

John McIntyre: It's John McIntyre here, the auto responder guy. I am here with Kevin Area. Now, Kevin has been on the podcast before we had a chat to that insider internet success and the basic ...originally you have the only way that's being reliable to generate sales and revenue base business has been email marketing. So, we talked about how to take care of my deal with ... to launch and getting ... to a business. Kevin really does, he is specialized in helping anyone go from nothing to having something whether it's you know to a six-figure business online. So, freely a pretty cool stuff, now also you know also do the whole things ...but today the reason why we had a chat is about doing another podcast on a campaign launch strategy, that's been working for him and we had a chat about that, so break it down into sort of an action plan, you can apply yourself today. Kevin! How are you doing man?

Kevin: Yeah, really great thanks, I really enjoyed being on the show last time and specifically wanted to say that some of the feedback I received and comments from some of your listeners was fantastic which is why we chat again simply because it seems like caliber of people listening is just really good and hopefully they are taking some of the stuff applying it, but they knew what they were talking about, so I really enjoyed that.

John McIntyre: That's cool, that's good, it's like a lot of people asked me before we you know did this podcast, before we ... who's this ... the gentleman is standing and I think this two or three main groups. You get the beginners just getting started with copywriting and trying to sell ... or something like that, when you have a decent sized business, may be low as six figures and then you've got a handful of people out there that are big players having it is that end of time to I am assuming ton of much time to email, but when they do there are some interesting people out there in the woodwork, so yeah it's an interesting bunch. Tell me about this today, what are we talking about? This is your launch.

Kevin: Yeah, so I mean in my work as we talked about last time and it's very much the same right now. I have this main services automated business system and then twelve months I work with people to take there from idea to a strategy, to launch. We will do all the implementation. We get them up and running. We help them to grow their business, but for me I would say that's two percent of my audience, like two percent of my audiences actually have an idea that they feel comfortable with. The rest are either, I have no idea or I have too many ideas, I don't know which one to go for it to start a business and so I have to think about how do I address that market? How do I address right group of people? So, I thought about putting together a course. I did many, many surveys. I got a lot of responses. I read everything and to meet some people and I came out with this idea for the course call how to find your first profitable idea, very simple, very straightforward process based on my past clients and what they've done to find an idea. I call it GAT process, how to generate, then analyzed and then test your ideas to find your most profitable idea essentially for any business and I don't talk specifically about the content, but I want to tell you a little bit about how I developed that funnel and how I automated it and all the emails that have gone into it, so much so that every day people are going through it, walking through it at their own pace based on how much they're engaging, getting all the emails and communication and being very active in the funnel, all the way to the point of purchasing it and then when I saw that first funnel work, I connected up the second funnel to it to

basically catch all the people that are probably on the fence and to try to do my best to convert them again. So, we can talk about all that if you like.

John McIntyre: Okay, okay, it sounds interesting. So, this whole bunch of stuff, one thing you mentioned before we actually started was you called it an engagement driven funnel. Can you explain to me, what do you mean by that?

Kevin: Well! There are so many people that create auto responder sequences or content sequences where they just send content after contact, email after email, video after video as so many result to them and that's great and you should be doing that if you are doing absolutely nothing, I prefer to have it so that the people who are actually interested lead the conversation, so I'll send them stuff if they're clicking to tell me they're interested in stuff. So, let's just for example I created a series in order for me to sell the course that I created, the courses \$297, but I wanted to automate the whole process as we know in order for somebody to buy something you have to get them to know you, like you and trust you and so how do I the first question you have to think about it while I thought about is how do you get that purchase down without you having to actively be there and so what I thought was to create a 3 video series and then a 4th video was a sales video. So, 3 video is the first one talk about the g8 G process and the g80 sequence. The second one talk about analysis in the g80 and the third one talks about testing which is the third tee there, so I thought about creating 3 videos and if I create three videos and shared some activity that somebody could do in that first video that they would get some value and they want to go and watch the second one. So, and then there for the third one, so the engagement driven funnel is based on the fact that they actually watched the video and if they don't watch the video they don't get the next video. So, by then clicking the link to go and watch the video, they will immediately the very next day get the second video. If, however, I send them an email on the first day for them to go and watch video one and they don't watch it on the second day they won't get video two. They won't get a reminder to go back and watch video one. On the third day they'll get a reminder to go back and watch video one and so again on the 4th day until and I've done it for four days, so within that four day period they will get reminders to go and watch video two, but anytime they click to watch video two whether it's the second day, third day or fourth day, the next day video one rather than the next they'll get the next video essentially.

John McIntyre: I like it, It think this is a really cool way of doing funnels and like I should call it amazed, I mean lot of their ways to frame it up or call it. I was doing something similar for a client few months back where they get on the funnel and unless they would send an email saying for example about search engine optimization, if they click the link in it they go into another campaign within a sort of a promotion and unless they block that actually have more and more reminder emails until they finally bought it. Then they just get transferred back to the main ... going on there for another one pay per click market and then if they click that they go on through another campaigns. Why this idea of like behavioral re-engagement ... another way sort of like real-time funnel evolution when you get the sales funnel that's evolving on the fly to the behavior of the people within it.

Kevin: Right you the other thing about it is really important is that, imagine if you're watching you know like there are just 12 episodes in a series of I don't know lost or whatever and you joined the third episode, you might feel a little bit out of

place because you haven't seen the first and second one, but regardless you'll still be able to pick it up from the third one, but with a sales video and sales video process ... something when you wanted them to ... and video two without this engagement thing and then send them video 3 the next day, if they don't watch video one or video 2 and then they just watch video 3, I've built up a story in the first and second that is crucial to them getting to know me, like me and trust me in order to actually buy. So, if they just watch video 3 without even watching one and two they are likely to then actually buying is a lot more less than those who have actually gone through the process of watching the first and then the second and then the third. So, that's why it's really important to send them through this process, but obviously there are people that are going to get four reminders and still not watch video one in which case I made the decision to this funnel to just send them video two on the fifth day regardless and then maybe it's like gets in the way, they go back and check it. They might know I don't know, but even if I take them up on video two, I probably would have lost and if didn't send them video two, so its better I just said that to them anyway.

John McIntyre: Okay, I like this too, is like one thing that I will be wanting is I mean the lot of people would be curious about, this is one thing to go with this product and then I am going to create a funnel for it. The challenges while let's say with this process called ...BC process. I don't know what it is, but let's just call this ABC process and we're going to make a series of videos about just like you have tried it if you engage in things they paid up watching the video or whatever, but you mentioned that there's a story one that if someone gets video three and I am missing video one, it's going to be a little bit out of the loop, sort of like you jumped into a you know a TV series halfway through. So, what's the, I am curious what are you doing in this video, because it's part of video they given the content which is the given to what and why and maybe a little bit of how, come-on how to do this process that you're talking about, but how do you build this continuity through several videos and several emails?

Kevin: Yeah, it's a really smart question and it's not always easy to do. For me, I specifically as part of this course created the solution if you like as this thing I called GAT, so naturally they have to watch each video whatever time to get. Although, I'm going to tell you in the first video the GAT stands for generate analyze test, until you get to the second video, you know how to learn about analyze and a lot of people want to learn how to analyze their ideas because there are so many of them and the third is to test it and of course you're curious about how to test the idea anyway, because you haven't, you got you know you want to make sure it's the right idea, so for me there is a natural flow you know in that sense that I think that everybody should be able to come up with some sort of steps in what it is that they're selling and the easy thing about steps which you can't really do with something like lost is that there's a story line throughout it and you have to go from A to B. You have to go from B to C. You can't go from A to C, you know you have to know what that missing step is and that's why you want to make sure they keep coming back to watch it, but also right at the beginning of each video and at the end of each video you know you allude to the fact that in the next video here's what's coming up or in this video here's what's coming out and so that you continuously reminding them there are three videos. There is a series of emails or whatever it is and they need to pay attention to it. That way it'll begin to unlock the free training that it is. So it's all brand, for me its brand for free

video course- the first three videos. You know you get all three in a course, but you have to unlock them one at a time by watching them.

John McIntyre: I understand, I mean this is an interesting thing. A lot of people I have struggled with storytelling and that's really all that's going on here is you like storytelling you don't like ... you know story in movie just like a hero you know call to adventure and get a risk, but when it comes to like building a it's sort of a story of course video like that, it's actually really simple. I think a lot of people get a little bit mixed up in terms of how it happens and like you just said that you got the framework and what happens is let's say you've got analyzing step in step towards that one you probably give each sale on the process, tell you how amazing is what you know how to actually analyze your idea and then you actually know how to test it, because when you can test it then you actually avoid spending all this money bla, bla, bla. You basically sell them on the benefits of the process and then say we're not going to talk about analyzing testing today, today we are going to talk about the first step and then you do the same thing. So, that's what you're doing though this. So, it's really just about you've got to get them emotionally and another key things you got to say we're going to analyze later, works much better I think if you get them emotionally excited. Get them to feel desire inside themselves for understanding how to analyze and how to test and then you've taken away, you can update them to feel really good and then like I want to know that and then you say well I'm not telling you today, you are going to get that in the next video.

Kevin: Yeah exactly, exactly and you know at the end of the day the thing that you're teaching must be something they really want and I always believe that you should always keep giving away your best stuff, so you know the idea with finding your best, the thing about finding your most profitable idea, well if you don't find your most profitable idea you are going to make a lot of mistakes in the rest of your business, before you even start that mistake process, before even getting involved in potentially making all these risks, you can figure out right away, right now if your idea is good or not. That's what a lot of people starting a business, so for me it's always been that seem to work well so far. So, that's how it kicks off you know you update on landing page for video course you get three videos, you go through it behaviorally based on the engagement of you watching the videos and you do that for three videos and after you do the 3rd video it unlocks the fourth video which is a bonus video, which gives a little bit of content, but ends up being the entire presentation for the course and that is on the sales page.

John McIntyre: Right, so what we do, so just let's take a step back ... so video one which is step one, video two step into step two, video three into step three.

Kevin: Yeah!

John McIntyre: And then at what point do you start selling?

Kevin: Yes so here's what I do. I actually basically add video two, mention that there is this course coming up that I will be telling you about very shortly, but if you would like early bird access, please put in your email address in the form that's just pop below the video and what the form does which is really smart and I didn't realize it before at the beginning when I started this. Something that I introduced later on is

that those people that opted into the early bird access after three or four hours of waiting inside that form, I triggered another email which is a 24 hour early bird window to buy the course, before it actually launches you know in a few days and so I don't tell them when it is going to launch. I just say it's launching in a few days, because obviously they have to watch the third video before it actually launches, but what happens is they get the early bird access if they obtain, they get a twenty four-hour window to buy at a discount of \$50 and they can go ahead and buy the course and I found that 46% here I'm looking at it right now, 46% of people who obtain it on the early bird when I hadn't bought within that twenty four-hour window.

John McIntyre:

Wow! That's pretty amazing.

Kevin:

Yeah, so that's just an interesting idea, because a lot of people think, well let me just set up an early bird list and then I'll put everybody in that list and then when I'm ready to launch on the same day that I launch I'm just going to promote to them. The thing about the early bird is that hey if somebody is actually interested in early bird, the moment they put in their email addresses is when they're actually excited about it, so use that next 24 hours to really give them what they want. Don't make me wait for it, especially if you can do that and of course you can automate all these different things and all of this is automated I don't touch any of it anymore, I haven't for months now and this entire thing still continues to work, so anyway, so what happens is, if they take the early bird route that's what happens if they don't take the early bird route, they watch with video two, the next day they get video 3, if they watch video 3, then they go on to video 4 the next day and if they don't watch video 3 as usually get the reminders to go and watch video 3. So, but after you've watched video 3 you get video 4. Now, video 4 is basically the summary if you like and a couple of extra bits, I think I'm teaching in those videos and then in that video and then I go into talking about the course, the benefits of the course, the modules or however it's set up, the bonus that I've put together, the people that I have interviewed and all those different things and then the price and the guarantee. So, a regular video sales letter if you like, but it's me on screen teaching that and underneath the entire video sales letter is the entire thing written up as it sells the text sells letter, so you got a video on the page underneath it and got the sales letter, they have got the buttons to go ahead and buy. Now, what happens is that moving somebody gets the link to the fourth video which essentially is a sales letter in their email and they click it, it activates a five-day window for that page to be open and after five days the page dissolves or shuts down.

John McIntyre:

How do you actually do that? What software you are using?

Kevin:

That's ...scarcity samurai. There's a tool called scarcity samurai which plugs into Wordpress and it basically set up the different permutations that I want on the page tapping on that. Also do that same thing on the other 24 hour window page which we just mentioned earlier.

John McIntyre:

Right, right, it's a pretty little plug-in.

Kevin:

Yeah, it's basically very individual based you know so if somebody goes, if you go on it now you'll get five days as a window and if I go out in

three days my five days will start then and it will actually expire. Too many people have count downs on their pages and then when the countdown over the page tool is there. That's just not right and you have to have you got a countdown, you got to make sure you take it down. So, anyway what happens is within that five-day window I sent out a series of 8 emails. It's a lot, but I know emails works for me, so I use email very well in that way and in those eight emails essentially I've got you know what is the course, question and answer that people may have asked which I've obviously pre-written and put together you know who are the people that I'm interviewing, so biographies of them. What are the bonuses about and ask me anything type question email as well, which by the way is a really clever idea you know this whole short to sentence email that says hey I'm on ... for 24 hours when I ... this day and if you have any question this is an ask me anything type email if you respond to this email today that I'll shoot back at personal response for you and the number of number of people that use that email and replies in same, so many of those turning to sales just by answering questions that they probably felt they couldn't have emailed other wise and just buy it back one email going out in that sequence. It saves a lot of sales.

John McIntyre: Interesting, so I am curious yet, because in the last week I actually just outsource my inbox. You know I don't know if anyone actually enjoys going to their emails, but I was like wow I could do this year on year, but few ... just delegate my email, so never even have to login and at first just two weeks it's no way, it's impossible, I just I mean I can't do that. That's just not right, it's not everything. I don't know whatever and then I did it. I just go and set down for now and they feel our process and the emails are gone. I'm not responding to, I don't even like into, I don't even log into my email inbox with my business email for a week, it's been wonderful. So, I'm curious here, because in my personal sort of what we're at right now in my own sort of personal journey is very much like an automatic delegated phase when I am trying to figure out ways to like automate every facet of the business, so that then I can free up time to go into other things. So, some of those things to actually make a podcast, but the better reason I mention is this, because you said that and ask me anything you email, do you respond to that email or you have other people to do it.

Kevin: I respond to every email I get from my subscriber, yeah every single I love it. I just love getting to know what people are saying and thinking you know in my database and really understanding get into their minds. I have done this all the time. I just really enjoyed. This idea of outsourcing my email inbox I love it. I don't know if I do it there.

John McIntyre: So you like your emails. You love the emails.

Kevin: There are few types of people that are emailing me. There is generally, well there's three types of: the first one is my clients. I'm always going to respond to them. The second one is the people that are on my database. The fact that have taken the time to do that and read my emails responder and stuff that I'm writing, I respond to them as well and who knows one day they might actually turn into clients and then the third type is the partners you know the people that are interested in teaming up for working together on something or the other and they need my response too. So, the only thing that I would outsource which I had outsourced is my help desk which is really just

refunds or questions or and is really not much of that going on, very little of that, so I guess, I just never been able to do it. I love the idea of it. I just never have been able to do it.

John McIntyre:

Right interesting, there is a way ... which is a little bit tangent, but I think it's I mean ... curious about, this is what I did said I want to go through the email and respond to everything that you can. All the stuff like comments, might be your refund, it might be a question about a product or something like that and so that's stuff just reply to it and then what we'll get, we got a Google ... and one section is you know how just comment or sort of update like use all the emails I applied to and then another section requires John's response and that's just you know you know Kevin said that you know it's ok to reschedule this podcast whatever date and then all our emails usually might say Kevin is to reschedule, because he's had something come up. You know is it okay to book this same on Friday at 9 p.m. or 9 A.M or something like that and so I do lunch time every day about 4 p.m. I log in, open the Google doc, pull up my phone I get a voice recorder and just record my response to that, I just say that I am talking to Kevin that's cool, and it takes me like two seconds to say a response through an email and usually get through the days emails about 10 minutes, like a 10 minute recording, ... the Drop box and send it to her and she goes ... replies through and so far that's great.

Kevin:

Yeah it's also you know it saves like a lot of time if email or something that you know I kind of live in my email. I check it like a few times a day and so yeah hopefully one day will be a better way of managing it, but you know considering the every other part of our businesses automated and email is the only part and I use a sign for my team and those are two things and two apps that I am generally most of the time in and Google Docs for editing and stuff like that, but yeah cool, so you know funnel basically there has an eight day I just take us back to that conversation, so the funnel is basically is eight emails and they are so timed that after the five days ... and closes basically and after it closes this page comes out and redirected to a page that says hey the sales process is over or that the window is over, if you'd like to be notified for when we open in the future, then please put in your email address here and we'll let you know and then what happens after three days those that haven't bought going to activate into an invitation series, so that's the beginning of the second funnel which is a webinar invitation series and then we invite them to register for a webinar and three times to choose it. It's an automated webinar. Webinars recorded that now runs on stuff seminar and there is three times that they can attend. They can either attend at the top of the very next hour. They can attend at 11 a.m. the next day or they can attend at the day after at 7 p.m. This is a generally three rolling times that I have on there and so they can choose to attend any of those times and then you know there's five emails and the invitations series if they subscribe it, if they clicked in and register at any of those then you know they'll stop basically. You don't get all five ... the first one. So, it's very much controlled like that based on their behavior again and then after this is really cool part, after they attend, after they register for the webinar they will get a series of two videos which they should watches as homework if you like to 5 times ... videos that they shouldn't watch and then they come to the webinar, they are primed to watch 60 minutes on you know how to find your very first profitable idea and whole training around that and then they get the pitch again to say that the window is open again for two days, the whole sales windows open and then you know what happens is ... seminar and my usual self campaign speak to each other and if somebody attends the webinar they get a series of emails and here

is the link to go check it out. We are open for 48 hours and you can get it at this very special price and then they get two more videos the day after to say when I shoot very quick link videos, one is to app to give you this added value and the other one is to answer some of these questions that people have been sending me. They can go click on the links, watch the videos me presenting to the camera and hopefully try to close as many sales like I am there and then if they don't attend the webinar they get links to go back and watch the replay. All of that is automated. So, 2 days, another 48 hours window for them to go to that same sales page which unlocks for 48 hours and then closes again. Again all using those tools that I just mentioned and so if you buy it at any time in any of these campaigns, again all this hundred-percent automated, but if you buy any time in any of these campaigns, any moment we talked about, then the campaign stops wherever you are and you now begin to receive the customer only materials, so the members side, the access and that kind of thing.

John McIntyre: Nice, nice, I love it. You have made things pretty awesome, but I love, I like comprehensive this funnel is know you just put few auto responders. It's very heavy on the behavioral aspect.

Kevin: Yeah, I think a lot of people first of all took a huge amount of time to set up. I'm not saying that it's easy to do, but I would say it took about a month, solid month to really get a lot of it down. I was happy with the emails, sitting down and writing a lot of emails. Although, I am use to write an email a day, sit down and write like 20, 30, 40 emails and put it all and go back and review them, but it's paid off. It will always continue to pay off so long as people keep going through the funnel, because it's very well put together if I can say so myself and the stats look good so far, but more importantly the reason I created it is because you know this is why it's such a great idea to put together a funnel like this and anyone else can do it whatever their business is, if you have like a really good service that you sell, that you sell well as your main service there's going to be a lot of people that need a lift up before they can get to that service and this is one of those programs that help people do that. That's why I created it and so if you have, you're selling something that is a far reach first for a lot of people made, because there is clarity whether they need you or they do want that, but they're not yet ready. What is that thing, that they're not yet ready about and that's one of those things that you could have a little lower end, you could automate the year after be involved with the people can go through and still feel happy about working with you. Can be a taste of working with you, but at the same time it can be giving really great value, so that they're ready for what it is that you really want to share with them.

John McIntyre: I like it, very cool man. I mean I guess it depends on the person, what is the best place for some of the stuff. It sounds like to find out if they have a profitable idea.

Kevin: Yeah, a lot of people, the biggest issue with people starting businesses are they ... right idea. In many cases it's also a marketing strategy, right. It's my sales strategy, but way before that is if I got the right idea and so there are the kinds of people that of course helps you know it's tough for everybody, I think that some of the people that are doing exactly you know listening to this for example I probably not, I am going to make the guess if they're not exactly the people that are still looking for an idea. They are now focusing on email marketing. I am building sales funnels and things like that,

because they got their idea, but I'm using that as a case study just to show you that this is how it set up those automated funnel essentially.

John McIntyre: Okay, okay, so if people want to learn. We are running out of time so I have to wrap it up, but if people want to learn more about you or more about this profitable idea, where is the best place for them to do that?

Kevin: Yes sure, so my main service is automated business system. Basically, I work with people who want to take their idea, create the right business strategy, strategy that will get them in a sales funnel and use that they will get them two hundred ... the very first ... Then we do everything to help them build it and we launch it and we grow it with them to that point and I got a book of case studies basically that anybody can go and read and they'll show you real people that have created these businesses and are doing very well with them and you can go to my website which is www.insiderinternetsuccess.com, that I N S I D E R, insiderinternetsuccess.com and click the button on there, that says download the case studies or so me the case studies and you can go ahead and download that book and have read of it and if you like to get in touch or ask me questions then ask me in the comments box you know on your site and John and then you can always get in touch with me on Twitter or social media or through the website.

John McIntyre: Perfect man, awesome, thanks for coming on the show man.

Kevin: Yeah, thanks for having me again.