funding and you're going to a bank or an investor or something along those lines, you can add up your costs here. This is how much materials, packaging, shipping, all that's going to cost for the entire year. Then you can add in the costs of the employees that you expect to be able to handle: 6,065 members by month 12. Let's see, if we're going that many members, that goal, then we're going to need about one million dollars for the entire year of just the product costs and all that. Keep in mind also that we're going to look to improve these costs. We want to get our material costs down, get our packaging and shipping costs down, all those things. If we could get those little margins decreased, then that's going to only change that.

If we got our materials of our box offer cut down, let's see what happens here. If it's 15, we need to cut down to 10. Then all of a sudden, our monthly profit at month 12 goes to \$105,000 and our total costs for the year go down to \$772,000. That cut \$200,000 on costs just because we cut our materials down in each package by \$5. You can see this is a cool spreadsheet. Just to give you an idea of how you can forecast, look at your costs, look at the things that are going on with your business just to see what's going to come up this year. Then also, you can see how lucrative adding digital offers are and t-shirt offers that can be lead-ins to your box offers. Again, don't forget that these aren't the only numbers. You have employees, you have advertising costs. What is it going to cost you to get these new 100 members? Then 250? Then 500? Then 1,000? So on and so on.

As you saw, if you're doing the lending and investment route, you can get a million, \$1.5 million, do something like Dollar Shave Club did. What, they were two, three years in and sold for a billion dollars I believe it was. It's a lot of potential with

these, as you can see. This is doing \$75,000 a month profit before taking out of course, like I said, advertising and employees but still. You're looking at quite a big profit for yourself and the business every month.

So guys, hopefully you understand this. Again, you can download this spreadsheet in the download section here on this page. If you have any questions or comments, feel free to do that below. I hope you enjoy this. I'll see you in the next one.

GearBubble Club

Hey, what's going on? Thank you so much for joining me in this bonus video of ecom revolutions. My name is Travis Patrel. In this video I'm going to be talking about an easy mode for setting up a reoccurring offer with your e-commerce stores. Now you probably know, I've mentioned many times before, but we use gear bubble as a platform for handling a lot of our print on demand products. T-shirts, coffee mugs, necklaces, bracelets, all the different types of products they offer. They're a great print on demand company.

They've recently added a new feature that is really playing in well with our reoccurring box offers. That feature is actually called the club feature. They're offering a monthly membership club for buyers to get one product sent to them on a monthly basis. If you saw throughout the course we have been building the cow box and its been very extensive. Lots of products. Lots of detail put into it type of box. We are having to charge a high rate for that. We are charging 40 dollars a month, and a lot of people coming in are going to see that price tag and be turned away from that. We may not want to stop the sales funnel there. We may be able to catch them on the hook by offering a lower price on a reoccurring offer, and offering a t-shirt membership, or a coffee mug a month membership through gear bubble. It is a great way to catch them.

In this video I'm going to set up a coffee mug club to catch our cow buyers coming in. Those who want to get a low 10 dollar a month membership there. We are going to be able to offer them a coffee mug membership. Then from there they are on our buyer auto responder. They're on our buyer list so we can start to upsell our 40 or 100 dollar a month box offers that we are

going to have available there, our larger margin products. This is a really really powerful feature that gear bubble has added in. It's playing in perfectly with our reoccurring box offers like I mentioned. It's really easy to set up a reoccurring t-shirt or reoccurring coffee mug club on gear bubble without having to have Shopify, or have crate joy, or have any of those other platforms in the play. It's kind of something that you can get started with here very simple. And like I said it's an easy mode.

Let's go ahead and set up a reoccurring monthly offer through gear bubble. I'm going to start advertising with that auto responder in play to get people to buy our low end, low margin coffee mug membership and then upsell them our cow box offer, which is a little more margins for us. Now the first step we need to do is plan out our attack. What products do we want to offer them? We need to upload them to gear bubble first, so that we can select them for our club. Gear bubbles club allows you to upload anywhere from 4, 6, 8, 10, and 12 products you can have. I went ahead and I created a good 12 mugs here. Now gear bubble only has it where we can offer 11 ounce white coffee mugs in the club option. That's okay because they are kind of standard \$4.95 cost, \$4.95 shipping. The total cost are about \$9.95. I'm going to price it at \$9.95 a month plus \$4.95 a month shipping. So it's going to give us 5 dollars profit per month that they sign up. Since it's a low monthly price point we are going to expect them to stay probably 3 to 6 months minimum. So really, instead of thinking about that as a 5 dollar profit, we are really making 30 dollars profit per sale with a 6 month membership. That's probably how many will stick around average I would say would be a 6 months at this price point.

So, like I said, we uploaded our mugs. We have a whole bunch of cow coffee mugs here. Cow face, we have that one, we have a little star wars mix, de ja moo, cowologist, very simple cow

coffee mugs. This is what we are going to promote. Not only to put Facebook ads and what not but we will probably have it as a retargeting ad from our cow box viewers that didn't buy the high end box. We can have that as a down sell with retargeting ads to show them, well, hey you didn't like the 40 dollar option. Here's a \$9.95 a month option for you of the cow mugs. So, we have our mugs uploaded. Very simple system, like any print on demand system out there. Now what we can do is we can launch, instead of the traditional campaign, like you would set a create just a single coffee mug, we can choose the club option. All right, so we are going to go ahead and select 12 cow coffee mugs here. I like starting off with something like because cows. [inaudible 00:04:44]. All right so there we go. We have 12 products selected here. What we can do is we are going to create just say create campaign much like any gear bubble campaign out there. As you can see here there's a drop down where we can actually have the monthly t-shirt club as well. So that's another option we can have this as a \$9.95 club. We can have the t-shirt club be a \$14.95 to \$19.95 club. We can then do a t-shirt and a mug club at 30 dollars a month and then we have the box offer at 40 dollars a month. So that's one way we can think about it with the cow box we have been talking about throughout this course.

Let's go ahead and click next step. Campaign title, we are going to go cow [inaudible 00:05:31]. We are going to have our selling price as \$9.95. Join now evergreen serve launch campaign. All right there we go. This will be the sales page here that they are going to send them to. Just kind of showing them that they are going to get all these products. We could actually have it set up where we are selling them on another page and even just manually fulfilling ourselves through here after you get started and going. For now this is going to be a great opening to get people into our funnel. Now what we can do is, like I said, set

up that auto responder. We have the cow coffee mug club. We are going to go into our settings, and this is where we can set up all those different pieces. This is going to be our lead generation.

Right now I need to update my list platform on gear bubble so I can choose the right list. We are not using get response anymore. We have our tracking pixels. We can setup our analytics anything here as well. This is where we are going to set up our connection with our auto responder. Then create a solid 3 to 5, maybe 10 day auto responder that's going to consistently upsell to that high end box offer. All right guys let's go ahead and get some advertising started with this. We have the cow fan page here. We are going to go ahead and post a 1200 by 1200 pixel picture. I just kind of made something up here on Photoshop. We will have a little advertisement saying it's the mug of the month club.

All right so I'm going to upload this picture. [inaudible 00:07:19]. Now what we will do is go ahead and get our advertisement started up. Now I'm going to go ahead and advertise from 2 different areas. First off, I'm going to grab a very broad cow, cattle interest and I'm going to cross it over with a very broad coffee interest. That will be kind of a good direct advertisement. I'm also going to use the custom audiences being built from our high end cow box. I'm going to advertise this to all those viewers that didn't purchase our 40 dollar offer.

Let's go ahead and go to our ad dashboard here. We are going to create a new ad. We are going to point both those advertisements to that post right there. We could also test out, change this up a little bit. Maybe try a very colorful cow with one coffee mug, or something along those lines. Let's go ahead and do web site conversion ads. Okay so, cow coffee mug club.

All right, purchase. 25 to 54 will go women. Go very broad cattle interest. I'm going to narrow this by crossing it up with a large coffee interest. Starbucks might be a little too big. What are some popular coffee brands? Now what I'm looking for here too, is something that's a little bit popular, but not Starbucks for example. Where everyone, you and I know what Starbucks is and you don't have to be a coffee enthusiast. We want to find some kind of off key brands that we don't really know of. Dunkin', so we just go top and mostly convenient. We could do a Tim Horton even. Folgers might be one to go with. Maxwell house is a little big still. Chock full of nuts, never heard of that one. And we could also use Facebook interest to find that. Let's go ahead and maybe do a Folgers. We'll go with a purchase behavior that we'll cross it up with. That's 42 million but it's a behavior, so that's something more along the lines, instead of an interest or someone likes something, this is common in there household to purchase coffee. So that brings us down to about 1.5 million reached. I think that's a good place to be. Crossing up the behavior and the large interest of cattle. We will expand interest. We are going to edit our placements. Make that a mobile only. [inaudible 00:10:48]. All right there we go. There's our first advertisements for that going.

Now what we want to do is create that second one of that custom audience. That's going to be a much smaller audience. That was about 1.5 million. We set that up at 50 dollar a day budget because it had so many people. This one here is going to be custom audiences of people we bring in. It's going to be much smaller, maybe 1000 people at this point. As your business builds, that audience is going to get bigger and bigger, but it's always going to be smaller then one of the interest that you can target. Let's go ahead and change the name of the adset. We are going to go with cow box views minus cow box purchases, but excluding. All right so all the same settings except now we are

going to turn off these detail targeting to interest, and the behavior. We are going to expand our custom audiences. I want to go ahead and grab my viewers. We have our views. Less than 1000 people. Then we can exclude our cow club style purchases. All right so as you can see it's very small. We are going to go with this at about a 10 dollar a day budget just to kind of keep that going. As that gets bigger and bigger we can bump that up. If that's converting well we can bump it up, but for now we are going to keep it small which is dripping some traffic in each day to those new viewers, that do not buy our cow cattle box. All right looks good. We can place that order. There we go, we have our gear bubble club set up ready to go. Ready to crank it and kill it.

So guys as you can see this is a great way to get a club, a monthly reoccurring membership cranking in no time flat. It took me less than an hour to get this up. Creating all these graphics and getting them in our folders are past designs we had. So I threw them on a coffee mug and just kind of went from there. We are going to get it started with a few ads there. Again, like I said, give it that low price option to those cow box buyers that might not bought. Or that audience and maybe give them that 10 dollar option they might want to join. So guys thank you so much for joining this bonus video here. My name is Travis Patrel. If you have any questions or comments feel free to hit me up. Definitely start getting your gear bubble monthly clubs in place because they're just very powerful. If somebody signs up and they're there for the whole 12 months that's 60 dollars profit for one single sale. We can think about that with our Facebook ads. After time goes on here we are going to be able to see what is the average membership? Are people sticking around for one month and breaking off or are they sticking around for 3 months and breaking it off? 6 months? 12 months? Once we have that data we are going to have to look at our

mugs. Well do we want to switch it around? Do we want to have a nicer, more appealing mug up front? Maybe they don't like the because cows mugs in the beginning and we have to switch it around. We have things that convert for us. Anyways, guys, Travis Patrel here. Hopefully you guys enjoyed this. I will see you in the next one and hit me up if you have any questions. Take it easy.

Further Resources

If you like this course, you'll also like:

[UseGearBubble.com](https://www.usegearbubble.com) - Sign up here to make your monthly mug club offering.

Social Media

Want to hang out? Find me here:



[Twitter](#)



[Facebook](#)



[Pinterest](#)



[Instagram](#)



[YouTube](#)