

Drayton Bird 83rd Event: ToeCracker's Surprise

Speaker 1:

Good morning everybody! Let's get day two kicked off. Did you all have a good night last night?

Speaker 2:

Yes.

Speaker 1:

Anyone hung over today? Again, McNuggets, holy shit.

Well, yeah, we went to dinner for Drayton's birthday, and this thankfully wasn't recorded, there were some stories getting thrown around so it was a fun night.

But before I kick off with Ben, a lot of people ask me about the birthday party tonight, during the morning tea break, when you come back, there'll be a form on your table telling you the exact name of the restaurant and what to put into Uber.

It's about a five to seven minute Uber ride away, so it's going to cost about three bucks maximum, right? And all the details will go through once you've got your phone.

Speaker 1:

And then yeah, hopefully today is just as good for you as yesterday.

And with that said, the man that's going to come on stage next,

Ben Simkin,

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is considered, as I mentioned yesterday, by the Huffington Post as the number one Facebook advertiser in the world, and it's an apt claim because I think he spent at least 1.45 billion or generated about 1.45 billion in sales, and he's part of Facebook's also the VIP team, which is, I don't know how many people is on that but it's probably less the fingers on your hand. So he knows what he's doing, he's got an amazing track record. So please welcome Ben Simkin. And he got suited up.

Ben Simkin:

Thank you.

Speaker 1:

Cheers mate.

Ben Simkin:

Yeah, for you, I dressed up for you.

Speaker 1:

Of course, cheers mate, you look great.

Ben Simkin:

All right, guys, how are we?

Yeah, so I wanted to talk to you about obviously Facebook marketing because this is what I do, I do it for breakfast and lunch and dinner every day and have done for 10 years.

But I wanted to give you a bit of a story of how I got to generating \$2 billion in sales through Facebook ads and becoming late last year inducted into VIP program with Facebook which is in the top 3% of advertisers, but you don't wake up like that.

Ben Simkin:

It's working again, it's awesome, good.

So yeah, to give you a story around how I've got into this because it's interesting how the things that you do don't go in straight lines, it goes quite diagonal.

Well, I got my first computer 23 years ago at the age of 13, my parents didn't have enough money to get me this computer, because they were quite poor, and I've got a second hand computer.

Well, I immediately took to that and started learning computer programming.

By the age of 15 I knew five computer programming languages.

Then I got myself into a bit of trouble.

I've got kicked out of school for computer hacking.

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But I was changing my grades, I was just playing pranks on the teachers, but did really appreciate that.

Ben Simkin:

So I've got kicked out of school for quite a while. Eventually they've let me back in, only for me to leave three months later, because I decided I didn't care about school anymore at the age of 16.

But during that time, there's a reason why I'm telling you this story obviously.

During that time, just after I've got kicked out of school, I've got a call from a company, it was a corporate commercial real estate company, and what had happened ...

You've got to understand this is 23 years ago, so the computers are fairly obscure thing, they still are today, but even more so back then.

I've got a call from this ... Well, my parents have got a call phone rather from a corporate commercial real estate firm. And I was 16, and they had an issue.

Their IT manager had some sort of altercation with the company and locked their whole organisation out of their computer systems to the point where they were just about to go bankrupt because they couldn't get their computers working so they're going to close the doors.

Ben Simkin:

So they called me and over a weekend, I bypassed the systems and gave the company access and I saved that company from

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going under. I think I've got paid about \$2000 which is pretty good for a 16-year-old kid, probably should've charged more, but didn't know any better.

Ben Simkin:

But there was a conversation that was had with the CEO of that company and he said ... he gave me this pep talk about how you should go and start your own company one day and you shouldn't work for other people and things like that.

I guess he saw something.

But that wasn't something that I really wanted to do, not coming from an entrepreneurial family, I don't know how my dad did it, but he was making 300 bucks a week and a family of five.

I don't know how that even works. I don't think I can do that per day.

Ben Simkin:

So that was an idea.

But I didn't act on that till the age of 20, so I was working at a company.

So at the age of 20 I started my own company in computers, sold that around the age of 25 for \$1 million.

Ben Simkin:

And around that time I got a referral for a guy, for a client, he said I want to do this internet marketing stuff, this is 2005, he's like I want to do this internet marketing thing, I've heard it's really good.

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So I was like yeah, okay, I'll do it.

And the idea was I would get the money and find someone to do it, because I had no idea what marketing was, didn't even know what copy was, landing pages, you name it, I didn't know anything about marketing.

Ben Simkin:

And I took the money, charged him \$20,000 something like that.

I've got the money in the bank and then the guy that I had lined up to do the work said I can't do it anymore I've got a job with the government now.

So it was like damn, so what do I do now? I didn't want to give the money back.

So I just started trying to figure it out myself.

Ben Simkin:

And that's what led me down the path of learning the road to Gary Halbert and all the other greats, and obviously pretty much everyone at his room, that speaking, and all of them, and then going back further like Robert Collier and Claude Hopkins and Albert Lasker and John Kennedy and all those guys.

Ben Simkin:

And being a student of the guys, the pioneers, like Gary Halbert and Robert Collier and all those guys was what made me figure out internet marketing, so it was really important to think about we're all in this room to learn from the top copy writers and marketers today,

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and this stuff will apply, had applied 200 years ago, applies today and will apply for a long time, so yeah.

Ben Simkin:

I don't know where I was going with that story, I think I forgot what the end was.

Yeah, okay, so fast-forward 2009 was when Facebook advertising came out, and because I was doing marketing, I was renting lists and mailing out.

By that time, I had figured out what copy writing was obviously, and I was doing mailing lists and doing quite well.

But because I live in Australia, we always run out of names, it's not like you have America, you have millions and millions of names.

I would run out of a list within three months, we'd have to rest it and do it again.

It's quite sporadic, it's quite an issue.

Ben Simkin:

But when Facebook ads was announced in 2009, I was like holy shit, this is going to be the biggest thing ever, because this just means unlimited data and be able to target people day in and day out, so I jumped on it from day one.

This is 10 years ago now.

But there was no support, there was no training, there was no workshops, masterminds, gurus, you name it, there was nothing. So I had to figure it out myself, and spend a lot of money.

Ben Simkin:

I decided this money that I would've spent on education I was just going to spend it on advertising and test things out and try and figure it out.

And then try and codify that, and I did.

So now we're top 2% of Facebook advertisers, VIP, \$2 billion in sales, etc. just from putting in the hard yards.

But I want to share with you today is how to stack the odds in your favor with Facebook.

Ben Simkin:

Who wants to create advertising that you know is going to work without having to waste money, time, and get worried and frustrated and all that?

Cool, awesome, about half of you, good, excellent.

Ben Simkin:

So I'm going to teach you some of the strategy stuff, I'm going to teach some of the business growth hacks about using Facebook creatively.

I would just get the opportunity now to sit back a lot with the company that I've created and think about wacky ideas to tell my marketing team to try, half the time they roll their eyes at me, but they do it anyway.

But we come up with things that are unique and very powerful

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sometimes. And these are some of the things I want to share with you today.

Ben Simkin:

But first, okay, cool, goals, if a guy remembers your birthday, knows what you enjoy, saves your pictures, understands your family and friends, the guy is not your many, this guy's Mark Zuckerberg.

Ben Simkin:

So any here have seen The Great Hack on Netflix? There's some of you.

It's a TV show on Netflix called The Great Hack and they expose some of the stuff about how much Facebook really knows about you, and this is what I want to share with you today, how much they know about you and give you some context, but also show you how to take advantage of that or exploit that.

Ben Simkin:

So Facebook holds 1 million data points about each user. So each person here in the room who has Facebook, holds a million data points about you, about cross-correlating your offline and online behaviour.

Ben Simkin:

How many people here could stand up and tell me one million things about yourself?

I doubt there's anyone here that could, probably you'd struggle to get to 10 or 20.

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So they know a lot more about us than we know about ourselves.

And that's really important for us to understand, because I'm going to show you some stuff that we're going to apply, tactics and stuff to utilise that.

Ben Simkin:

And it's more than just looking at your browser history, that's very one-dimensional.

What Facebook does is it cross-correlates a lot of data points from offline,

online behavior,

things like the properties you rent,

how much you rent them for,

properties you own,

things you buy at the store,

your banking records in some instances.

TV shows you watch, you name it, whatever data that they can get on you, they're getting right now regardless of they're saying in the press right now, they're getting it.

And it's more than just having a list of hey, this guy likes to drink coffee and go to the bar every Friday night.

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It's more than that because it's cross-correlating all of that to profile you into being able to predict exactly what you're going to be doing next.

There was an article that was published and pulled down about four years ago, that Facebook knew if a couple were going to become engaged before either of those two people knew they were going to become engaged.

Ben Simkin:

Facebook went to great lengths to get rid of that article. There's a lot of different examples of that, it's very very mind boggling stuff.

Ben Simkin:

So it's using all of that data to profile you, but like it or not, Facebook can predict what you're likely to buy next.

I like it, obviously. So you imagine that you might want to buy a pair of shoes next week, but you haven't thought about it, you haven't searched, you haven't gone to the Nike store, but it knows that there's a probability percentage that you, based on your profile, behaviour and then comparing with other people, that you are very likely that you're going to buy those pair of shoes. That's pretty cool.

Ben Simkin:

So we want to use that with our Facebook ads.

So it's the artificial intelligence.

So seven years ago, I think it was now, there was all these AI

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engineers at Microsoft and they had come up with some crazy ideas, then they go to their head of department at Microsoft and they would say we want to implement some of this stuff into the products that we sell, and each time, they got shut down, no, we don't want to do that, we want to just keep doing the same stuff.

And Facebook got wind of that and scooped up all of their engineers at the time on AI and brought them over to Facebook.

That's around the time that Pixel was released.

Ben Simkin:

You can look at what people are talking about in social media, and then identify those who are searching for a given product or service.

The problem with that is people who are already actively looking online are not the best potential potential buyers or prospects to sell to.

If you've added that pair of Nike shoes to your cart, it's kind of too late to run an ad, unless you're doing so promotion discount, whatever it is, it's the only way you could try and swing them over to you, because by that time, they're already pretty much going to buy.

Ben Simkin:

But with Facebook, using the AI you can identify a prospect **before** he or she goes out and announces publicly that he or she is looking for a product or service, nuts and bolts, cool.

Ben Simkin:

Okay, so, how many people here are doing Facebook advertising?

Everyone have got that Pixel set up and installed and all that kind of stuff?

So the way that the Facebook Pixel works is I like to think of it as like a sniffer dog that can go out and search for what you want, which is obviously the prospects that are going to buy your product or service, whether it's like you're selling an event, a coaching program or a product or service, we do a lot of different ...

My marketing agency we work with a lot of different companies.

We sell ... Is that not working? A need a new HDMI cable, Facebook.

Ben Simkin:

So we sell a lot of properties and stuff like that which people wouldn't necessarily think that you could sell a lot.

We sold 3290 properties through Facebook advertising just by using this technology, it's pretty cool.

Ben Simkin:

So the way that it works is when you start your ads, it kind of trickles in, right?

Sometimes you don't get any leads, and sometimes you get a few, and it's kind of slow, you don't know what to do and you keep your budget low and then pull the ad because you don't think it's working.

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Well, what you want to do is you want to keep running that and probably even increase the budget initially to be able to generate at least 50 conversions in a single ad set.

So when you've got your campaign structured, you want to have your campaign, ad set, and then multiple ads under one ad set rather than having multiple ad sets because this is the way to train the Pixel in order to find the people that you want.

Ben Simkin:

So you want to be able to generate 50 conversions in a single ad set, in the shortest amount of time possible, so that you can start to profile exactly who it is that you want because it hasn't fully understood at that point exactly what kind of person you want to go after.

Ben Simkin:

It's kind of like a detective doing a police sketch, you start off with the face and you do the eyebrows and it doesn't become clearer until the end of that sketch.

So it's pretty much trying to fill in the blanks to figure out who is more likely to want to click on your ad or buy the product. That's what it's trying to do.

Ben Simkin:

And then Facebook actually released this training in a circle, I think that was four years ago, 2016, that year, and they use the word exploit to talk about how after you get the conversions, you could exploit the market.

I'm pretty sure they want to change that terminology by now

after all the scrutiny, but that's what they did.

Ben Simkin:

So I want to be able to achieve these four things in the mind of my prospect when I'm doing my marketing, first of all I want to make sure that I'm tapping into some desire of the prospect,

can't sell something to someone if they don't want it, so desire's very important.

Ben Simkin:

Eugene Schwartz has got a great quote about how the copy writer's job is not to create demand or desire but to channel that existing desire into your product or service.

I already screwed that quote, sorry Eugene, but that's pretty much the basic idea of that.

Ben Simkin:

A lot of people ask what's the difference between trust and credibility, trust is more likely how you feel, the rapport, the emotion, the connection, the bond that you have with someone, so being able to generate trust in terms of that good feeling.

Ben Simkin:

You ever had someone you meet, it didn't seem quite right, but you didn't know why, that's pretty much the opposite of trust.

Ben Simkin:

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Credibility is the logical part of credibility, being able to prove that you can deliver on your promise, that you are a legitimate expert or you're able to deliver exactly what you're saying, you can do in your marketing.

Ben Simkin:

And value is demonstrating that what you're asking for in terms of the price is less than the value that you're providing. So this is the structure that I use and my team use to create Facebook campaign and obviously any other kind of campaign we do.

Ben Simkin:

Who's the guy on the left, anyone?

Speaker 2:

Rockefeller. Rockefeller?

Ben Simkin:

Yeah. John D. Rockefeller.

So I was mentored by Jay Abraham in my 20s, and he's a story about John D. Rockefeller and this guy who went to John Rockefeller and said ... everyone knows who Rockefeller is here, yeah?

Cool awesome. Some guy.

Ben Simkin:

So someone went to Rockefeller and he said I want to you invest, I want you to give me a \$1 million, and John Rockefeller said no,

I won't do that, I'll do something even better than that.

What I'll do is I'll take you down to Wall Street and I'll put my arm around you and we'll walk up and down the floor a few times, and after that, you'll have as much money as you want.

So they did that, and people come running wanting to invest with this guy, wanted to give him money.

Ben Simkin:

So the idea of that is that you want to leverage that, you want to know how you can have other people sing your praises, because it's more valuable than you saying how good you are.

And that's the idea and concept behind the credibility factor, things like testimonials and things.

Ben Simkin:

Well, here's 42 points of credibility you can use, and I'll give you 30 seconds to write them down.

Or I can send them to you or put them up in the group or whatever.

But there's 42 different ways that you can use to demonstrate credibility and you don't have to use all 42, you could use four or

five different ones.

Things like comparison, scientific studies, unique mechanisms, before and afters, clients list, awards won, testimonial, celebrity endorsement, all these different things I can post these up in the group that's okay. Oh, yeah.

Ben Simkin:

So there's these ways that we want to incorporate that in our marketing.

I do a lot of testing on different things that people wouldn't otherwise even bother testing with, for example, I've tested marketing that's had different amounts of testimonials.

I've tested with one, two, three, four and more testimonials in marketing, and for some reason, people still question credibility of the company when there's one or two testimonials, but when there's three, it tips them over some credibility edge.

It's really crazy that one extra testimonial would improve conversions dramatically.

Ben Simkin:

And then there's a point where there's too many and becomes ineffective as well.

So there's a lot of little things like that.

I've got a program on landing page design and there's little things you can do to improve your credibility and trust factors with things like margin sizes and colours and things like that, very little subtle things that will improve conversions dramatically as well.

Speaker 2:

Have you got some sort of proof? If you know what I'm saying?

In the UK, where people can post interviews of their experience of this service provider company, something like that?

Ben Simkin:

What kind of site is it?

Speaker 2:

It's a site ... I suppose, so then when a client have been deceived, you can ask them to post a review and that sort of stuff.

Ben Simkin:

Yeah, so something like TripAdvisor or some sort of like review site, you can have a lot, is it hundreds or thousands or?

Speaker 2:

Presently at the moment, we've got something like 78 reviews on-

Ben Simkin:

Yeah, that's good. Yeah, that's good. So depending on the context as well. So you I want to talk to things like landing pages and we test conversions on every micro in our business, like emails and proposals we send out, we test and split-test a lot of that.

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We even split-tested for four years, we have a 13 page sales script for one of our products, we split tested line by line.

So we had a line for each sentence that the sales person would say, we would have a frowny face, a smiley face and a neutral face, and the sales person had to tick off what response they got from saying that sentence.

And then we redevelop the script based on that data.

So we're probably a bit crazy like that, or nerdy or whatever you want to call it.

But with the TripAdvisor stuff, it's based on context, so that would be fine to have hundreds or even thousands depending on the business and the site.

So that probably would be right.

Ben Simkin:

Interestingly, people take more notice when you have a lot of five star reviews but then you have a couple of bad ones or a few bad ones, but you don't want to put bad ones on your own page.

So yeah, it's one of those things.

Ben Simkin:

So some of the stuff that we do here is we ... what I've seen a lot of marketing guys do is do a lot video ads to build audiences and then run offers to them.

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Does anyone do that?

So you're running a video advertisement, you're getting video views and you're building an audience and then you're going to run offers.

So a few people here are nodding there.

Ben Simkin:

I do the opposite.

So I'll run an offer to the market and then I'll go back and remarket to them with credibility elements such as video testimonials and my features and things like Forbes Magazine and things like that.

Ben Simkin:

So I have a few here, we generated \$300 million in sales for this client through Facebook and other platforms.

So we've got a video, if you can't see it, to the back, video testimonial of him explaining how we did that.

Ben Simkin:

This guy here joined my program, the mastermind, and generated 3000% ROI on his Facebook ads in the first week.

So it's another video.

And then I've got like 26 proof points, but this is just three of them.

And article here in Forbes Magazine about Facebook. So we're

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running, I think I've got ... yeah, here it is here.

So this is one of the funnels just to give an illustrated view of what I'm doing is I've got a squeeze page or landing page where you download an ebook and it goes to another page where they get to book in a call with one of my sales team.

But during that time between them opting in and getting on the phone which could be two, three, four, five days, but they've got to follow it up and book it in, they've seen at least three, four, five, or up to 26 elements to reassure them of our expertise and results.

Ben Simkin:

So by the time they get on the call, it's a very different conversation.

We don't have to talk about what we've done, what we do, we're just talking about can we help and if so, how do we help you.

That conversation is very different. Can you see how your sales conversation would be different.

If you've done all this prep work before hand. Yeah? No one wants to be sold, but everyone wants to buy. I don't know who said that, I can claim it maybe, no, I just got it from Google or something.

Ben Simkin:

Facebook ads, strict, tactical stuff that I want to share with you that you can implement.

So to give you a background, I've got invited to an event this year as an attendee.

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It was called the Digital Marketers Australia Conference. And there's about 500 people there.

Ben Simkin:

And you could get a sponsorship, it was about \$25,000 to sponsor the event so you can get your name and brand out there.

I did really want to do that. So what I did was ... it was at the Melbourne Convention Centre, so I dropped ... in my Facebook ads, I dropped a pin on the Melbourne Convention Centre, and excluded everything around there, so I was really pin-pointing exactly to target everyone who was walking in that Melbourne Convention Centre for those three days at that event and I ran ads to it.

My credibility ads.

Ben Simkin:

And as a result ... I don't think I've got those results here, no, I don't. Okay. So as a result, we got a couple of clients and an employee as well.

So it was very good time. It cost me ... I don't have the results here. It cost me something like 80 bucks to do that.

So that was very good compared to the 25 grand I could've shelled out for that.

Ben Simkin:

So that's a really cool strategy, and you start to think about how you can implement that in other contexts.

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So one of the things that I wanted to do was I realised that with my interest targeting on Facebook, I can target for my marketing agency through business interest like people who reads Forbes Magazine, so on and so forth.

I thought I knew I wasn't getting every business owner because not every business owner is following those interests. So my goal was to target business owners with high net worth for our marketing agency, people who were running \$100-\$500 million companies.

Ben Simkin:

So again, another testimonial there.

So my very first client actually from 14 years ago, still my client now, Canterbury, so I took them from \$13 to \$150 million without me even knowing what I was doing.

And now they're doing \$180 million a year through Facebook ads, it's very very cool.

Ben Simkin:

So at this place here, you would have no idea what the hell this is because you're not from Sydney.

And this is a restaurant where all the celebrities go to and all the billionaires of Australia, basically the richest people in Australia go to this place.

It's called Machiavelli in Sydney.

So I dropped a pin right on this restaurant, so you can see here,

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and within a week actually I signed a very big client, and he didn't even know what I was doing, like he didn't know that I dropped a pin on that place, he thought he discovered me.

Ben Simkin:

So the idea is like people don't want to be sold but they want to buy.

He thought he found me.

I dropped a pin where he was eating, all right? So then I went further and I thought well, what else can I do? This is the Sydney Polo Club. So I dropped a pin on these guys, these guys have money, if you have horses, you have to have some money, you've got to keep feeding them otherwise they'll die.

Ben Simkin:

So I dropped a pin on that and did a whole bunch of other things as well where all the high end hotels.

This is the hotel where Kim Kardashian stayed in Melbourne. She might be my new client soon, who knows?

If I keep advertising there. So all the high end +5000 a night hotels, and went even further than that.

Ben Simkin:

And as a result, we generated a lot ... well, not a lot, a number of high net worth clients, but they're worth a lot of money.

Some of the clients that we have are paying up to \$1 million a year just in retainer, so it would be worth it for me just getting

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one of these guys even at half the price, so very cool, very cheap as well, you don't have to spend a lot of money, you can spend \$20-\$30 a day, and get some really good results.

Ben Simkin:

All right, so that got us some really great leads and clients.

They didn't know how we did this, in their mind, they discovered us.

And a lot of people think Facebook is only to get customers and sales, but it can be useful in a lot of other things.

Ben Simkin:

So we want to keep growing our team at my agency called BusinessNet, and I've found it really hard to get great staff from using these job websites where you post jobs up and you get applicants, you get 300 applicants and they're all rubbish, garbage.

Ben Simkin:

So the goal was to get quicker, cheaper, better way to recruit staff using Facebook ads.

So we creating these Facebook funnels where we're recruiting people. This is one of our sales team roles for salespeople.

Ben Simkin:

So we build a funnel, and what we do to fill in some questions, they get sent to an auto responder sequence where they have to

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reply, they would get a question asked that's moderately difficult to answer, and if they reply to that, they go to the second round where they have to answer a longer question, which takes a bit more time.

Ben Simkin:

And by that time, it filters those people out into a shortlist. So anyone who's applying but doesn't get through those two rounds, I don't even know who their names are, I just have to interview a small amount of people.

Ben Simkin:

So this one here got 25 applicants, 3 of them got through the shortlist, and I hired one of them, and it cost me 235 bucks to do that.

And my salespeople, bench-markers, each salesperson I employ generates \$1 million in sales for us a year, so it's quite good our way, our average obviously.

Ben Simkin:

Because we did this for ourselves, multiple times we taught this to our mastermind group.

So I ran a mastermind in Australia and we have US people in as well. And every time me or any of the other members comes up with something cool that works, we just share the whole strategy out of funnels, the ads, the whole thing to the whole group.

So we have like 100 people just sharing really cool stuff with each other all the time.

Ben Simkin:

So I shared this thing, once I've figured out that worked, there's a lot of things I do that just do not work at all. And I didn't share those.

But this worked so I thought I'd just throw this in the group and show them how I did it.

Ben Simkin:

So one of our members runs a recruitment business. I don't know what the recruitment business is like in America, but this girl makes 60 to 20 grand for each job that she fills, and she wants to fill these jobs quickly obviously.

So he ran this ad, this is one of them, Charles K. Center coordinator, Sydney.

And this is a bit tricky because they had to have a degree, they had to have experience, salespeople, they don't have to have any experience for my salespeople, I can teach them.

But these, they have to have a college degree, they have to have all kinds of things.

Ben Simkin:

So what we did was we generated 20 applicants for 665 bucks.

So we filled this first job for her in six days and she made \$16,000 from spending \$665.48.

So we kept doing that over and over again for her. I think we've done 7 or 8 so far in the last ...

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This is June, where are we at now? August. Yeah, so the last three months, we've done a lot of them.

Ben Simkin:

That's very, very cool.

I wouldn't have even thought about this application of strategy.

I was just trying to solve a problem, I was just trying to solve that how do I employ more people quicker.

My constraint in my business is trying to hire staff as quickly as I can. And that was a really big issue, and that really hinders my growth if I can't have enough people working for us.

Ben Simkin:

That's what I was trying to do.

But this just opened up something that I wouldn't even thought was possible.

So you think about some of this stuff, people are like how does this apply to me, but when you start to think about that, you'll come up with other applications for the same strategy.

Does that make sense? Think about that.

Ben Simkin:

Okay, one more thing. This is something that we tried and works in some instances.

So I'm going to share with you the strategy that you should try with your Facebook ads and it may either get you worse results or

better results. But the only way to find out is to do it.

Ben Simkin:

So a lot of people are doing marketing on Facebook where you're targeting specific interests, if you're going after, say for example, when we were doing a client for kitchen renovations that run up to \$300,000 in kitchen reno's, we are targeting females who have recently bought a new house between specific ages to generate leads for a kitchen company.

This is very very specific.

I'm doing business, I'm targeting people who are interested in business, obviously and so on and so forth.

Ben Simkin:

And then you have all these interest targets, right?

People can you relate to that, yeah?

So what we did was we ... because of AI, the AI actually regressed a little bit in the last months I found that AI has regressed a little bit, it's kind of screwy a bit right now.

But we have some new strategies to fix that.

We had to come up with new strategies, otherwise, I'd be living in a caravan trailer.

So on me, the work of how to fix that. Then we actually cracked the code again on that.

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But regardless, what you want to is try a campaign where you're just doing the city or the country, the general age, and pretty much what we call broad targeting where we're not doing any targeting at all.

Ben Simkin:

And what we found sometimes is that will produce a far better result than when you're doing you're interest targeting because Facebook can predict what you're going to buy, right?

So the way that works is when you run your ads and you go through that process, Facebook comes up with an automatic list of say 100,000 people in your market ranked from highest probability to lowest probability likely to buy from you, to buy your product, etc. and then it will start showing that ad to that list of, say, 100,000 based on the probability factor.

That's the ad costs go up over time, because the probability goes down on that list.

Ben Simkin:

But when you're doing targeting, you're limiting that list, so you might have 100,000 in your market, but only 30,000 of those people have that interest target that you've specifically got on your ad. So then it's cutting that prospect list down.

Ben Simkin:

So try and open that up, and that can get you a wider audience, more leads as well. It might be more expensive, might be cheaper. The only way to know is to do it. This is one of those things that could go either way, so don't blame me if it doesn't work.

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Ben Simkin:

But yeah, we've found it works in some instances, I don't know, if it's 50%, I have no idea how many times it works and it doesn't work. I didn't look at that before I did this presentation. So that works.

Ben Simkin:

The other thing that I kind of do is there's a lot of little things that make a big difference. We optimize our own volume of leads not on cost. So I don't care if I'm paying 50 bucks on a campaign that's getting me 100 leads a week or 10 bucks that's only getting me 5 leads a week, because my multiple of sales is higher on the higher volume of leads. I can make more money on 100 leads than I can on 10 leads. You can save money on things like paper clips and stationary, but you don't want to save money on advertising in general because you want to get high volume, right?

Ben Simkin:

So that's another little thing is I wouldn't mind if I ran this campaign generated twice as many leads at double the cost as long as you have good lifetime value obviously. Cool.

Ben Simkin:

So yeah, so I run this program called the Mastermind. And it's really different than anything that I've seen out there, and it really wasn't my idea, so I can't take much credit. I had a conversation with Bryan Kurtz five years ago, and he said you got to create some sort of group in Australia that you can be around people at your level or people that want to get to your level and people who are pushing the envelop and people that are helping each other, because being an entrepreneur is a very lonely career and up until that point I was just doing things on my own.

Ben Simkin:

This program was actually just built for me to be around business owners, and then it turned into something much greater and now we have people in the US as well. So I created this program where we're all sharing things like this on a daily basis, people are always sharing things in our Facebook group, and then we

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bring in experts. I've had the privilege of having Bond speak in my masterminds five times actually and Bryan and Sherren. And it's really strange thing that when people come into this, I don't know how it happened, but this is culture where the speakers that come in are sharing things they've never shared with other people, I think it's because it's a close-knit group and people are more comfortable sharing things.

Ben Simkin:

I have marketing agencies in this group that always share everything about how I grew my marketing agency. So it's really an abundance mindset.

Ben Simkin:

So I have this program, and we also have a series of trainings in there that we have put together based on a lot it is to do with how I'm doing the trainings for my employees to grow my company and then we share them in the mastermind. So Facebook ads for example, that's just one other things that we're doing to generate leads.

Ben Simkin:

And then some of the things here that we share case studies and break downs of how we're doing seven and eight figure Facebook ad campaigns, templates that we use in our agency for our clients that you can get access to and all these things.

Ben Simkin:

I did a training on a landing page design optimization, so little things that you can do to double conversion rate. So little things like how you do the margins on the page, make a big difference.

Ben Simkin:

We also have sales training in this program on how to sell on the front. So we have programs in here on how to sell programs on the phone, how to sell services and products, and sell scripts that we have from our company. So we created training in our company that trains our salespeople that we put into the mastermind group.

Ben Simkin:

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The other things that we're doing here is we have ... this is this old stuff that we've developed inside the company to grow. Things like capital allocation theory, opportunity evaluator. The opportunity evaluator is this things that we go through in our company every month to identify opportunities and how to cease them and how to grow the company, how to deploy new products and new services. We just launched a new company into the US doing public relations for the medical professional. So there's little opportunities that we stumble upon then we figure out whether or not we should pursue it, and if we do, how do we do that. So we've developed blueprints for that.

Ben Simkin:

Systems, obviously how to have systems and operations in the company, finances, how to attract and retain A players, team members. So that was one of the strategies that I shared with you, how do we get A players? How do you go from having to siphon out 300 shitty applicants to be able to create an automatic shortlist and then how do you go through the interview process.

Ben Simkin:

How to sell your business for the highest exit valuation. I sold my first business for \$1 million. I had no idea what the fuck I was doing, and since then, obviously I figured out some stuff. I know a little bit more about stuff now 15 years on. And so some of the things that we do, I never shared this with anyone before actually, is we have a side company where we grow marketing, boutique marketing, digital marketing agencies, and we grow them to 20 clients. And we sell those companies off at \$200-\$300,000 each every two years and we have multiple ones going at any one time. So recycling through, we're going these little simple marketing agencies where we get 20 clients, and there's a market for people who want to quit their job and make \$200,000 a year, and they would buy those companies. It's one of those little things that we're doing. So how do you set them up from the ground up so you can sell them for the highest exist valuation.

Ben Simkin:

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So six reasons to join the mastermind, world class content, team of high level mentors, we have seven mentors in the group that all have multiple seven and eight figure businesses. These guys are in the group every day, helping everyone. These are not business coaches. I'm definitely not a business coach, as you can probably tell, I'm not great at speaking either, but I'm pretty good at Facebook ads, I'm pretty good at growing companies, seeing opportunities, selling companies, and that kind of thing.

Ben Simkin:

I have a lot of technical knowledge from being in the industry for 17 years, that I can share with you, and make it really simple. It doesn't have to be complication.

Ben Simkin:

So we do weekly online mastermind workshops as well. So we don't do the group Q&A calls, we do a workshop where we can jump in to Facebook Ad Manager, we can jump in and I recently jumped into strategy for a mastermind member that wanted to sell their company, so I mapped out the whole thing for her on strategy and she went and sold her company.

Ben Simkin:

So then more like workshops rather than just throwing questions and answers around. So I think there's more value in that interactivity. Those calls go for as long as they need to, whether it's an hour or three hours where we can answer as many people as we need to. And we do events every three months as well. We've had the pleasure of a few people, speakers who come and speak at our events. It's very cool.

Ben Simkin:

Yeah, so that's the mastermind program, I think I really screwed that pitch up. The content was good, right? At the start. Right.