

Speaker 1:

The next speaker is a long time friend of mine, Matt Bacak.

Up until a few days ago, we almost looked alike if anybody saw the picture. I had so much facial hair. But Matt is absolutely a master at email marketing and lead generation through email and split test at least 8000 emails so far that I'm aware of.

So this guy pretty much knows everything to do with email marketing.

He's bloody good and I'll leave the rest up to Matt.

Matt Bacak:

All right. So I'm going to be probably a little different than some of these guys that have been up here.

Maybe because I'm a marketer. I sit behind my computer and don't really talk to people. Just make a shit ton of money.

So anyway, I'm going to tell you guys how I generate 10978 new leads a day.

Based on your feedback yesterday when you guys were going around the room, I think this can apply for everybody. I don't care if you're selling mattresses.

I don't care what you're selling. This can work for everybody. I'm going to go over three different strategies just so you guys share from there.

Matt Bacak:

Drayton Bird 83rd Event: ToeCracker's Surprise

Before I do, these are my brass balls. I have these on my desk all the time. I tried to fly these to... I didn't want to fly them here because I tried one time in London and then I got stuck at security and they asked me why I had such big brass balls. Trying to explain that is a hard thing to do. Because I had them in my backpack.

That was a stupid idea. But the reason I bring this up is I bring mastermind... I have people in there making millions upon millions of dollars in my mastermind.

In my mastermind, people pay 20 to \$50000 to sit around the table. When we're in that room, I bring out the brass balls for two reasons.

One because the goal is people say,

"Here's what I need help with," and they also share.

So when people are sharing, the goal is to win the brass balls of some cool ass thing they're going to share.

So my goal is to win the brass balls from you.

Matt Bacak:

But also, I bring it out for people because... And that's why they're on my desk, because there's moments in time, I don't care how much success you have, sometimes you just got to grab your brass balls, throw them on the table, and make shit happen.

So that's what they're also there for in my office and for people that need to pull out the brass balls. Just so anybody knows, I mean, I tell this all the time, ladies have them too. They're just not down here. They're up here. They're bigger than ours.

Matt Bacak:

This is one of the guys in my mastermind that came in in my mastermind.

It's kind of weird because when we sit around, we have a conference table, and we sit around the conference table. You say,

"Here's what I need help with," or,

"Here's a really cool thing that's happening. Here's what I need help with."

He stands there and he just kept on raising his hand. I'm like,

"What the hell are you raising your hand for?"

He goes,

"I want to ask you guys a question."

To everybody sitting around there, not everybody's in there making millions of dollars. He just asks the question. He goes,

"How many of you guys in sitting around are the first to go to the back of the room or learn to be first?"

We're like,

"What the hell are you asking this for?"

Matt Bacak:

So he went around the room. We discovered that everybody had the same common characteristic. They're always the first or learn

Drayton Bird 83rd Event: ToeCracker's Surprise

to be first. So interesting enough, I go to my mastermind, and this is my mastermind group. I don't know if you guys know some of these guys.

There's Ryan Deiss. There's Russell Brunson. This was last year. There's Bill Glazer. There's me.

There's Clate Mask of Infusion Software. You guys probably recognize some of these other people. So we're at the mastermind. I lean over to Deiss. I'm like,

"Deiss, I had this guy that came to my mastermind. He asked this question. Are you first or learn to be first?"

Deiss goes,

"Don't you remember when I was in college and I," we both graduated the same time. He goes,

"We'd sit in events and we're always first to go to the back of the room."

Then I lean over to Russell and Russell goes, he goes, "Don't you remember? I used to go buy all of yours and Ryan's stuff."

I'm like,

"Oh yeah."

Matt Bacak:

So it's interesting. It's a very big common characteristic of a lot of people. I don't know why I put this here.

I was a Golden Glove champ. That's why you probably saw me throwing little punches in the corner.

But I guess I wanted to show you I once was skinny. So I did have a small ass and I was a lot smaller back then. But I was pretty good. I was running 33 in the nation in the United States in fighting.

Matt Bacak:

But I recently sold my house. If anybody's following me online, I've been around for a while. This is where I used to live. Actually, Trevor's stayed at my house.

We actually moved to a golf cart community. So I live in a crazy awesome neighbourhood in the United States outside of Atlanta.

I'll take you guys there real... But I did it to create more stories with my kids. One thing you'll know, the more success you have... I had all the material stuff. I had the planes. I had the pilots.

I've had all that stuff. Flying back and forth. I decided,

"You know what? I don't need this anymore. I don't need the material stuff. I want to create experiences and stories with my kids."

Matt Bacak:

This is my kids' high school parking lot. So in the United States, you have elementary school, middle school, and high school.

Then you go off to university or college. This is our high school parking lot. So we drive golf carts.

There's 30000 golf carts that... There's 30000 that live where we are. There's 10000 golf carts that we drive around. We go out to eat. My wife and I go on dates together on a golf cart.

We go shopping in golf carts. We drive everywhere.

People walk their dogs with a golf cart. They're so fucking lazy.

It's awesome. This is me taking my kids to school in the golf cart.

One of the things I was talking about this, so we moved down.

Matt Bacak:

One of my goals, and just to set this out there, one of my goals is to take my kids to every single state in the United States because most Americans don't really travel.

I travel all over the world. But they don't get to travel. So my goal is doing that.

So that's what we do. But the goal is every single state we hit, we have to create an experience. So it doesn't count unless we do it.

So we just started. I was flying back and I came up with the idea of just taking my kids around the continental United States before they graduated high school.

It was a cool quest. We just did one not too long ago from here. I'll show you the real cool one of... Of course, we hit all these different places. My kids never knew what one of these were. So my daughter was like,

"Oh my God, this is crazy!"

So we, of course, had to buy stuff. This was in Toledo, just so you know. That was a Toledo picture. We took them around and stuff like that.

Matt Bacak:

Drayton Bird 83rd Event: ToeCracker's Surprise

We just basically go different places. I will tell you, just one thing, I'll just tell you, if you guys ever go to America and you want a great experience, let me tell you the favourite one of my kids' and we'll move on to the good stuff.

But this one right here is fucking the most amazing one that we did. It's dog sledding. It's a charity that saves dog sledding dogs because once the dog sledding dogs, they can't run anymore, you can't give them to people for pets because they want to run. So this was a great place.

It's in New Hampshire. I don't have the picture of it, but I'll just tell you. It's in New Hampshire. Just look up dog sledding in New Hampshire.

If you ever go to America, skip out and go over there and do this. It is an experience of a lifetime.

My kids cannot stop talking about this one experience. So it was fun.

Matt Bacak:

But on the weekends, I go out to my land in the country. So I live in Atlanta during the week and then the weekends...

I buy a lot of land. One of the things I do is I buy a lot of land. I take the money I make online and I take it offline.

I buy a lot of assets. So this is more for me because I'm still nervous.

I go out here to get grounded. So I have about 290 acres. For you guys, that is 210 football fields. We would call it soccer fields, but football fields. So that'd be 210 football fields, which we have right now.

We're growing even more. But we have five waterfalls, eight caves.

This is one of my waterfalls. This is my other waterfalls. This is my rock. This is where I grab my cellphone and I send a lot of emails and make a shit ton of money from that rock right there. In fact, I paid for everything because I was sitting on that rock sending emails.

Matt Bacak:

This is me. I just wanted to show you that what I'm wearing today is what I wear all the time. That's me on my rock. That's the neighbours. Well, somebody way off's dog.

But I just want to say this because the difference between me and a lot of people, and I only... I ran out of paper. These are split test. Each one of these is one, two, three, four... This is eight split tests on each page.

I've done over 8000 email split test rounds. I ran out of paper printing this off. I do five radically in variations every single day. I'm testing to see which one gives me the best results. So I test.

Matt Bacak:

My point being is instead of me deciding on what I want to wear every day, I make decisions on data. I'm always looking at data.

I'm paying attention to data. Everything I'm about to share with you, I don't pull it out of my ass. I don't pull it out of my head.

I'm pulling it out of my data. Data is my religion. So just so you know, what I'm going to tell you is not like,

"Hey, here's a great idea I had."

No, this is my data fucking said this. This is it. If I argue with you, I will argue hard with data. I will not get in a fight if I don't have the data to back it up.

So from there. I mean, I ran out of paper when I was printing off my split tests.

Matt Bacak:

So just to prove to you, on those two trips, we always take pictures because everybody... But I'm just going to let you know, I do really wear this every single day.

That's the first trip I showed you, the Boston trip, and this was the other trip. This was in Minnesota trip. Same thing.

Then in fact, here's on the way here. This is my back on the way here to come to you guys on there.

Now, just to be clear, just to share with you, just here's how you say my name. It's Bacak.

I'm from Portland, Ohio. My wife Stephanie, you want to raise your hand really quick? That's my wife. She's in the back of the room. She came with me. I now live in Peachtree City.

Matt Bacak:

I went to Pelham High School. I graduated with a marketing degree at the University of North Alabama.

When I graduated from college, they asked me if I wanted a B.A., a Bachelor's of Administration or a Bachelor's of Science.

They asked me that. I said,

"B.A. or B.S.? I want the B.S. degree."

So the whole thing is bullshit.

I really do believe after going out in life and actually doing stuff, everything they taught me just drove me nuts because it's stuff that they just regurgitated from books.

It wasn't from the true experience.

Matt Bacak:

Anyway, but one of my guys who I grew up with... I come from a small steel working town in Youngstown, Ohio. My dad worked in the steel mill.

My grandfather worked in the steel mill.

My dad'd come home bleeding hands every day.

So I'm not born with a silver spoon in my mouth. But I bring that up because one of my buddies that was in the same town, he asked me, he said,

"How do you figure out how to make millions before you turn 30?"

I said,

"I went to people making millions and I learned from them, just how I hired someone to work with my oldest daughter to prepare for the LSAT."

Matt Bacak:

Drayton Bird 83rd Event: ToeCracker's Surprise

My oldest daughter is now 21. Off and got a full ride, which in America is a little bit expensive, full ride to law school in Boston, which was one of the top 26 law schools in the United States.

In fact, my son, I could hire a pro baseball player to work with my son before his game, just like I hired a world champion to work with me on my new hobby.

Just like my wife and I flew out to somebody for her business.

Now she's making sales like crazy. In fact, we sold that company. Now she's got another company that's doing really well.

Matt Bacak:

But he replied to me, he said,

"I don't have money to hire people like that."

My reply to him was,

"If you really want something, you'll do whatever it takes to make it happen. That's how things are."

I said to him,

"In fact, when I was dead broke in my early 20s, I flew across the country, got a rental car,"

and I don't know if you guys have ever done that where...

Like in America, credit cards are really big, and there we can do this thing called swipe and pray. You swipe the card and pray to God it fucking works.

So I was doing the swipe and pray back then. So when I did, I went and got... My last dime, I got on a plane.

Then I had to swipe and pray when I landed and I got a rental car. Then I went to the hotel, did the swipe and pray and it didn't work.

Matt Bacak:

So I stayed outside these multimillion dollar, millionaire's place in San Francisco and I just sat out there in my car. I slept all night and I got woken up by lights because their lights came in. I walked out and I said,

"Hey, I'm here to learn from you."

They had no idea I was showing up.

"I'm here to learn from you. I want to understand this. I'm going to clean your whole entire office for you. I don't have money. I'll clean your whole entire money. I'll do whatever it takes. I just want to learn."

So I cleaned the first two floors and they finally said,

"Matt, stop. Come in my office. I'll give you 30 minutes."

So I got 30 minutes. That one decision changed my whole entire life.

Matt Bacak:

There's two things I learned at that moment. The one thing is this, is

money in motion creates more money

and money in motion creates more money.

This is a big thing.

I was talking to somebody that's big into advertising.

We know that. We put money in.

I mean, money in motion, it creates more money. *So we keep on moving money.*

The other thing is action takers are rewarded. If I did not show up, you would never have been able to be able to make the decisions I make today.

Matt Bacak:

So why should you listen to me when it comes to email marketing? Just to share.

First of all, I've been marketing online since 1997.

I've been email marketing since 1999.

I put out my first opt-in page in 2001 before they called it, what the fuck they call them today, lead magnets.

So opt-in page is 2001.

I made my first million from email marketing in 2003.

I wrote a book called the Ultimate Lead Generation Plan.

That's not one of those bullshit bestsellers. Number one when I launched my book was Amazon, I mean, was Harry Potter. We knocked Harry Potter down off Amazon.

I mean, it hit a bestseller from that. But we did it because I had everybody mail to the page to lift it up and make sales. We sold

15000 copies in a day, which is not like people buying three copies and all of a sudden you're a bestseller.

Matt Bacak:

So I sent over a billion emails the last 18 years.

I split test every single day.

In fact, I've done over 8000 email split test rounds. I buy up to a \$250000 of solo ads.

I'm going to get into this a little bit of I'm going to go over three different ways that I acquire, that I get subscribers. So I'm going to go through it.

All strategies work today. One or two strategies, when you're listening to that section, I just want to say listen through your own company ears. One might apply to your company, one might not apply to your company.

But I guarantee you one of them will apply to everybody's company.

Matt Bacak:

So from there, and I want to go over three different things.

That means I pay people to email their list to mail my stuff. My list grew up to about 10978 leads a day.

Then because of all this, I'm self-sufficient.

Means I don't fucking need anybody. I don't need to go anywhere. I don't need JVs. I don't need to do anything.

I just choose to do it because I like to.

So might have the list building club. We have 19000 amazing members.

Matt Bacak:

Then I also have the most affiliates signed up for a JV Giveaway.

For some of you guys and for marketers, I'm just going to tell you this real cool concept and it still works today.

Is I got a bunch of people that hand me free gifts, free bonuses, free downloads, free software.

They gave free reports. We all put them on one page. We all mail to that page. I had people generating hundreds of thousands of subscribers in one day.

That's a JV Giveaway. In fact, I brought in 2656 people on one JV Giveaway, which is the record on the internet from what I understand.

Nobody's beat that.

Matt Bacak:

In fact, if you guys have ever heard of ClickBank?

There's a lot of heads moving yes. Well, I hold the highest gravity record on ClickBank.

There's only four people in the world that have over 1000 gravity.

Gravity basically means that, let's just use this, there's four people here. So everybody on this table and me, we're all mailing, we get your product. So we sign up for your product to

mail.

He mails, you mail, you sell 100, you sell 1000, you sell 10000, you sell 11000, I sell one.

Well, that's five gravity points for you if they do it in a seven day period.

So that means that five people actually sold your product in the seven day period. There's the best way to look at that.

Matt Bacak:

Well, I had 2086 people sell my product on that.

That means what happened is I had 7751 affiliates come together to promote my product and within seven days, 2086 of those emailed out the list and made money, which is pretty damn good.

In fact, we made millions upon millions of dollars, actually \$3.7 million in one day on a \$37 product.

So just so you guys know, just on this one launch. So from there.

But between all my companies in the last 18 years, I've been in multiple niches. I buy and sell companies now.

I build them up and sell them. So we've generated over \$100 million alone just through email.

So that's where I'm going to come from the place, and my passion, that's why I'm here, is help people like you make more money from email. So we're going to get into that.

Matt Bacak:

Here's why my company's focused on this.

I want to share this because it's really important. I'm going to stop in here and give us some teaching.

But I don't know if you guys know this, next year, over 3 billion people will be using email. That's almost half the world's population.

Email makes money.

For every dollar that I invest in email, I get about \$38 back.

That's why I get so excited to talk about email. I mean, the return investment for me is huge.

Not only that, email drives customer acquisition and retention. Also, Facebook, everybody talks about Facebook and it's great.

I'm going to tell you this, people go to Facebook to like things. People go to email to buy things.

Matt Bacak:

Realise email is transactional. Transactions happen over email, from there.

But when you're looking for the most direct way to interact with your audience, it's best to turn to email. According, of course, to research, people are twice as likely to sign up for your email list than they are to interact with you on Facebook.

But social media and all that stuff shouldn't be ignored.

However, if you take email versus social media and SEO, you're going to find the conversion rates are two times higher. I mean, are two times higher from there. In fact, customers who rely on

making decisions based upon emails to make the more informed decisions.

Personalised emails, this is important to realise. We send a lot of personalised emails in my office.

Personalised emails receive transaction rates that are six times higher than any others. Personalised emails, six times higher than any others.

Matt Bacak:

Now, this is an important one to really realise before we start digging in is the fact that people who purchase products through email spend 138% more than those who don't receive email offers.

138% more.

Now, this one right there, I'm going to stop on and I'm actually going to grab a pen and I'm going to start drawing some stuff out to you because I'm going to build off this as we go.

Because this is one of the most, I think, is really important slide.

Welcome emails are incredibly effective. In fact, 320% more revenue is attributed to the welcome message more than any other promotional email that you're going to send out.

Matt Bacak:

Now, let's draw this out and let me just draw it out for you guys a little bit here and is this.

So I'm going to draw an opt-in page real quick. An opt-in page.

So here's an opt-in page. Now, that first email that you're

sending out, this one right here, and all my data specifically says this one has the highest open rate.

The welcome message, the first message you send out, is the message that's going to have the highest open rates, is the message that's going to have the highest click through rates than anything else.

Here is why.

This is so important to put inside your head to understand why this is true.

Matt Bacak:

First of all, think about this. This is a triggered message.

When somebody triggers this message, it means they opt-in.

They trigger this. They're going to look for this. A triggered message.

I'll give you another point, another thing to think about. Triggered messages are so important. People don't realise this.

Everybody starts focusing on the auto responder series. I mean, who cares?

Yes, it's good. But the number one message, the first message that comes out is the number one most important message.

320% more revenue is attributed to them on a per email basis than anything else.

Now, so what most people do and what most people teach you is that what you want to do is... You have a headline, let's call it widget X. So hey, sign up to get widget X. It could be a report. It

could be a strategy session. It could be whatever the heck you want it to be. You go there. You put your information in. Then you send them an email. Most people will be like,

"Oh, here's the thing that I promised you."

That's good. If you don't do that, you're a dick.

Matt Bacak:

But the point is is that you're missing out on 320% more revenue.

So how many people here buy from Amazon? Okay. Cool.

So you guys all get this. For those of you who don't buy from Amazon, I want to say this.

So when you go to Amazon and you go do a search for whatever you're going to buy, underneath whatever you're looking for to say people who purchase this?

Yes. I believe I have not met anybody, and I've been around a lot of people, even... I mean, I was flown up.

I have an office up in New York and I was over at the guy, the founder of Priceline's office, and he was like,

"Oh my God, I never met anybody that split tests as much as you."

I was working with his team. It was awesome.

Matt Bacak:

But the point is that I have never met anybody that actually is split tests as much as me. I'm starting to meet some people now.

But I haven't met anybody that split tests as much as me as an individual. But I've met companies.

The one company that has is Amazon. They split test more than me. So I pay attention to me that split test more than me or companies that split test more than me.

When you go there, the reason I want to bring that up, because here's how to take advantage of this specific thing right here.

If you have an opt-in page or you have something where it's getting triggered, somebody's signing up, somebody's triggering it.

The email goes out to them, especially the welcome message. This is an easy way to just instantly make this work. Just add a freaking P.S.

Your P.S. says this,

"People who download this also purchase this. Link to buy."

Steal a page out of Amazon's book. It works like a fucking charm.

Just going to tell that's going to increase 320% more revenue just by doing that alone.

Matt Bacak:

So think about this. I'm also going to tell you these are triggered messages and once you get your head around this, for some of you guys that have stuff, I want you to think,

"Triggered messages. What are triggered messages?"

Order receipts.

What is another triggered message?

Password resets.

What are another triggered message?

Those are triggered messages. Those are the opportunities.

The highest, biggest email opportunities that you have.

Think about from this perspective. As most people, when they think about sending emails out, they're broadcasting out to people.

We have to get their attention. We have to do things to get their attention. That's why I split test like a mad man.

Matt Bacak:

However, when somebody triggers it, they chose to give you their attention. We already have their attention. Attention is the key.

We all know that. They said it five times this weekend. So this is the moment in time that will make you so much fucking money.

Like seriously, this right here. Just implement it when you get back from there. 320% more revenue's attributed to them on a per email basis than any other message that's out there. Now, from here. So let's go in.

Matt Bacak:

So email marketing also is the greatest driver of customer retention. But the bottom line is this, email marketing is a revenue engine you simply can't ignore. You simply can't ignore at all.

I make millions from it. In fact, one of my companies did \$20 million in one year just from email marketing.

Not in the IM niche, digital marketing niche. My friends make millions from it.

I have agency buddies now, which is kind of cool. What they're doing is they're actually managing, and some of you guys, copywriters, might think about this, this is a whole business opportunity for you, is this.

What they're doing is they're managing people's email lists instead of handling their freaking Facebook accounts and their Twitter accounts and their social media shit.

Because they log in and all of a sudden, their accounts get banned and all this other stuff's happening that they don't have control. They're like,

"You know what? I can control emails. So I'll go ahead and I'll actually manage their emails for them. Send emails on their behalf and then I'll get 10, 20, 30% of the profits."

Matt Bacak:

So people are doing that right now. It's a huge trend.

If Digital Marketing did not get bought out, did not get... I don't know if you guys know, but at TNC, they were going to announce this whole topic.

It changed because of the new buyout. So Deiss and I were talking about it the other day. Just to let you guys know. But one of the guys that graduated from my email marketing specialist program at the EBC Institute, he said, and he heard me say this when I was in Dublin, and he goes,

"Holy crap. I have an agency."

He turned his local agency a wild profit of one and he started going out there. He said,

"I'll manage your email lists for you."

He did this to local businesses. He said,

"I'll do it for you, but I'm going to charge you 1000 to \$2000 a month."

Well, these are all in euros, but, I mean, their's are euros. Like thousands a month.

Matt Bacak:

He ended up picking 20 clients in 30 days just by going out to them, like,

"Hey, I'll manage your email address. I'll generate leads for you and then I'll start doing that \$2000 a month."

People starting wiring him freaking money all day long to do that. But big companies are looking for people to specialise that, especially all over the place now.

I mean, you can see right here, these are American places where to get people. But email marketing specialists right here. People are paying freaking 51 to \$86000 just to find people, even up to \$118000 just for people to manage their email lists and mail out.

Matt Bacak:

All right. So before we start going in, I want you guys to write these down if you guys could. Don't take pictures. Seriously, don't

take pictures. That's the fucking laziest thing I ever seen in my life.

No, and I'm being serious because when you write shit down, it goes in your subconscious and I want it in your subconscious. So seriously, just write these down.

This is golden key number one. This is two, this is three, this is four. Write these down just so you have the 11 golden keys and write them down.

Matt Bacak:

I will tell you and I'll challenge you to... Actually, if Fury was here, Matt Fury is a good friend of mine, and if Matt Fury was here, he would challenge you to do it a little differently.

When you're writing it down, if you write down like box...

Watch my hand. I want you guys to see this too. Box of profits. Profits.

Now, while I'm writing it down like this, I'm getting blocked. It's stopping me. But if you write it down, what we would call cursive in the United States, I write it down like this. I'm in a flow state.

Matt Bacak:

If you could write in that way, but if you write it in cursive, if you remember how to do that, do it that way because it'll actually...

It'll be more a flow.

When you write it like this, it stops you.

That's why I was writing all of my notes yesterday in cursive because it puts me in a flow and it puts me in a good state of

creativity.

Also, if you want to get really good, you can actually just do it backwards like Matt taught me. Then write things backwards in mirror.

But whatever. Have fun. But at least write it down. All right.

Matt Bacak:

So these are the 11 golden keys. Before we get into list building, I really got to make sure you understand these.

The one you most understand the most is the first one. We'll get into that in a second.

But these are things you must not know. These are the things you must master.

Because the little things win big games. It's amazing. You got these guys telling you the same thing yesterday. I'm like,

"Oh my God, I didn't even put this in my presentation. It was already there."

Little things win big games, just like little tweaks and little gold nuggets you're going to gain from this. So just little tweaks.

Millionaire email marketers win email marketing because they do these little things better than everybody else.

Point blank period.

Matt Bacak:

So we're going to go into this. I don't know if you guys know this guy, Chris Winters. He's a friend of mine. He's actually a client of mine too.

But he said, this was when I was in Ireland, he said,

"Last time I saw Matt speak, one of his golden nuggets made me \$350 thousand. Three weeks later, the same technique made me another \$200 thousand over the last 45 days. Pay attention folks."

Then he said this, he said,

"Action takers are rewarded."

I never told him that, but that's the exact line from there. This guy, one of his revenue streams is like \$6 million just for doing freaking webinars and he has all these other things going on.

It's awesome. So what I want to do is go over number one.

Matt Bacak:

I got to lay this foundation because it's not right for me to tell you anything else unless you understand this. All right?

So this is called the box of profits. Let me draw it out for you and share with you the box. Because once you understand this, this makes me millions of dollars.

This is the formula. I have formulas that I use.

This formula right here, all you got to understand this formula. This is worth millions of dollars. Let me show you what it is. I call it the box.

Matt Bacak:

So it comes down to three letters.

The three letters in the box are this. S plus C plus E equals money.

This right here is the ultimate formula. This is the formula.

If you want to win at email marketing, you got to master this formula. I'll tell you what these all mean here in a second.

But I want to put a box around this. I know everybody tells you to think outside the box and this, you stay inside the freaking box.

The reason why so many people fail is because they do this. They get outside the box and they chase squirrels.

All these things are squirrels. One thing I learned as a squirrel... Do you guys have squirrels? Did I say that right? Okay.

Fucking somebody say the squirrel. Yeah. So chipmunks, squirrel, whatever the name of them are. But the point is one thing I learned about squirrels is they're faster than you.

So don't chase them. Stay inside the box. Stay here.

Matt Bacak:

The reason is because in my office, if we're in my office right now, I have that formula in front of me there.

I have the formula in front of me here. I have the formula behind me. I don't have it over here because I got windows that look

outside.

But this formula, I stare at all the time.

This is what I look at from an email marketing perspective because I'm always looking at how can I increase the S?

How can I increase the C?

How can I increase the E?

How can I increase the S and C?

How can I increase the C and E?

How can I increase the S, C, and E?

Because at the end of the day, it's going to make me more money. I'll tell you what they are in a second. But this all goes in this direction.

Matt Bacak:

What S stands for, and just for the sake of it, it's subs.

Subscribers.

Emails. I'm just going to put sub.

C stands for clicks.

E stands for something. I'll put it there in a second. But S, C, and E.

This right here is the number one most important equation when it comes to email marketing.

This right here is the number one most important metric when it comes to email marketing and it's EPC.

Earnings per click. We got to be able to determine what that number is because we got to have a metric that we're managing.

This is the metric I manage from my emails. That means that I take the amount of... you basically look at how many clicks I send divided by how much money I make.

I'll show you the formula. But anyway, this EPC is earnings per click. This is the metric that I focus on when it comes to email. I focus on all these things. How can I increase these things?

Matt Bacak:

But here is the thing. I can just increase clicks, not increase this, and I could still make more money.

I can increase this, not increase anything else, and I can still make more money. I'm always thinking about this equation.

I stay inside the box. How can I get more subscribers?

How can I get more clicks?

How can you get higher EPCs?

In fact, we made a switch in one of my companies because I was selling lower ticket products.

We were averaging, let's say, \$1, \$1.50 a click when you average it out over a year.

I was like,

"Fuck this."

So we moved to webinars and we went to \$14 EPC. So we went from \$1 to \$14 per click.

I mean, that changes the bottom line at the end of the day, especially when you're sending thousands of clicks. So this is the important equation.

Matt Bacak:

I want to tell you another thing too. Not to hurt any feelings because we had some conversations about this over the last couple days, couple of us, is this.

Notice on here it does not say opens. I want to say something and I want to... Just hear me out on this.

Opens are for egos.

Opens are a vanity number. It is not a fucking metric we get a shit about.

There is no direct correlation between opens and conversions. No direct correlation.

You think about this, I mean, if you say... But there is no direct correlations.

It's clicks and conversions, yes. But opens and conversions, no.

So you want to pay close attention. Most of the time, my lower open rate subject lines are the ones that are going to make me the most money.

I've got 8000 email split tests to prove it. So there is a random chance that sometimes it happens. Because when you're talking to your perfect customer, if you send it...

Matt Bacak:

Okay, let me give you an example. There is one and I'm not going to bash a friend of mine, but I am going to bash him right now, but without saying his name.

So somebody will tell you the best subject line you could ever use is dude.

Well, if you send out an email to your list saying dude, you're going to get a lot of pissed off women. You're going to get a lot of people saying,

"Hey, I'm not from the '60s."

If you send that out, you're going to get a lot of opens. Here's my real point. You're going to get a lot of opens, and that is true.

But are they converting? The answer from all my tests is no. Opens do not... it does not equal the amount of cash that I get.

Matt Bacak:

Another subject line people will tell you is hey. There's a lot of people like,

"Hey, use hey."

Hey, yes. You're going to get tons of opens. It's a vanity number.

Who gives a shit? I got tons of opens. Something you can tell everybody about, but whenever I hear that, I think to myself,

"Fuck, you don't know anything. Whatever you're saying, I'm not listening to anything else if you really are paying attention to that number."

The only people that should really care about opens are ISPs.

We're business owners. We care about making money.

We don't give a shit about the vanity numbers that care about the ISPs. We want to look at our bank account and our bank account does not... My bank account and all the data says that opens do not dictate that.

This is where it's at. It's focused on subs, clicks, EPC from here. So that's the box of profits. Just to share with you in this equation.

Matt Bacak:

Now, what I'm going to do is... Here's a quick and dirty formula to come up with EPCs. There's no calculus involved.

Basically you take the total money that you earned. You divide it by your clicks.

You can do this with webinars too, is how many people you're driving to your webinar registration. We're not looking at registrations.

You can follow EPR on registrations. But if you're driving it to something, whether it's an application, you're sending people to strategy session, all the clicks you send to the strategy session, you're looking at how much money you made off of mailing to that strategy session from those forms.

You divide it all up from there. When you're selling products, it's easy to get that number. Sometimes you got to go back on your data to figure out your true EPCs on it. But you take the total money you earned, you divide it by your amount of clicks you sent to earn that money.

That gets you your earnings per click. That's the managing number on email from here.

Matt Bacak:

So before I go into how I do that, I'll just show you a quick spreadsheet that I use. Okay. So what I want to show you just real quick is this is how I look at things. I just want to let you guys get a feel of things. I used a couple different numbers on here.

This is actually 4.06 is what this is supposed to be. The reason I use the... Well, right here is EPC. That's a dollar EPC. The reason I use a dollar EPC is if you're selling anything and you want to attract affiliates, then you need to have at least a dollar EPC. The higher, the better.

Lower than that, you're never going to get anybody to promote you.

If you are selling anybody's stuff and it's below a dollar, run from it. If it's above a dollar on anything, your own stuff, you want to make sure it's way above a dollar.

That's why I put that there as the minimum I'd ever go after.

Matt Bacak:

The reason I put click through rate of 4.06, if we took every market, every niche, every industry in the whole entire world, we would find that the average click through rate is 4.06.

That's why that number is there. One thing to think about...

Because here is how many subscribers, we're going to talk about that in a second. Here's the click through rate, here is the EPC,

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here is the payout, this is actually per mailing. But right here, you look across, you'll see how much I would make.

If my EPCs are here, I would make \$4 and whatever. I would make \$4.06. Over here, I would make income \$24.36 if I mailed on that with 100 subscribers. Down to 1000 subscribers, you'll see this. This is 10000 subscribers.

Matt Bacak:

But here's one thing people don't realise.

One of the easiest ways based upon this formula, one of the easiest ways to make more money is increase your frequency.

Just change your frequency.

Right here I've got three mailings a week for two weeks. I mean, fuck.

The fastest way to make more money... I mail twice a day. I mean, if Matt Fury was here, he'd tell you he'll mail it twice a day.

Actually, I email twice a day and people don't know I email twice a day because what I do, because I'm always staring at that, what I do is I mail in the morning. I split test.

How I do it. I split test. Then I email my winner out to everybody.

Then after I mail my winner out to everybody, then I mail my unopens at night.

The people that weren't up. Then that just doubles my clicks every single day. So I double my clicks. I'm mailing quote-unquote "kind of twice." But I'm doing that.

Matt Bacak:

So I'm always thinking about different things I could do to make it happen.

So now let's change it to five times a week for 50 weeks. Look at the difference.

Just by changing frequency. How much more money?

I could make \$1 million just by doing that.

That's just changing it.

Now, I'm always focusing on those. So first of all, these numbers are too fucking low for me.

So I mean, I would slit my throat if that's all I made anyway.

Clicks are the currency of email marketing. They're the currency I pay attention to. So I'm going to just change that to 17 just based on that.

Look at if I did that every single time. He's an anomaly. But the point is even if I did that... But even if I cut that in half, I go from there down to, let's just say I go to eight. Look at the difference.

I mean, how much more money can I make just by focusing and tweaking on those things? That's all I really want you guys to understand what this whole thing is there. Small tweaks, small changes, win big games.

Matt Bacak:

I've heard them say yesterday. I've heard like five guys say the same thing. Small tweaks, small changes, win big games.

Well, they didn't say those exact words, but they said those words. So I wanted you guys to see that from a thing.

This is what I look at all the time. How can I freaking increase it?

I'm always staring at those things in my office every single day.

What can I do to make these things happen from here?
Everything that I make always goes back to EPC.

I mean, I do have EPR, but I also have EPC. I want to know what that is there because clicks are currency. It is pure money to me. The more clicks I can get, the more money I can make.

Matt Bacak:

So now let's dive into the S. Let's dive into getting subscribers.

I want you to understand this because this is the foundation I want you to understand.

Just like I said, all those golden keys are really important because all those golden keys focus on how do we increase the clicks?
How do we increase the EPC?

Those are things that to do from here. But this is where I'm going, is I'm diving into the S. So let's dive into the S.

Matt Bacak:

Now, I used to do solo ads.

Before I get into this, I'm going to tell you, when I made my first million online through online marketing, I used a strategy.

I'm going to tell you three. All of these strategies still work today, which is awesome. The first one that I'm going to share, before I get into this, is called... The first one is CPM. Now, this is a

strategy.

This could work for everybody. Well, let me just say this.

If there's a magazine on your topic, so if you're in a market, if you're in a niche where there's a magazine on the topic, and you could find magazines on...

- just google them and find them.

There's a magazine on the topic, then you can play this game I'm about to share with you.

Matt Bacak:

So when I first started, the way it worked was this. Let's say, I'll just use Caleb, I'm going to pick on Caleb, so Caleb has a list.

So I said,

"Caleb, can you mail your list?"

He'll go,

"Okay, I charge CPM."

I'm like,

"Okay, what do you charge for CPM?"

He'll go,

"I charge \$10 CPM."

I was like,

"How many people do you have?"

And I know he's got bigger than this, but I'm just doing it from my own head, he'll say,

"I got 10000 people."

I'm like,

"Okay, 10000 people."

CPM is cost per 1000. I'll say,

"Okay, 10000 people at \$10 CPM. I'm going to give you \$1000 and you're going to mail your list."

I keep all the proceeds. I give him what we call a creative. I give him a creative email. He's going to push send to his list. I pay him \$1000, he push sends, I keep everything. He's not tracking anything. That's how things work.

Matt Bacak:

Now, you can do that same strategy and it's with magazines.

If I was online, I'm not going to go online or anything now, but if I was online right now, you can go to different places.

One I buy a lot of CPM from is Newsmax.

Yeah, Newsmax. You got to look on there.

They manage a lot of lists. They charge on a CPM basis. Most magazines on the topic do.

Entrepreneur Magazine, I buy from. I buy from all the different places.

But when you go there, if you go to a magazine, I'm just going to have to tell you guys this, it's not in my powerpoint, when you go to a magazine, there's tons of magazines, and when you go to a magazine, usually down on the bottom, they're going to have a thing that says advertise.

Matt Bacak:

When you click on advertise, open that up. You're going to find a thing called a media kit.

Look for the media kit. Once you find the media kit, what you're looking for is they'll tell you there's you can buy to go in their magazine.

But what you do is you can buy to be going out to their email newsletter.

That's what you want to do. That's what I do. So I always contact them.

Now, if any of you guys have been direct mail people, you do understand that they're going to give you rate card. It's all bullshit. Just tell them you're a direct response marketer. Just say,

"Hey, look, I'm a direct response marketer. I'm going to test this out. If this works, I'll do it again. You'll give the best prices."

Also look for remnant space with them. They still talk in the direct mail world, so say,

"Hey, look. Do you have any openings?"

Matt Bacak:

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At Newsmax, the mailing, they'll mail 1.2 million people that are very hyper responsive, wealthy people in America and give you an example.

Now, to mail with them is \$50 thousand a drop to that drop. But I can get remnant space if I have money on hand, instantly send them a creative if on remnant space for \$10000. So I can get that drop for \$10000. I just say,

"Hey, hit me up. Whenever you got an opening, just let me know. I'll wire you the money immediately and I'll give you the creative instantly. Just drop it."

So I'll make tons of money off what they would call remnant space.

Matt Bacak:

In CPM markets, you can go out to magazines. You can go out to people that have magazines, find their thing, go find their media kit, talk to the person, negotiate them.

Remember, tell them.

They're used to dealing with people with big budgets and companies that don't give a shit about the money and they got to spend their money.

You tell them,

"Hey, I'm a direct response marketer. We're a small firm; however, we will throw as much money as we can at it if it works. So if you can give me the best rate right now for this test."

When you're mailing with them, I will tell you, the minimum test that I typically do would be 10000.

That's like minimum minimum. I like to go at 100000 at least whenever they're dropping. But yeah, the 1000000, I want 100000 if they have a 1000000 list.

Whatever it is, the minimum I'd ever buy from them is 100000 drop to test it out, see if it works.

Matt Bacak:

So you can find magazines on the topic. It's called CPM.

Over there, they would call it a creative and over there, they would usually call it a dedicated mailing. So they're going to dedicatedly mail to their list for you.

That's the terminology in the CPM world if there's a magazine on the topic.

However, the market started maturing. We still have magazines even though... and they still sell.

So this is still out there. I still play this game. But what happened was the market started maturing and as the market started maturing over the years, that's how I made my first million actually, just so you know, and I still make millions from it, but the point is the market started maturing and as the market matured, people started understanding the value of EPC.

As people started to understand the value of EPC and that clicks are currency, things started changing and people said,

"You know what? I'm not going to do it on a CPM basis how many thousands of subscribers they have.

I'm going to do it on click basis. How many clicks can I send."

Matt Bacak:

So all of a sudden, this new world came up and they called it the solo ad world. So I started buying solo ads.

I buy up to \$250000 a month of these things. So the next thing that moved into is this. Number two is cost per click. So basic, you can buy on a CPC basis, cost per click. How many clicks are you get from here?

They call them solo ads.

Over here, they call it dedicated mailing. Same thing.

Over here, they call it dedicated mailing, over here they call it a solo ad.

Over here, they call it a creative, over here they call it a swipe email.

Same thing.

Just different terminology when you're playing different games.

Same exact thing. It's an email.

You're giving out an email to send out to your list and you want to make sure when you send out an email to your list that the email that you're sending out, to me, always goes to my opt-in page.

Matt Bacak:

Now, the cool thing is when you're buying, and I'll just tell you this one thing, I'm going to get into this, but you want to make sure you drop pixels on this page so every click you actually get, now you can re-market to all of them.

So when you're buying these, you're also building that audience. But I'm building lists and audiences at the same time, but I'm not going to get into the audience side of things from here.

So basically I'm driving them.

CPC.

Let me just share with you. So basically when I place an ad, you leverage somebody's list. Same thing I just said.

A large email list from there. So when I place a solo ad, you have an option to buy how many clicks. So people now don't say,

"Here's how many subscribers I have,

here's how much I'm charging.

Here's how many clicks I can send,

here's how much I'm charging."

Matt Bacak:

So what I do and I'm going to get you in my head, and this is why people will tell you, if you go google, like,

"Oh my God, solo ads don't work."

Because they're fucking idiots is the reason and they don't test.

Most people don't understand how shit works. Most people don't test and they don't give it enough time.

There's a lot of reasons why people are fucking idiots. But anyway. But the point is, on a CPM, whenever I buy starting on a CPC basis, the minimal I'll ever buy, and I usually start off to try to get as low... all the way down to 100. If I can get at least 100 clicks when I'm buying at first before I play with anybody, that's what I want.

100's a good enough number for me to determine am I going to play with them again?

Matt Bacak:

Let me walk you through exactly how I do my buys.

So I want to go for 100. Some people won't have 100.

Some people will have 500.

Some people will be the lowest will be 1000.

Some people, the lowest might be more than that. But I want the minimum to be 100.

No lower than 100 because lower than 100 is too small of a dataset for me to make a decision upon.

I've got to be able to make a decision. At least 100.

If I don't have 100, I can't make a decision.

So the data is useless to me. So whenever I buy, on my first buy, and this is a typical buy, when I go out to solo ad providers, I buy

100 clicks.

So I'm going to drive 100 clicks to my opt-in page. Now, I want to be clear and we want to look at this. This is where the idiot marketers make mistakes.

So what they'll do is they'll buy 100 clicks and I'm looking for one thing. I listen to the flow of the traffic.

Matt Bacak:

So as I buy the clicks, I have to go to the page.

I'm looking for about a 30% conversion rate.

That's what I'm looking for in my opt-in page. If I'm not getting a 30% conversion rate from them, then I'm moving off.

So my standard is, what I go for, is the 30% conversion rate. Now, I want to be clear.

If I buy 100 and I have a 30% conversion rate, then I got 30 people getting my welcome message or landing on the next page too.

But is that enough data for me to make a decision if that worked?

No. Thank you.

I think you guys are fucking smart. But thank you.

Because every guy goes,

"Oh my God. It didn't fucking work because nobody bought on my freaking PS."

Like you had 30 fucking people. That's not a big enough dataset.

All we did was we proved this. Buy one. When I buy one, I go small. Is it actually converting here?

I care about the flow of the traffic. Then I'll worry about this next.

Matt Bacak:

So buy one. When it converts the way I want it, then I buy again.

On buy two, what I'll do is I'll typically go back. I'll buy 1000 clicks.

Now I buy 1000 clicks on buy two.

Honestly, my assistant does these first two. I come in at buy three. So it doesn't matter who the hell does this. You can have somebody else from...

You can find somebody on Elance or whatever the hell you call... Upwork now.

You can find somebody to do it for you. But anyway. But I buy 1000 clicks.

Now once I buy 1000 clicks, if I still keep the same rate at 30%, that means I should have 300 people.

That is a big enough dataset for me to say,

"Hey, this shit's working."

Buy one is just my jab. I mean, I still think in boxing. So buy one's just my jab. Buy two is I'm coming in like,

"Oh, my jab actually fucking landed. Now I'm getting read for the right."

Because I'm going to come back in on the third thing.

So buy one is just I'm just feeling them out. Buy two, I'm still feeling them out. This is good.

Matt Bacak:

When I buy 1000 and it has a 30% conversion rate and I have the numbers... Now, there's three types of marketers that play at this game.

Three types of marketers.

I'm going to warn you guys about this. The reason I fucking crush everybody is because I'm the third type of marketer.

There's three types of marketers. Marketer number one. I buy and I want to double my money instantly.

I pay \$100 and I want to make \$300 on that thing. Great. Go fucking have fun. I'll beat you every time. There's a second guy that say,

"You know what? For every \$1 I spend, I want that \$1 back immediately."

Fuck you. I'll crush you too.

Me?

I will buy and I'm willing to wait and net 30.

I'm willing to wait. I'll let my data sit.

I'm willing to wait 30 days.

I'm willing to throw as much money as I can and for 30 days and wait for 30 days and play. I will crush it because I'm able to collect more money, be able to look at the true value of everybody and say,

"Hey, this is good. I'm going to go back again."

Matt Bacak:

When I go and buy on one, then I go back to buy two. Then that's when I come in the picture because this is what my team does.

So they'll go in and do it. Then I was like,

"Hey, this is Matt."

Because I don't want them to do anything special because it's me anyway. Some people in the market might know me. So I come in. I was like,

"Hey, this is Matt. I just want to let you know my assistant bought two things for me. You passed two of our tests. I'm coming in for the third test. How much traffic can you send me? How much clicks can you get me?"

They'll say,

"Oh, I can send you 10000 clicks."

Okay.

"If I buy 10000 clicks today, when should I buy again? When will you have enough replacement of these clicks because I want unique clicks. I don't want the same clicks coming back in. When will I be able to do it?"

Matt Bacak:

Basically I want to know how much you're refreshing your lists. They'll come back and they'll say,

"Well..."

Most of them will be honest when they know that I'm going to play big. I'll say,

"Because I want to put you on a monthly buy."

So I'll usually put them on a spreadsheet and do a monthly buy on somebody. I'll at least do 10000. 10000 buys is usually what I'm looking for.

So then I'll buy 10000 and now I'm getting 3000 people just by doing that a month on those buys and I'll consistently buy on the solo ad side of things. All right? That's kind of how my mind works.

Matt Bacak:

Now, let me tell you one thing that's really important on this. This is where you're going to flip the hat.

This is where the internet marketers really fuck up. Well, usually I buy 100 clicks... Usually it's a night on the town. I can figure out and then 30, \$50 a lot of times is solo ad providers.

The solo ad provider is going to ask me for two things. They're

going to ask me for the URL. I'm going to give them my opt-in page. Then I'm also going to give them email swipe. Very, very, very, very, very, very important.

This is where most digital marketers fuck up. I mean, I'm telling the smartest ones.

Matt Bacak:

I'll just use one and he won't mind.

We call him Old Man Casey. Sean Casey used to be my neighbour in my old neighbourhood.

I lived there with him for like 12 years. We always talk. he was buying solo ads. I was buying solo ads. No, he bought a solo ad for me actually, that's what it was, when I was selling them. I said,

"Do you want me to write the email or do you want to write the email?"

He goes,

"I'll write it."

So he wrote the email as if he's an affiliate marketer. As an affiliate marketer, when you write emails, you write emails to get as many clicks as you possibly can.

I'm sitting here like,

"Aha, cha ching."

Because as a seller, as a solo ad provider, I want to get as many clicks as I can as fast as I can so I can get that money.

Matt Bacak:

But as a buyer, you want to change the way that you write the message. When they ask you for the email and the solo ad provider says,

"Do you want me to write the email or do you want you to write the email?"

You always write the email. Do not let them do it. Because what they're going to do is, remember this, they get paid per click. They're going to write the email and say,

"Hey, I got this great shit on the next page. Hurry up, click here 100 times."

I'm making a joke, but,

"Click here 100 times. Hurry up! Do it now!"

Boom. Nothing. People are going to click.

People are going to go to the page. You're going to be wasting a lot of money because they're sending a bunch of tire kickers, plate lickens, freebie seekers. Just anybody that's just willing to click.

Don't do that.

Matt Bacak:

What I do is you want to be as transparent... So when you're a buyer and you're giving them an email, be as transparent as you humanly possibly can.

When I say transparent is you say,

"Hey, free report X." But tell them this. Say,

"Hey," and be transparent, say,

"In order to get free report X, I want you to go to this page, click on this link, go to this page, and on this page, you're going to have to put your name and email address in."

Just be transparent. Say,

"I want to put your name and email address in. In fact, after you do that, you're going to get an email. In that email's going to be the link for you to do that."

Matt Bacak:

Make it so that they know what the expectation's of what's going to happen.

Know that they got to do something. It isn't just clicking a link to get it.

The more transparent you are, the better quality click you're going to get, the better quality person.

In fact, when you do that, you're framing your actual OTO or your link and you're going to make more money from that. Does that make sense?

Matt Bacak:

So do that. So we have the marketer hat on, but when we have to turn it around and we got to say,

"We're a buyer. We want to disqualify people. We want to get the best people. We don't want plate lickers, tire kickers. We want the best people we possibly can get. We want to determine them."

So we make that provider that we're giving our money to, we make them freaking work for that click.

Now, when we're buying on CPM, this is on a CPC specific thing that I just told you, on a CPM, we want to get as many clicks as we can. It's a different game because we're not paying per click.

But when we're paying per click, we make the person that we're buying the click from work for that click. Does that make sense?

Matt Bacak:

Okay. So on here. Now, I'm just going to tell you, I don't know if you guys don't know about Swipe-Worthy, but I'm going to tell you Swipe-Worthy, or is it...

Yeah, Swiped, S-W-I-P-E-D.co is my best friend.

For me, and I don't know about you guys, but for me, I like to get channel, I guess is the best way.

I'm not big into this hacking stuff and all that stuff. But I'm big into channeling.

I like to look over things that work and that are proven to work. Look at that and kind of channel it. So I look at that and get some ideas. Then I'll go and write. Without even looking at it, I'll

go back and do stuff. But I want to start from something that's working.

Matt Bacak:

This is a great place. This is Ryan Deiss's Squeeze page that's converting at 60%. Just to share with you.

It's a great place. It is swipe.co.

If you're not using it, I'll tell you, that's my best friend from there to get a good start on creating a good opt-in page that's going to get high conversions.

I showed you 30%. This one's doing 60% from here. So you want to make sure that the URL goes to the actual opt-in page where it collects the leads and then also gives...

You give the solo ad provider the email and he or she will broadcast out to their list. Then they're going to drive it to your page. Then from there, you're going to start collecting leads from this. This works like crazy.

Matt Bacak:

This is what I did in one day for a lot of people. I used to buy for people. I don't buy anymore.

I got 31000 subscribers for somebody in one day. 1000, 2000, 20000, 5000 in one day doing it.

So realise I'm dropping \$250000 a month on this and I started thinking about it, like

"What's..."

Drayton Bird 83rd Event: ToeCracker's Surprise

I've been in this game for a long time. Now, you got to realise, playing this game, there's some sharks in the water, right? I mean, that's why I had to come up with the way I told you is I buy 100, I move to 1000.

From 1000, I go through. There's a lot of sharks in the water.

Matt Bacak:

So that's kind of how I had to come up with this. I was like,

"You know what? I just wish instead of me paying,"

and I looked at over the years and I started thinking over the years. I was like,

"Holy crap."

It started off with CPM. Then it moved to CPC. Then it moved. I'm like,

"There's got to be a different way than the way that I'm playing it. There's got to be a better way."

Then I can get a guaranteed subscriber. So number three, I'll share with you, is CPS. Cost per subscriber.

Matt Bacak:

Cost per subscriber means instead of me... Some people might call it CPA, but this is...

I'm paying per subscriber, so I'm calling the action of subscribe. But cost per subscriber, instead of me paying per 1000 on somebody's list, instead of me paying per click that they can send me, I was like,

"I would just rather guaranteed subscriber. If somebody could drive traffic to my page and I'm paying per subscriber, that's better. I don't have to play these damn games. Then I could just manage the quality and start looking at different numbers."

So I started thinking about it. I was thinking how much money I would save if I figured it out and I did come to a conclusion.

Matt Bacak:

I'll tell you. I found a place. Now, this will work pretty much for everybody. So some of these, I might decide... that you might be like,

"Hey, this might not be perfect for mine."

This one, I don't care if you're even selling... I think you guys were doing construction or something. Something in that area in wherever you... Wyoming.

Okay. But my point is I don't care where anybody's at.

Somebody's selling mats. Everybody in this room, this will work for. I'm going to tell you the place that I found.

So anyway, it still works today. Everything I tell you, I do every single one.

The CPM, the CPC. But now, I also do this. This is how I'm really generating tons of leads every single day. You guys can generate a shit ton.

Matt Bacak:

You can ask for as much data before I get into it. The more data you ask for, the more data points that you're asking for, this will

even work where you guys are at too. So this is the answer from last night just so you know. So you can focus on where they're at in Birmingham and you can say,

"I want to focus on only Birmingham. I want to focus on these people."

We can ask for their cell phone numbers. We can ask whatever information you want. But the more you ask for, the more you're going to pay, okay?

The more targeted you are, the slower it's going to be. If I focus on a whole country?

See, I focus on taking over countries. That's my whole thing. I have 1.2 million subscribers. I told my wife,

"I got a fucking country that I manage."

Really, if you think about it. But the point is you can focus on a geographical location, you can focus on everybody with this, and you can ask for as much as you want.

Matt Bacak:

The place is called opt-intelligence.com.

This is what I use. I have not met anybody. It works very good in Europe.

I mean, it works very good in the United States. If you want to target international people, it works very good in Europe. You get into some weird...

If you're focusing on India, I don't think it works as well in India. Depending on what countries you're focusing on.

It would work for you in Germany.

Somebody were were talking. But it's called Opt-Intelligence. Now, the cool thing is this is called a... this is cost per subscriber method.

Meaning I'm willing to say I'm willing to give you, if you give me... For me, I'll get their name and email address and their IP address and I'm fine. So at just that level, I'm getting subscribers for \$0.43 or lower a subscriber. Guaranteed subscriber. All right?

Matt Bacak:

Now, for some of you guys asking for more things... I mean, this is not about geographical locations. It's more of things. You guys probably want their cell phone number.

You want to know how much money they make. There's a lot more criteria they're asking for. But pretty much you can ask for everything. But the more you ask for, the higher it's going to go up.

Matt Bacak:

I've got a guy using this that actually, I'll tell you what he's doing, so he actually manages... he generates leads for mortgage brokers.

He arbitrages this stuff. So what he does is he picks up leads. He goes to mortgage brokers and he says,

"I'll generate leads for you. How much will you pay me for a lead? What do you need from a lead?"

They'll say,

"I need all this data."

He'll go,

"Okay. How much money will you pay me if I can provide you all that data and somebody that just responds to that, immediately starts sending you leads?"

They'll say,

"I'll give you \$25 a lead."

He's picking them up for \$2, selling it to them for \$20.

Matt Bacak:

Then he says,

"Well, I'll tell what, I will make sure that you're the only one in this ZIP code or in this area. If you want to only have me do it for you, pay me a \$2000 deposit. Then you'll guarantee that I'll never work with another mortgage broker or never work with somebody in this area of expertise in this area ever again until you quit paying me."

Then he's like,

"Okay."

So people will give him money upfront, he'll get things set up. He'll start generating leads. He uses their money to generate leads.

Then he flips them, the leads. He makes \$18 a lead every time he sends them and he just sits there and just fucking makes money all day long.

Matt Bacak:

So I'm just going to tell you, for you guys, I mean, for some of you guys might want to think about this. It could be a possible addition to your copywriting business for some of you guys. Like fuck, if you could generate leads and write the fucking ads and then give them the emails, I mean, damn.

There's fucking free bill of money all day long on that. Just throwing that out there. But for me, I do it a little bit differently. But I do it a little bit differently.

Matt Bacak:

So I started asking around. Like just through Microsoft, IBM, J. Crew, Visa, Disney, Intel, American Express, HBU's. I've got guys that are doing local restaurants, filling up their local pubs with this actually.

It says filling up my restaurant with repeat customers, the product is easy to use. It's the only effective way we've found for a local business to generate email leads low-cost effectively. Here's one.

In one month, I went from 50 measly subscribers of 400.

Our team is energised in a new way with local customers as well as national audience to help drive customers and eCommerce site. This one says, this is a guy that does monkey fist, he's a MMA trainer.

He says,

"It's the easiest way for me to generate high quality leads online bar none. It has allowed me to scale my email list massively in a short period of time. Customer service is top notch."

Matt Bacak:

So let me go over this. Before we go over this, I want to share with you one thing that's really important.

So everything that I told you on this page when it came to CPM and CPC, we can forget about some stuff. With this, we can say,

"You know what? Screw the opt-in page. We don't even have to write an opt-in page to do this."

All we need to make this work, all we need is we need an opt-in form and we need, well, all you need is an opt-in form. But my strong suggestion, add a freaking welcome message.

At least add a welcome message. You can get started right away. Okay?

Matt Bacak:

So you need the opt-in form from your auto responder and you at least need a welcome message.

That's all you need to make this happen. I am suggesting this. You don't even need this. But do it because if you don't have a welcome message immediately, when you get these subscribers and you're not communicating with them, they're going to forget you and they're going to get pissed off.

You're going to get unsubscribed and you're going to get complaints. So at least add the welcome message. Then remember the PS strategies that I told you when you're doing this, okay?

We're going into all of it, actually. But the cool thing is we do not need an opt-in page. All we need is an opt-in form.

Matt Bacak:

So how it's going to work is this. How it works, it's so fucking easy. So basically what it is is basically here's exactly how it works. Basically you target the users.

Now, they will do Facebook. So they'll run ads on Facebook. I got guys running... I know some of you guys, like,

"I'm not going to run Facebook."

You don't have to. They'll deal with it for you. But they also have partner sites too. So a lot of the magazines that I'm talking about, a lot of newspapers. So if you've ever gone on there, they'll actually run ads on newspapers. Then if you've ever gone where you click on a link and all of a sudden it pops up and there's an opt-in form, these guys are a lot of times the ones that are actually doing this.

So they have tons of partner pages all over the world. They also run on Facebook and they run on partner pages.

Matt Bacak:

So what happens is somebody will see the ad. They'll click on it. So all we've got to do is have a picture on here. All we got to do is have a picture here.

We got to have a headline.

Wow.

We've been talking about that all weekend. You've also got to have a description. Those are the only two pieces of copy you got to write.

You got to have a picture, a headline, and a description. Those

are the only things you need to write. You don't need to write an opt-in page to do this.

You only need those two things. So now, you could write those two things and then you got to have your form. Those are the only things you need to have in order to do this.

Matt Bacak:

So what happens is when the target... So basically, then you target the user.

They'll see your offer on Facebook or on a page.

They're going to click on it. When they click on it, it's going to open up and expand.

As it opens up and expands, it's going to reveal your form. So this form that's on your page, it's going to reveal this form right here, which the user will complete.

So they're going to put their email address in. Now, you can start off... I'm just telling you guys and I'm sorry for not converting things, but I'm a fucking American and all I think is about America, right?

So I'm just going to us the U.S. dollar. I mean, I wear a fucking baseball cap just to prove I'm American.

And I'm fat too like everybody else in fucking America. But my point is is that I'm saying this...

Matt Bacak:

So let's just use \$25. I'm just going to say dollars. So let's say you give them \$25. You could start off \$25. That's the cool thing

is you could test this out for \$25.

So let's say you're getting \$25 and you're getting leads for \$0.50. I'm doing the math easier. I can get them cheaper than that. But let's say it's \$0.50.

So I give them \$25. Somebody goes and submits that form. They're not going to deduct my count yet. Then the next thing that's going to happen is somebody's going to come in and they're going to validate it.

Matt Bacak:

So if somebody puts in... Who was AOL? It was funny.

So if somebody put in ao1.com instead of aol.com, that's not a real email address.

It won't get validated so it won't deduct my account. So it's going to validate that as it comes through. So they're going to validate the lead. When they validate the lead, and they're going to say,

"Oh, it says AOL, not AO1. It's a correct email address. It's a true email address. We're going to send it off to you."

As soon as they send it off to you, they're going to send it off to you, at that moment, they're going to deduct from your account. Does that make sense?

So now you're at 25, down to 24.50.

Matt Bacak:

Then another one comes in. They confirm that it works. Now you're at \$24. Then the next one comes in.

Now you're at \$24.50.

Then the next one comes in. They put AO1.

Nothing happens.

Then the next time... It just keeps on going through. So they're going to validate these leads to be sure that they're truly actually working.

Then it's if you have it set up, which I would highly recommend, it works with everything out there, the only one, the AWeber, I'm going to tell you guys, don't use AWeber for this.

AWeber, they want you to double opt-in and I wouldn't deal with that. But GetResponse, Infusionsoft, Mario, ActiveCampaign, everybody except for AWeber is attached to them.

So even iContact. Every name that anybody I heard anybody ever use in here is there except for AWeber.

You're going to have to double opt-in. I wouldn't deal with it because you're going to lose leads all day long with them.

Matt Bacak:

But then they'll send it off. It'll trigger the welcome message.

The welcome message will go out and here's your big play right there.

That's the first thing they're going to be looking for when they're in. So they're going to validate these leads. They're going to come in real time from there.

Now, this works for business to business and this works for beauty and fashion. Let me just restate it this way.

If you grabbed a newspaper and opened the newspaper up and looked at all the sections in the newspaper, that's pretty much they have... that's kind of what they kind of have because they run a lot of newspaper pages all over the world.

But basically business to business, beauty and fashion, entertainment, food and dining, health and fitness, home and family, investing, let's see, market research, education, news, non-profit, home finance, retail.

I mean, eCom works, business, Biz-Op, travel.

Matt Bacak:

There isn't anybody that I've ever worked with that it didn't work for. Except for one person that was trying to chase after CEOs of a Fortune 100 company.

It just didn't work. But I'm trying to think, if you're outside of that, it's pretty much a great place to be able to get data. You can focus on anywhere in the world. Any location all over from there on that.

Like I said, people use this to create local offers for restaurants, events, mortgages. These guys, like I was telling you, the guy that flips it. A lot of people, they get it on average about \$0.45. I can get lower than that, a lot cheaper than that, about \$0.20 to make that happen.

Matt Bacak:

But first, here's the thing and I'll tell you guys how to get it cheaper in a few minutes. So remember I had you guys write down the 11 golden keys?

So I made you guys write down the 11 golden keys and those are

things, if you don't focus on mastering those, I mean, what good is it to get subscribers if you can't turn them into freaking money?

We kind of focused here on this. But we still have this. This is so important to focus on really mastering things. The 11 golden keys are so important.

Matt Bacak:

One thing I just told you is one way to be able to double my clicks is... Well, split test doubles my clicks.

Split test will double my clicks.

Split test pretty much doubles my clicks.

So I split test five radically in variations and then I mail that out. Then later on that evening, what I'll do is I'll mail everybody, well, everybody on one list.

Then I'll mail the unopeners at night because everybody's opening at different times.

So that doubles my clicks.

Just mailing unopens. They don't see it really. So you can just do that and make it...

There's tons of things you can do. Little tweaks, little tweaks to make that happen. But if you don't focus on mastering the 11 golden keys, you'll never reach the potential I know is possible with email marketing.

Matt Bacak:

So these 11 golden keys, those of you guys that have them written down on there, thank you guys very much. I truly appreciate it. We're going to lunch, right? Okay. Cool. Cool.