

# 105 - Paid Ads Funnels with Daniel Pope

**Daniel Pope 0:00**

Deploying remarketing is so important. So, so important because it takes away the need for you to have a one on one conversation with people. This is similar to automating your follow up and I'll tell you two use cases for remarketing. Number one is retargeting ads. And number two is remarketing to your existing or past buyers.

**SEO Leverage Podcast Intro Music 0:28**

Welcome to the SEO Leverage podcast, where we talk about search, marketing and conversion.

**Gert Mellak 0:38**

Welcome back to SeoLeverage.com. My name is Gert Mellak. And today I've got a special guest, Daniel Pope from the Be Known Agency, Daniel welcome to the show.

**Daniel Pope 0:49**

Hey there, Gert, great to be on. Yeah, I'm excited here.

**Gert Mellak 0:53**

We have had really good conversations recently, around how to improve businesses, how to really approach marketing, probably from the right angles. So we see this mostly through the SEO and search marketing lens. But I know you and your agency Be Known, you have a very, like holistic view about SEO and recall kinds of channel which I really find interesting. In our conversations here that has come out you have a really, which I think really smart system about how to make a business more profitable. And I would really like you to share a little bit more about this.

**Daniel Pope 1:27**

Yeah, for sure. So we call on the profit levers. And right now we've identified seven core profit levers, there's probably 45. But we're gonna go through seven for the sake of time. And just to give you a little spoiler alert, they are number one, fix your pricing, number two, eliminate or pause unnecessary expenses. Number three, automate your follow up. Number four, implement upsells, and cross sells and all those fun sells. Number five is leverage other people's audience. Number six is deploy remarketing. And number seven is find the right team.

**Daniel Pope 2:01**

Before we get started with those, I'll tell you a quick story. You know, I was working with a lady, her name is Michelle and she was a client of ours. And she came in and she was selling physical CDs out of her spare bedroom, see audio training CDs, a course on a physical CDs.

And so she was doing around four, \$5,000 a month using Facebook ads to drive in the traffic. And she had hired an advertiser overseas and, and you know the time difference and everything. And anyway, it was working. But she was spending 3000 to make 4000. So cool. \$1,000 profit well for a stay at home mom, it's not too bad, but wait. Then she had the cost of CDs. And then she had the cost to ship them out. And then she had her time costs to drive to the store and ship them out and stuff like that. So at the end of the day, she was breaking even, maybe profiting a couple bucks here and there. She frantically posted online said, I need help. I don't know what I'm doing wrong but I need help and I saw that post a couple of people actually recommended me to her on that post and we got to work. I immediately came in, she was looking for advertising. So we came in and started fixing all of her advertising. We fix it all. So she was starting to gain momentum. But I said wait a second, there could be so much more. She was not satisfied making 2000, \$3,000 a month, I wasn't either because I love working on performance basis. And that's not fun for 2000 bucks. But I said, let's pause everything for a second. And what we did was we took a holistic view of her entire online ecosystem. We saw that she had 6000 people in MailChimp, she had never emailed. We saw that she had 25,000 people on YouTube, we saw that she had 1000 followers on Instagram. So what we did was we looked at everything we said, Michelle, what do you actually want to be doing? She said, 'Well, I love teaching people how to use Facebook Lives to sell more'. So that's brilliant. Okay, great. So we helped her create this course. We put together a very simple funnel, the word of the day is simplification. You'll hear me use examples of that throughout, a very simple funnel that was registered for the training, watch the training, and then have some follow up email sequences, all automated. We went out there and over the weekend, we launched that and she made \$52,000 USD at 100% profit margins because we didn't use ads. And then I realized that's it. She's got a spark. Okay, so over the next 18 months, we scaled her system up to \$1.7 million in gross revenue at 60% profit margins. She doesn't mind me sharing these numbers. I say that because all seven of those profit levers are woven throughout.

#### **Daniel Pope 4:55**

Number one fix your pricing. That doesn't mean reduce your pricing, that doesn't necessarily just mean increase your pricing, it means look at your things and say, what do people want? How much are they willing to pay for it? And what are the different ways that I can offer it to them such that I remain profitable? I'll tell you another example in a second about that, but eliminating unnecessary expenses? Well, she didn't really have a ton of expenses. But she had what we call a bad advertiser. Right? What does that mean? Well, a bad advertiser is a term that I use to say, an advertiser who's bad, let me just put a block, somebody who doesn't understand the holistic system. Far too often, I've seen my clients who have hired an advertiser, but then blames the funnel builder or the copywriter, or even the CEO because the ads don't work. They're not working, or bad advertisers, somebody who just talks about vanity metrics, like you got a good click through rate, you have got a good engagement rate or impressions or frequency. Okay, but what about leads and purchasers or return purchasers? What are we doing here, folks, that's bad advertiser, so we got rid of him. We came in, but we got rid of him or she did anyway, at that point in time, I was not confident enough to pause or terminate people. And then we automated her follow up. I mentioned earlier, a very simple system, you're probably understanding by now that it was a simple webinar presentation, register for the training during

the presentation, it was actually a presentation that she put together, it was the illusion of life at that time, when we could do that a couple of years ago. But then afterwards, the follow up was automated. We followed up through email sequences, we followed up through chat bots, she had a really powerful mini chat system. That was another thing that she has, she wasn't even using. So when we built her of a mini chat system, and it was a full complex thing.

**Gert Mellak 6:55**

It's really interesting. First of all we these with a lot of bad advertisers, you always find something that's going well, right? So if you want to report it to a client, something as an agency, there's always something that goes well, right or something going up, or something that it's good to impress, which is why we at some point said we must focus on conversions for a start. And then ultimately on revenue, but first, at least 10 conversions because people couldn't care about less views and click through rates, etc, if those things don't convert. So this is a really interesting point. But I also see this a lot where people have a lot of stuff and are not leveraging it. So I bring up things like how I bought a quiz funnel to leverage some SEO traffic, for example, right? And, and they don't use it, but I know that yeah, we are paying this tool, but we don't use it, right? Like this is \$50, \$100 a month, or we have purchased it for 2000, this was like a lifetime deal. But we never used it really, nobody knows how to use it on the team, etc. I think tools even as an SEO agency, we're used to spending a few \$1,000 on tools every single month. And unfortunately, it's just like, just the way it is. But there's also the advantage then when you are with an agency who's using this, those tools to get some extra insight have an added value there. But with tools, it's very, very easy to bring down the profitability. And absolutely.

**Daniel Pope 8:06**

It sure is. And going back to eliminating unnecessary expenses. I'll tell you a story about another client. We're working with another client, we still are, Brad and he wishes for his business to remain a little anonymous, but he sells investor, basically courses on how to find investor capital. Anyway, besides the point. When we came and started working with them, he was spending around 15, \$20,000. Yes, in software expenses, and I had to take a look at it. I was saying what is going on? I've never seen it that high. He was getting so much traffic in organically, that there were overages on his Wistia account, overages on his Vimeo account, overages on his validox account. Yes he was using three different video systems and he was just paying for the largest plans. So when we came in and took a look at his system, that's what we always start with the plan. We took a look at his system sat down for for a week or so and said what are all the things on the table? Great he's getting this traffic in, wonderful. But he's not remarketing, retargeting remarketing, but more so, 'Brad, we can come in and consolidate your video platforms, we can come in and eliminate some of these unnecessary expenses in' man. We can pop 5000, 10,000 bucks back into the business on day two. And so we did and that immediately paid for any sort of upfront costs that he incurred from us. So I say all that to say, take stock of what you're paying for. And if you're savvy enough pull a Profit and Loss report whether you're using QuickBooks or Xero, or any accounting software spreadsheet, take a look at that, at least once a month if not every quarter and review what you're paying for.

**Gert Mellak 10:03**

Absolutely, we've come to even then copy this into a spreadsheet, I have a weekly meeting with our accounting person, where we go through some normal accounting stuff. Before we end the call, we always check this list where she pretty much lines up all the subscriptions that we have, we mark those ones I want to get rid of in orange, we mark them in red when it's about, when they are canceled. We have, we have just a very good understanding. I have no idea when I was still on my own, when I started out, I have no idea how much money I wasted on tools, which I was not able to use. If you're just one person, you can only use so many tools in the day if you're we also work, right? Yeah, but we got really, really good at tracking our expenses. I think we even this year, I think we brought them down just with tools like by 20, 25%, just by saying. We have two tools that do exactly the same thing. Where do we have tools nobody likes to use, maybe I imposed him at some point because I liked him and the team just ended up using something else or doing it in a different way. And it also brings up the same result. It's very important that you have like this transparency. And then what we also found is that sometimes, entire parts of the business that rely like on a heavy, high price tools are not even profitable. So this is where for profitability, we have found out and also with a few clients, where it just circulates, let's run the numbers on this particular part of the business, where you have those \$2,000, you're paying tools, and you have two people working on this, etc. What is this particular part actually doing and you work out what this means in profitability, and you'll see, okay, there are several parts of the business that are completely not profitable, and there's no way to make them profitable. As soon as we can assess, in essence, then we're back cleansing. So okay, now looking at the numbers, it's a different game. And this is why I like marketing or in our case, SEO so much. You have a very, automatically when you talk a lot with clients, you get a very good overview about their business. And very often, without wanting, you become some kind of business consultant or business coach, or make Q&A calls I do on Thursdays for my clients. Very often I'm more coaching calls than SEO calls, because they just come over. So I have so much, just got my email marketing system built, etc or I just got my server hosting, like you said, the add on pricing you have there, etc. And as, we had a client who literally had 80% Irrelevant traffic, so they were paying access for server access, for everything like you say, and then you look at the traffic coming in from organic search, and I said, 'Look at 75, 80% have nothing to do with what you do as purchasing. She just had a mechanism where her team and her, her clients would publish blog content on her site, completely irrelevant, whatever they wanted to talk about. And she suddenly had become an online magazines, vending, hosting fees like a non middle man magazine, but not driving conversions. From the cost, let's move a little bit up well, is this this automatic follow up you were mentioning this, what is this about?

**Daniel Pope 12:52**

So automating your follow up, whether that's an email sequence, we used to use chatbots, I'm not going to touch on that much anyway. But email sequences, SMS marketing, text message marketing sequences, those are the main two. So if you can come in, and instead of having somebody send out a single email to one person each time, right, like in a CRM, or just a salesperson follow up, if we can automate that follow up, your email sequences, MailChimp does this well, ConvertKit does this well, a funnel building platform, you can do it in some cases. But if you can automate that follow up, that is so powerful. So back to Michelle. She has CDs,

but she didn't have any sort of abandoned cart sequence, meaning if somebody came in, and she got their info when they filled out the first step of the order form, nothing happened after that. They were gone with the wind, and only about, if I remember correctly, she had a really great conversion rate on that front end, 7% of people from her traffic were buying straight up, but that means 93% of people went 'whispered into the wind'. So I sat down and over the next couple days, I wrote out an abandoned cart follow up sequence and I put it in and she started making back 100 bucks per day like clockwork, free money, it's found money. So 100 bucks, 30 days 3k, it's not bad, it's 100% profit. So if you haven't taken stock of your funnels or websites or landing pages or opt in pages or whatever you want to call them and seeing your follow up sequences after somebody opts in, after somebody buys, after somebody doesn't buy, please take stock and see what you're missing. There's so much found money out there. There's so many little pools and that's exactly what we have to come in and do because there's so much, right, all the business owners are completely inside of the jar, and they cannot see the label from inside the jar. So we have to come in and look at it outside of the jar. And there's so many different ways but that's automating the follow up right there, very simple explanation. Abandoned cart sequences, welcome sequences, sequences after they purchased to push into something else, 'Hey, you forgot to book a call, etc.

**Gert Mellak 15:02**

It makes a lot of sense, I have have one question probably because we are a little bit in a different situation as an agency. So we don't have like an info product, people are going to assess differently probably, I have found one on one conversations really be driving our sales, our conversations forward. We also doing automated sequences, we automate that do one on one conversations as much as possible with the CRM, know when to actually take the time reach out to somebody, record a quick video, send them something, how would you say when does one on one make sense and why should it be automated.

**Daniel Pope 15:34**

So you've got to think about the product market fit. And what I mean by that is an agency or in our case, we have shifted more towards consulting first, and then how we can provide the services to, versus in info product business, versus a brick and mortar, plumbing or lawn care business. And so you got to think about who is that person? What do they want to, how is the buyer journey and so for us, and probably similar to you, we don't have a lot of automated sequences that go out. We've tried them, they don't get great open rates and click through rates, we've rewritten them over the past five years, multiple times. And there was a light bulb that went off probably similar to you that said, you know, we're not selling a course, this is not an info product business. They really don't care about my origin story. Instead of automated sequence, I need to be going out there and having face to face conversations like you and I have, and I need to be traveling to events, I need to be in person and then I need to be following up with manual points of touch. So in our case, we just use a CRM called Pipedrive. Super simple, whether it is Pipedrive, or HubSpot, or even Active Campaign and we have little reminders that follow up. And then we follow up pretty consistently in the beginning, and then we let it taper off of it. And so it's once every quarter, once every six months if they're not responding. But we had a client come in just recently and he said, 'Guys, the fact that you followed up with me over the

past three years, once every six months, once a year, I'm now a client, you're still in business, you didn't die'. And we said, 'No, we're still here'.

**Gert Mellak 17:13**

It's important to play the long game. I had a client come to me after like two years and say you remember this conversation? You just started out with such and such and, and we had this conversation. And I did actually remember their website, which was funny, but he said, Yeah, now we are ready. Yet, it's great. We do exactly the same thing, much better, obviously, two years later. But we do exactly the same thing. Let's get started with like talking to an old friend. We use Pipedrive as well and I really liked it, I used years ago already in one of the first versions. And the thing, it's come a long way. For me, it's just always important that we streamline the process as much as possible. I don't want to have to think about who have I not talked to recently, it just needs to be automated. But we have come to a way to a moment where we pretty much follow up with every lead manually at some point. As soon as we see like the slightest form of interest. It's funny because I just told him the story on another podcast. I think when I was starting out as a freelancer, one of the first tools I got was Active Campaign for automation sequences. Because I thought as we added, this looked really cool you get those email addresses, you don't have to worry about it, just send the sequence once and that's it. Obviously nobody bought off those sequences. I was a freelancer, I had hardly any projects as references or anything. But it seems like very often it's like those shiny objects, they just make a lot of sense. You see it, 'Yes, okay, this is really what I'm missing is makes a lot of sense, but it might not be the ideal thing for you. The ideal thing for you might be to have a low priced offer and then upsells or cross sells to something else, and might be working much, much better. And no, this is one of your profit levers to use to upsell cross sell things I would love if you can talk to us a little bit. Maybe this was also something Michelle was leveraging.

**Daniel Pope 18:50**

Yeah, well upsells and cross sells. And what does that mean? Well, it means to offer a complementary product. If you're in E commerce selling pins or bracelets, it means offer more, or offer something congruent to what they just bought. And if you're even partnered with a another company, you can offer a cross sell into that company. Anyway, I think about Michelle, and a couple of our other clients. And you've probably seen these pages before, but as soon as they buy the first thing, hey, buy this CD, or hey, buy this course or toolkit or bootcamp or pen or bracelet or whatever it is, then the next page, 'But wait, there's more'. It's an infomercial, right? And so what you're trying to do with cross sells and upsells, and even down sales are to raise the average order value. I think about AOV, average order value as somebody's going into the grocery store with their cart or buggy and they're going through the line and they're checking out. This guy had \$50, the next guy had \$50, the next guy had \$75, the next guy had \$100, so they bought different things right? Nobody's cart is the exact same but the average order value of those carts, those buggies in line over a given period is the average order value. And forgive me if I don't get this correct, but 75, \$50, 75, 50, a 100, 75, 50, what does that average out to \$60, maybe that's not exactly correct. But the average order value \$60 soon, then I know I have \$60 to spend to acquire that buyer, or they're paying me an average of \$60, if they're already in the system, and I'm, I'm not using any sort of paid traffic to acquire. So cross sells and upsells

are so important when you're trying to raise that average order value. If you're trying to justify find product market fit with a minimum viable product, and you have sources of traffic that aren't paid, you don't really have to worry about cross sells, and upsells too much. I'm more than happy, just go for it, but if you're just trying to find that first spark, boom, just sell the first thing. Sell the first thing worry about the upsells and cross sells later. But it's a profit lever, we're talking about profit leverage, not minimum viable, right? So that Get, that's a really quick rundown over cross sells and upsells. I'm happy to go more into it though.

**Gert Mellak 21:02**

Maybe in another episode, we want to keep this as, as efficient as possible. But it's definitely worth taking out. We have really a lot of, a lot of different stories where people just really come in and say, okay, they get a quick audit from us, which is a quick assessment of their website and have a chat with me, etc. But then it's okay, in the quick audit, there might be like, it might make sense to have another second consulting session on top of this a little bit later. Or like, check out the different website for a little bit of an additional fee. So there are a lot of ways to leverage this in all kinds of ways and especially info products. If somebody also, already says yes to your \$99 course, they might say yes to like a \$20 upgrade, as well. We see this all the time and it's just this moment where it's okay. Yeah, I've made up my mind and make this purchase, I'm going to invest. And then you have got this fear of missing out like this extra piece, maybe it's dead wasn't it? This piece that actually makes it worthwhile, right? I want to tap into into remarketing a little bit.

**Gert Mellak 21:53**

I had, I have a story here myself, which was really interesting. As always, we had this site, this was in tourism, a few years back, tourism to the United States. And they were getting tons and tons of traffic but really like a low conversion rate. And it took me a while to talk this person into doing something about it. We got them to a really good place. This was in Spanish site promoting their tourism offer to the United States. So we brought this, the site up to, I don't know several 1000 visitors, I think a day and only a fraction of them bought. It was like a low ticket \$20,20 or \$50 product or something like that. And I was like let me try this for three months, right? I want to run a remarketing campaign show these people some banners after they have been here and not purchased. Very simple, we don't do complex paid ad stuff. But it was really interesting because within two weeks, they had made back the money to spend on SEO. So I'm lucky I'm not costing anything anymore. It's continued to do this because it just straight out works. But it's really a little bit against this expectation where people say okay, if somebody comes to my website and doesn't take action, they're never going to buy. What do you think about this assumption?

**Daniel Pope 22:57**

Yeah, that is a false assumption, number one, because this profit lever is about remarketing. Otherwise, it wouldn't be there. But it's so common for some reason in the info product space, which is what we primarily focus on, digital products, coaching course sales anyway, people are afraid to ask. Our clients or when they first start working with us, they're afraid to ask for the sale and we have to consult them through, how do you get over that? Why is that? I am no mindset

coach, but I've been around the block enough time to see patterns and so we could spend all day on that. Anyway, what I'm trying to get at here is deploying remarketing is so important, so so important, because it takes away the need for you to have a one-on-one conversation with people. This is similar to automating your follow up and I'll tell you two use cases for remarketing. Number one is retargeting ads. And number two is remarketing to your existing or past buyers. I'll tell you a story about number one real fast. So we were working with a company early on that was selling T shirts. They were selling T shirts for national parks and pets. National Parks, people love those, pets, people love those. Those are hot. He was making around \$30,000 a month but he was not using any sort of retargeting ads and I was sitting there perplexed. In my mind, I was saying this is standard stuff, man. But once again, you can't see the label from inside of the jar. He thought he was doing everything right and he was just launching new shirts, new shirts, new shirts, no retargeting ads. With that being said, we came in, we assessed the situation, we took stock of everything he was doing. Noticed that he was not using retargeting ads and we came in and implemented our advertiser to deploy retargeting ads. Boom, boom, boom. Over the next three months, he shot up to \$100,000 at 30,000 or 30% profit margins, 30,000% profit margins. He started making \$100,000 a month, 105 if I remember correctly at 130% profit margins, and it was due to re targeting. You're saying that is insane. Yes. And there are many more stories I can tell about that. Little things, two millimeter shifts is Tony Robbins com, simple. And on the other vein, and Gert, we can come back to retargeting in a second. But on the other vein remarketing, sending emails, sending follow up, sending text, offering something to your past, or current buyers, clients, purchasers, whatever you want to call them is so, so, so important. Because if somebody buys from you, let's say they bought a course or a bracelet or a pin, or a bootcamp or a challenge, well, they're interested. So don't leave them hanging. This is probably one of the top five reasons why our clients have not had a lot of success in the past. They just stopped telling people that they have other offers for sale, to say, 'Hey there, you purchased this challenge., are you interested in this higher level engagement, a \$2,000 program. They might not buy immediately, but if you continually follow up, or relaunch every quarter or do something else or have an evergreen sequence in place, you're going to make profits so retargeting ads and remarketing or talking to your past buyers are so important.

### **Gert Mellak 26:25**

Absolutely is. Funny, because here, I found this out the hard way, really, where I would tell people in a consulting example, I mean, link building is a big thing for SEO. We usually start off with consulting, technical SEO, make sure everything is fixed, it's aligned with it's strategy, we have to conversions, etc. And then at some point, okay, let's inject like extra authority and gives us a little bit of an impulse with links. I remember conversation where I talked about this with a client. And he said, Yeah, I've heard about link building, and we'll have no idea who could actually be doing this, right? And it was like a shocking moment, we have like a services section and under Services Section, it says link building, and the link building we have offers, you can purchase this off the website. You have this feeling like if somebody purchases one product, they have to have an idea about everything you're selling. But even if it's just a handful of products or services, like in our case, I remember it's not clear, right? They have decided, okay, they want consulting, a good consulting, they have great, got great value out of it, but they don't



remember, they don't go to your website, they can say, 'Do they have this, do they have that', you need to kind of proactively put it in front of them or show there is some, there is value in this show, look, we can provide this or our info product, our course also has this additional coaching model for accountability or whatever it is, in order to make sure these, these are people that already trust you, right. These are people who already trust you, they stick with you because they trust you, they know how you operate, how you work. It's a very easy decision for them to actually then take the next step. I want to slowly come to an end but really focus on this, on the two last points I think we haven't touched upon, one is focusing on other people's audience which is definitely a big one, I think for especially for new client's new project. What about those other those audiences other people have we can get access to?

**Daniel Pope 28:02**

Yeah, I'll talk about OPA, Other People's Audience, right. You've probably heard of OPM, Other People's Money. You know, I think about it like this. Tom Cruise, one of the most well known movie stars in the entire world, does not get on his phone and send direct messages to people. Hey, come buy a ticket to my movie. No, he gets on Good Morning, America. Good Morning, Europe, UK. He gets on all these shows, right? And he goes on and talks about his upcoming movie, Conan O'Brien, you know, the Tonight Show or whatever, show that he's doing a, even a press tour. So he leverages those audiences of people that these hosts had built up, right? They get millions of eyeballs, and he says, 'Yeah, watch my movie, it's coming out May 31', or whatever. And they go see the movie. So he does not have to DM people individually. He just leverages other people's audiences. His people do most likely, he just shows up. That's a big example. On a more relatable example. You know, we had a client one time and she had come up with this idea of a new coaching program. She, she ran an agency for years, and she ran a, a placement agency, and so she helped people find jobs. Now, she came up with this new coaching program, it was, we determined it was the price point to be \$2,500, at first, and it was gonna go through 12 big modules about how to get your first five clients as a freelancer. That's awesome! That paid for the program in the first 30 days, but she had no traffic. So what we did was, we identified her dream 100, you probably heard that term before. Nothing crazy, it's just the 100 people that you would want to promote your product or service or offer right then and so long game, but she went out there and she deemed a couple of people. And the one that responded was a lady with an audience of about 30,000 Facebook group members. And she said, 'Yes, I'd love to partner up, I love your idea'. I don't have, I have people all the time asking me for it, but I don't have anything to help them. And so what she did was, she went live in the group with this owner, the group owner, and then she got permission to direct message with her team, the people in the group. Long story short, over the next six months, she sold \$300,000 of this coaching program. And the rest is history. She started with nothing, just an idea, she had an agency, but she didn't have any online presence. She used her expertise to build this thing alongside us and then she went and marketed it. All we had to do was sit down and identify who already has the people, who already has your ideal buyer, who already has the attention of those people and that that's OPA, other people's audiences in a nutshell.

**Gert Mellak 30:58**

It's interesting how we often tend to not think big enough, right? Everybody knows that if I can get this one client, they are going to talk to their friends in the golf club about my business. And they might get two other clients, right? But you don't focus on this person you've been following for a while, who's got 30,000 people in their email, in their Facebook group. And we'll be more than happy to do this in exchange for some sort of compensation, or sometimes even without compensation, if they think your product is good enough. So it's really about like thinking a little bit bigger and say, 'Okay, who is who do they actually already trust, who could bring me in front of them, and lead into into his group and leverage this connection and this distrust they already have, right. I see this is especially for new businesses have been doing quite some work in the SaaS space, as well. And this is like one of the recommended ways to get a SaaS, as Software as a Service off the ground, it's just partnering up with other brands that already have this. You integrate with your software, you get in front of their audiences, run webinars together. It's just the quickest way in order to get some traction really, and and get known and get some case studies out there, rather than going one by one. But in order to then deliver to such a big audience, you obviously can't do this on your own right. I've been doing my one man show for too long, honestly, one of the biggest mistakes I made was hire too fast, not hiring too late, really. Right now we are 30 people on the team and growing. And it's really like the best thing ever. We just appointed our Operations Manager here to make sure that the team and the operations, day-to-day operations have been taken care of even if I spend my time on strategy calls. But yeah, team building for me like the most important building block, but I wonder how you think about it when it comes to profitability point of view, because you call it a profit lever? How does this work?

**Daniel Pope 32:41**

So in a nutshell, finding the right people can be the difference between you stuck at \$10,000 months, or on track to do a \$10 million year. And that's a very broad range. But more realistically, stuck at \$10,000 months, or making your first million dollar year, right? And that's very attainable when you think about it. So I mentioned earlier about bad advertisers, if your advertisers just talking about vanity metrics, if he's sucking you dry, get rid of him or her, I default to him, advertisers are gonna suck you dry, you know. The wrong personnel in your business, if your virtual assistant just sucks if they don't, if you're constantly having to explain to them what's going on, or reteach them things you've taught before, you need to find somebody new. If you're using the wrong agency, or if you're using the wrong partner, you got to find the right people. This one's a little self explanatory, Gert but most oftentimes people are afraid to fire or pause. And I don't say that lightly. What I mean is somebody has, I'm going to use the advertiser example, somebody has an advertiser in place. Well, they've had to use the brainpower to source interview, maybe vet that person for references or case studies, hire onboard, and then maybe manage, right? If they're hiring an advertiser or an advertising agency, they're most likely thinking, I don't have to manage this person they know enough. Okay, hey, just go send me a report every week. Well, that's all bad advertisers happen. So in their mind, they're thinking, Okay, I've spent all this brainpower on, it's a sunk cost, okay? I'm not like, so they're afraid to go out there and have the hard conversations and say, 'Look, you're not performing'. You're not pulling your weight. These are fluff metrics, vanity metrics, we've got to

renegotiate, we've got to pause, we got to terminate, we've got to do whatever. So finding the right people is so important, and it's a profit lever because if you cut the wrong people, there's a lot of bloat in businesses, but when you cut the wrong people, your bottom line will increase. Now of course, you want to fill that if it's an actual need, but your bottom line will increase. And that's not just your profit and loss, your financial bottom line. It's your tank, your energy tank, your stress level, your peace of mind, that will increase, that will improve. If there's a million and four things I could say about this, but, but finding the right people is so, so important. Sourcing, hiring, partnering with people that have sourcing agencies, doing monthly and quarterly reviews, taking stock of who you actually have on the team, what you're paying for what they're actually producing, right? We're in a fight or flight, we're in a situation right now the world economy, where we need to be concerned about what they're producing. You know, Twitter, for example, this example, a lot of people got fired, and a lot of people quit, well, Twitter still kicking. So we've heard recently that a lot of times, there are way too many people, two to five times more than needed in these tech companies. Well, I promise you that is increasing the bottom line, is it making them profitable? I don't know. I don't have access to that data. But it is improving the bottom line.

**Gert Mellak 35:59**

I think what I found most fascinating is, very often my kids coming from a tech background, they found this a lot of very often, we see the tech person in the company, be one person that has been around for eight years, 10 years, always taking care of the website, and the computers and the headset and the microphone and everything and now takes care of the marketing. So this is just a tech guy, right? Mostly, it's a guy how they come across tech. Take women, taking care of us for such a long time, which thankfully, it's starting, I think women are definitely needed in this industry. But what's interesting is that the tech person very often makes strategic decisions without knowing it. So the CEO relying on the tech person which software to pick, which CRM to pick, which ERP system to pick for the company, which can hold everything. The person relying, we had a website, we had a client, international company making multiple seven figures rely on their agency and the CEO of that agency who just likes to work websites the way he did 20 years ago. And I'm like, I pretty much put him out of business, because I explained to the client, what it means to rely on this opinion. So there's, it's his opinion, respected, they have been working with him for a while. I just line up look, this could take five minutes, or it can take five days, just depending on whether you use a standard, a current system, or you go back to manually program this link into your website on every single page of your, it looks like when I started more than 20 years ago, they were working on this in 2022. This was a recent example, right? And it's this confidence, you think you trust this person and they might be doing this to the best of their abilities, but then they might not have been keeping up with the trend. And with evolution, and they just have found a way that work 20 years ago still works, no question there. But there might be a very different way to do about this. And the second one I've seen is that people are very often too cheap, I can get someone to this for \$50. I have seen clients literally pay \$50 for fixing their website, they give the master keys to their causal to someone on Upwork, they find, they come across. Hey look, here's the admin and here's my password, go in there into my six figure business, fix this link and this image that's not showing well, and now I'm so happy because they don't have to pay your \$50 for this. And then a few months later, they

suddenly have spam issues, attacks, they're losing data, they have clones of their videos up there and on the internet for available for downloads, etc. So we need to be very, very careful. Very often, I think a good draw live scene for the team is if you think about every single team member you have and you think okay, okay, now I know them really well after a few months or years. Would I rehire them today? And if this is not a clear, yes, you kind of need to have a very good reason why you keep them around.

**Daniel Pope 38:46**

Yeah, I agree. And, you know, it goes back to having the quarterly, monthly or quarterly reviews. And actually checking the references, ask for references, check for references, review the case studies. And I mean, we could, we could talk all day about that Gert, but those are the profit levers, right. Like I said before, there could be 45, there could be 4500. But those are the core seven that we've identified right now that we've used to take 10 online businesses from six figures to over 1.7 million per year. And you know, 30 others from literally zero to mid to high six figures. It's about going back to the basics. A lot of times people want to be cute with their marketing, when in actuality it's about simplification going back to the basics, understanding marketing 101 really, but the basics of fundamentals, the foundations, if you don't have proper, strong foundations in your business, you're going to grow it and it's going to be like a like a stack of blocks right ready to topple over at any moment's notice. And you'll feel it constantly. You'll feel stressed every single month. You're like why can't we grow? Why aren't we? Woe, woe, woe, woe. Well, you don't have proper foundations.

**Gert Mellak 39:59**

Now, it very often takes really an outsider to come in and look at this with like fresh eyes and really reassessing. This does this really make sense, how about come here, are they going to be able to take the next step, take action. I find it for me, it's really mind blowing that you can do so many things with an existing business just by fine tuning little things like we do here. We go all in with link building and say, how can we do this better? How can you get more people open up our emails? We don't do consulting. And so how can we maybe get people convert a little bit more, can do here something there, that's something, right? This continuous innovation is continuous improvement of what we're doing and making sure that all the parts of this value chain are actually optimized to the best possible way. I want to read, just really quickly wrap this up. We talked about pricing, we talked about expenses, automation for follow up, cross sells, upsells, leveraging other people's audience, one of my favorite topics here, definitely, remarketing, and then find the right team. And then the team really not only find the right team, but cut the team members that might be holding you up or might not be delivering to the best of your standards. I think this was really, really actionable, Daniel. I really appreciate that you took the time to walk us through. I love your stories. I love your examples. I love the results you're getting for your clients, which is amazing. Where can people go if they want to reach out to you and maybe have a look at their business with your outside expert eyes? And with the experience you have on your back?

**Daniel Pope 41:25**

Yeah, so my company Be Known, we were really focused on figuring out the plan first. And what we'll do is, we can sit down and review everything in your business. Yes, everything. The profit level, focus on the profit leverage, like we talked about today. And then out of those, find about seven to 10 different ways we can come in and implement immediately. We do not focus on SEO, that's why we have formed a partnership with Gert, at SEO leverage. But what we'll do is we'll figure out a 90 day plan, a 12 month plan, and then a three-year vision for that, exactly who you need at the right time, who need to pause or cut, ways to find 5, 10, \$25,000 in expenses. And we do all that and very quick planning process. From there, if you need our help to do it, if you want to do it in house, or if you need us to find the right team members source them, we can take care of that too. And that's more of where our quote, unquote agency services come into play. But we go by the saying, "What Got You Here, Won't Get You There". It's a book by Marshall Goldsmith, but you've got it to this point. But now you need somebody from the outside looking in. And so we do that and if you're interested in that, you can schedule a call with me we can chat all the way through that. We love working on performance basis as well, where if you don't win, we don't win. And so you can find us at be known online dot com That's B, E, K, N, O, W, N online.com. And really will take stock of everything. And honestly, it's painless. It's fun for us and man as you can tell, we eat breathe and sleep this stuff. This is what we're truly passionate about.

**Gert Mellak 43:08**

I love it. Thank you so much, Daniel Pope from beknownonline.com This is episode 105. You're going to find a written summary of this and the links on SEO leverage.com forward slash podcast, find the episode 105 Thank you so much for the conversation Daniel. I really enjoyed it. I hope we can have your back and dive into one or two of these profit levers a little bit deeper. I'm sure you have some really good strategies and stories about some remarketing or cross and upsells here I think these topics are really really important for our audience. I can see lots of potentially every single day and projects we work with. SEO leverage, my name is Gert Mellak, this was Daniel Pope. Thank you so much.