

Presented by:

MyNAMS Insiders Club

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David Perdew: Hey, it's David Perdew here from MyNAMS.com and the Novice to Advanced Marketing System and I'm really excited to talk to Matt Bacak today. Now this is basically a coaching call. Matt is my coach. He's been my coach for over a year now. Actually, just coming up on a year, so I'm really excited that Matt has been the person that really has helped us reconfigure our entire business over the last year.

It's been really successful, what we've been doing. It's been a struggle, but it always is, going through a transition period, I think. The thing that we really want to do is focus today on doubling our list size. Now Matt doesn't know this, but in the last year since we've been in TPC, which is The Profit Coalition, our list has doubled in size. It's been from what we've learned in the very first session really of TPC and that was (to focus on) ***One Thing***.

What's the One Thing you're going to do, right? That has really stayed with me because we were all over the place. We have a ton of products and a ton of opportunities and we've been starting to build more and more opt-in funnels, especially paid opt-in funnels with low-cost products, to get people into the system as buyers first.

And so we've doubled our list in the last year and we want to double it again.

One of the reasons for that is because we are restructuring our entire Insiders Club business to increase the price by five times, and add value and split out segments, so that we're giving people the opportunity of getting in at one of five levels. The more people we get on our list, the more people we're able to serve at different levels in the Insiders Club.

Matt, thanks for doing this with me and I'm delighted to be able to record this. This is cool.

Matt Bacak: Yeah. Absolutely.

David Perdew: So I've set it up. You know where we are with our system and you know that we want to double our list. Now you know what we've been doing. We've started doing some WarriorPlus selling with low-cost products and with low-cost items to get people into the list. We've started doing a lot more Leadsolve, based on your recommendation. We started doing more Facebook ads, retargeting specifically. What I'd like to do today is talk about some items that you suggest that we go through. We really haven't talked previously about a focused list building effort, so that's what I want to get to.

Matt Bacak: Well, so here's a couple things that, I was thinking about this on the drive over here is so I think we want ... Really, you got a target goal. Do you mind sharing what this is?

David Perdew: Sure. We're at 25,000 now. We want to go to 50.

Matt Bacak: You got 25. You want to go to 50. Okay, so to 50. Okay. Here's the other thing that I would like to say on your perspective because at the end of the day, those numbers really don't matter. At the end of the day, the numbers that matter is which one's going to put the most money in your pocket, which ... and I think it's good since we are recording this.

So of those 25,000 people, I'm guessing the best people, and you tell me if I'm wrong, the best people are the ones coming from those low-end products, sales.

David Perdew: Our average sale is \$42.

Matt Bacak: Okay, but then those buyers are on your list.

David Perdew: Yep.

Matt Bacak: Okay. Here's the other thing to know. If we're going to analyze any list, and look at doing things, I want to look at where the money's going to be. Of course, we know that, and you've already got a process to generate the front-end leads. I think for people listening, it's really important to know, *the best lead you can ever get is a buyer*. The best person, a buyer lead because even if we put 10,000 new buyers on your lists, it's probably as powerful as putting 50,000 or putting 25,000 just opt-ins on the list.

Here's another thing to think about. So you know that buyer side. This is what I told Daryl (another member in TPC). If you can't get sales, the second best leads you could possibly get are through webinars. He instantly did that. That's something to put in the back of your head. Number one is buyers. Number two is the webinars. That's a good objective.

I know getting people in NAMS is your focus at the end of the day. What you might want to do is see, especially when you ten times or five times the process, you might want to see if you can create a webinar presentation that does very well. I saw you speak in ...

David Perdew: Raleigh.

Matt Bacak: Yeah, in Raleigh. Dude, you did really good. Your offer was great. I think doing something similar like that using the stack that you did, you could pick up tons of them. Here's my point on that. If you did have a high converting thing, everybody's looking for webinars right now. You hear it. The key is controlling the webinar process.

You want to make it dumb and simple. The same thing you do on JV pages. You got JVs and affiliates out there building your lists for you for the buyer's

perspective. You've already got that pretty much handled. If you did have a NAMS presentation to get people in the higher level, focus on that, maybe do some bonus stack, it'd sell very well. You control the process like here's all the emails. You set up the page, set up everything. You control that.

The people that I know that build the best lists, that's the second thing. They're doing it through launches. They'll build a big list through launches. They'll build a big list through the webinar thing. So put that in the back of your head like, "Hey, look, if I got something, you got a winner." I just did a webinar last night to somebody else's list and I just converted 25%.

I'm going to go around. I'm about to get whored out quite honestly. I know I am. There's already people hitting me up wanting to do webinars because they want the money from there. That's something to think about. If you can control that process, man, you could ... I will tell you. Think about it. People can put 500,000 people, but they're all going through your GoToWebinar, all getting on your lists.

Those are going to be the second best things on there. Now another thing to think about, and this is what popped in my head. I saw you do this on your last one and I don't really see you do it much. You did have the exit pop on that page. I thought that was great when people are leaving. I don't see most people doing that. Here is another thing, and I don't see anybody on the networks that you're using do this strategy.

It worked like crazy and as I was thinking about it, I want to shoot myself for not doing it. Because there are a lot of traffic coming to those pages. We'll go to more, but this is something to think about. I used to do this forever and I got away from it. I got away from it because I went to the networks and nobody was doing it. I figured since nobody was doing it, I shouldn't do it, which was dumb because it worked.

When people are going to click the button on the page, have it pop up where it is like step one of the process. Step one, name and email address. On the next page, it auto-fills the form if you possibly can. You can't do it on ... With PayPal, you can't do it. If you can snag them there, which we call hot lists, because that's going to be, if I'm going to look at getting leads, I want to get the hottest leads I can possibly get: buyers, hot list buyers, and webinar buyers.

David Perdew: Okay, so hold on a second. I want to make sure I understand hot lists. You're saying that when you get people's name and email information and they click to go to the next button, you've added them to the list right away.

Matt Bacak: Yeah. Let me ... I'm actually, I'm on my cell phone. All right, so can you actually see that?

David Perdew: I can.

Matt Bacak: Oh, cool. Okay. Let me be bad and put a Red Bull behind you, so you won't fall. All right and let me move this trophy.

David Perdew: Hey Matt, by the way, you don't need many more Red Bulls, okay?

Matt Bacak: I know. All right, so if you can see this, here's what I'm talking about. If you take your page, so you have your sales letter here. Let's call that the order button.

David Perdew: Yep.

Matt Bacak: Can you see that or should I use a darker color?

David Perdew: I can see it.

Matt Bacak: Okay. Here's the way I look at everything. You've got me on a board for the first time in a long time.

Here's how I look at everything. Where are my traffic leaks? I analyze stuff and say, "*Where are my traffic leaks?*" On your offers that you currently have, you've already addressed one traffic leak. If this page is going, let's just say ... what would be the average conversion? Let's just say this thing's doing 5% conversion.

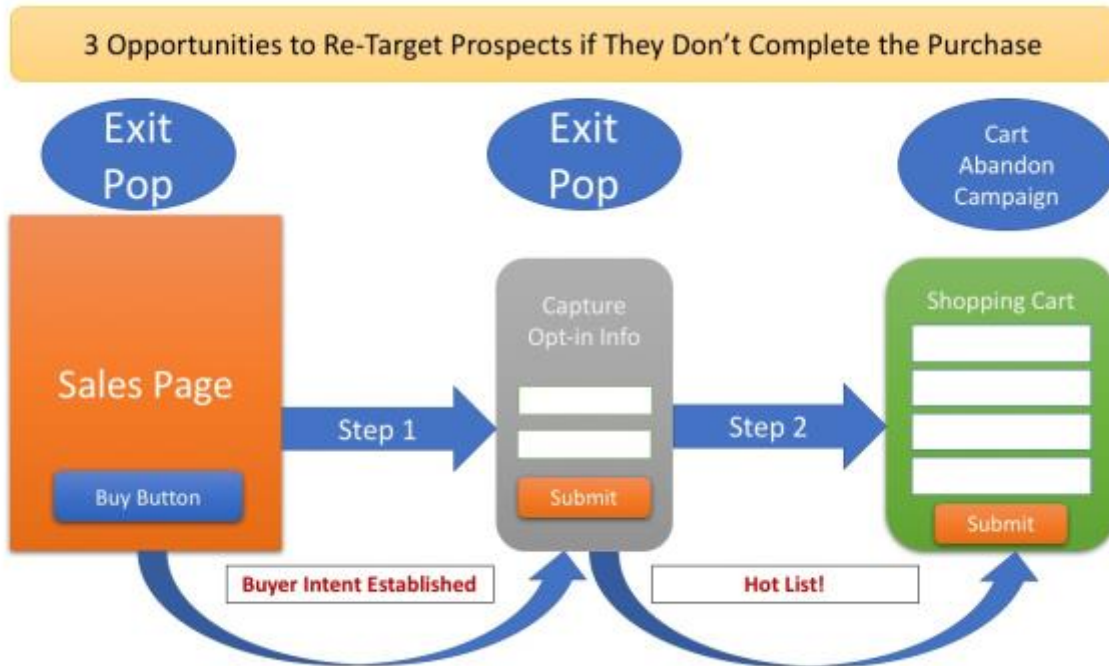
Let's just say that. If this page is doing 5% conversion, my traffic leak is 95%. You've handled that in a sense of you handled that ... actually, this is probably 94%. I'll show you the 1% where you're missing. We got 5% conversion rate on the page, you have 95% of the people leaving the, or 94% of people leaving the page at this level. You've handled it by having an exit pop here.

David Perdew: Yep.

Matt Bacak: Now where we also lose a traffic leak in there is when they click the order button and they go there and they abandon. Here's what I do, what I've done in the past. It's just two things. It is name and email address, and that's Step One. You can't read my writing, but Step 1 of Step 2.

Step two takes me to whatever the order is here. **This is called a hot list.** This is where you're going to have a 1% leak. Let's just ... using my number, your 1% leak, but this hot list is going to be the hottest list, the second or third hottest list you're going to have. **They showed buyer's intent.**

David Perdew: Okay, you use that phrase a lot: **buyer's intent.** That's something that's really resonated with me. I never thought of that before. If somebody shows you that they're really interested in buying, then those are the people you want to go after.



Matt Bacak:

Yeah. This is your hot list because here's what it gives you. You said you're doing retargeting. Now you have two sets of retargeting lists: this one and now this one, the hot list, you're targeting the list and also you get the buyer retargeting list. This will lower your ad budget and increase probably your conversion on your ads, of course, because now you're getting the hot list here.

This hot list, I'm going to tell you. If you really paid attention to it, you can go in now and go look at your stats and go see how many people order button clicks to sales. I guarantee those numbers are totally different. There's a lot of people just clicking on the buy button, especially when you're doing dime sales, especially when you're doing low ticket stuff. People aren't reading the page.

They're just clicking on the link, they want to see how much it is. Now you're capturing for you to be able to see that.

I'll tell you, the trick to it is having that progress bar on this page. It shows-

David Perdeu:

50% done.

Matt Bacak:

Yeah. 50% done. I'm going to go to this page. I'm going to tell you, this right here, this is how ... [Dice 00:11:36] and I used to do this all the time. I can't remember why ... We talked about this. I was in a mastermind with me and (Ryan) Deiss and Perry (Belcher) and Dan Kennedy. We talked this all the time. I can't remember. We didn't get rid of it because of any...

All right. I've just moved over to a network and nobody was doing it over there. Now because I've started seeing everybody over at those networks putting up

exit pops, which wasn't there a year ago, you'll be fine doing this. Here's the thing you got to handle with this, especially where you're on a network; the network wants to have that button pop.

David Perdew: So, when you're talking about a network, you're talking about JVZoo or WarriorPlus?

Matt Bacak: JVZoo, WarriorPlus. Yeah.

David Perdew: WarriorPlus actually doesn't really care. You can even have a button hidden. You just have to have one of their buttons on the page somewhere.

Matt Bacak: Yes. That's what I'm saying. Yeah, because you're removing that button. Really what's happening is they're not clicking the button. You can take a screenshot of the button. Oh, I know why I wasn't doing it. Now this is it. Thanks for reminding me. I quit doing it because I was doing dime sales and you can't do it on a dime sale because I didn't have a dynamic opt-in. I couldn't do it.

Now that I'm not doing dime sales ... you're going to see this happening again. This is, I will tell you. You got to look and analyze every place you got as like, **"Where are the traffic leaks?"** Let's just say we have a 5% conversion to buy. We have a 94% here, but we have 1% we lose. There's 1% loss and that 1% loss is clicking the order button and going to the order form and not filling it out. Now we've got them.

David Perdew: So cart abandonment, basically.

Matt Bacak: Pretty much. Yeah. You're getting them for that, plus that allows you to set up a follow-up sequence specifically to them to be able to do it and do the follow-ups and stuff like that, which most people don't have on those networks.

David Perdew: Okay, cool. What I've heard so far, let me just recap here, is we have three techniques already. The first is launches. You think launches will actually build your list pretty fast. The second best was webinars, creating auto webinars or doing live webinars. Either one.

Matt Bacak: To be clear on that, controlling the opt-ins. You're controlling it so they say, **"Hey, look at this webinar. I've got everything set up. You don't do anything. Here's the emails, just push send."** You control the process. That's really important because if you don't, you lose the opt-ins.

David Perdew: Controlling the process means they come to your webinar system.

Matt Bacak: Yes.

David Perdew: Okay. The third thing you're talking about is hot lists. That's what this is right here.

Matt Bacak: Honestly, the hot list actually is, goes back to number one (launches), which was the first thing. Just now it's an added component to that.

David Perdew: Even though as you get the products up on the networks that you're talking about, even though they're there, it can be a launch or it can just be a rolling launch, right?

Matt Bacak: Oh, yeah. Especially if it's evergreen and stuff like that. Heck, that page I told you about is still up. I'm still getting hot lists. They just can't buy because I took away the offer, but I leave the hot list up. I leave the offer down. Do that. I forgot I had the hot list on there. I know I turned it off, but I still have the page up and I still have the hot list on there. I am collecting leads and have been doing it for five years.

David Perdew: I think I got this. I think I understand this part. This is great.

Matt Bacak: Yeah. My point, and for everybody listening, is I just don't want it to be the game like "Hey, I want to double my list" or "Hey, I want to do this". At the end of the day, it's like, "Hey, I want to get the best people ... the people most likely to buy more of my stuff or buy my stuff." That's why I bring this up here. That would be a big thing. Hold on ...

David Perdew: So we talked about this in the beginning. You want to sit back down or you want to use the board?

Matt Bacak: Yeah. I do, actually. All right, so let me move my stuff around. I've got you guys on a freaking timer or whatever, an hourglass. You guys are sitting on top of an hourglass.

I'll tell you, this is just for a little side note. I do use these. I have a 20 minute, a 5 minute, and the one you're sitting on is an hour. This is how for productivity purposes, when I'm sitting here, I've found under pressure, diamonds are created, so actually I am created better.



I just flip these over and I go as fast as I can where the hourglasses fill up. I don't use a timer or anything like that. I just flip them over and I watch it. Then I'm like, "Oh my God, I got to get going and get this done." I'll give you an example. That webinar I just did? Dude, you can ask anybody, actually. Brian or everybody. I literally wrote that in two hours. After it was done, I was like, I said, "Give me the webinar. I need that. I did 25%. What the heck did I say?" I know what I said, but ...

David Perdew: All right, so those three things we've talked about. We got those. One question I would ask about the hot list is, is there a special technique to getting that opt-in form off the button first?

Matt Bacak: All my stuff was on Infusion. When I was running them, I was running them on Infusion. When I was running them on Infusion, I just went and created a button, which was a graphic. When you clicked that graphic, you're going to the step one of two page. Actually, that's what I called it was like domain.com/steponeoftwo. It said step one of two. Oh, you reminded me of what I used to do too. I got to get my old drawings, but what I used to do on top of that is, get this, you're going to like this. When people go to that page, that little mini, the in-between page between your offer and-

David Perdew: Step one.

Matt Bacak: Yeah. Step one. Put an exit pop on that, too. There you go.

David Perdew: If they decide not to do it, you got them again.

Matt Bacak: Yep.

David Perdew: Huh. It's really three pages is all you're talking about. You're talking about the landing page, the step one page and then the offer, and then the cart page.

Matt Bacak: Yeah, or wherever you're sending them with PayPal or wherever it's going. It's your buy link.

David Perdew: Yep, exactly. Okay, good. That's three. That's pretty good. What else am I going to do with building lists? Believe me. I'm with you, by the way, on getting good lists. That's the reason our list is small. We've got 10% of the people on our list, 10 to 15% of the people on our list bring us that \$42 average sale value. Everybody else on there is, they're qualified, pre-qualified, but we want to make sure we have more buyers. We're after the more buyers, the more serious people. We don't want junk on the list.

Matt Bacak: Yeah. I think outside of this, just in the back of your head, I really would go back and implement this on everything. Not just future, I would go backwards and look at everything you got out there. What you do is go look at your stats, the traffic stats on all your pages. Of course, look at the ones that has the most traffic now and then once they get ...

If things are still getting traffic on there, whether you know where it's coming from or not, I get sales all the time. The other day I was like, "*Where the heck are these sales coming from?*" Yesterday, somebody sold 20 of one of my products. I'm like, "*Where did this come from?*" Actually, it was today. I'm losing my days.

Yeah, so I want for anybody and for you, well, anybody, but you, making sure that we focus on what we already have. I don't want you going 1,000 different directions and do a new thing ... I will tell you that, yeah, there's tons of things you could do, but I'm thinking for you ... I'm literally only thinking about you right now.

David Perdew: Let me share the screen with what we're going to break these down. You'll see all the products that we have there. Frankly, I think that we have a lot of opportunity with the products that we have to start doing some-

Matt Bacak: Yeah. You have a massive ... Yeah.

David Perdew: Yeah. Massive. If I share the screen, we're looking at this. This is the five levels of the [Insiders Club](#). We have a weekly mastermind call, which is going to be platinum only, and they get everything else. We have our custom software tools, but I really think that when we get down into our 30 day challenges...I even thought in the 30 day challenges, we could sell each challenge as an item to get people in maybe even on recurring kind of things.

Or our, what we call our micro-workshops, which is our four hour workshops on creating things or our custom tutorials or the courses that we have. We just got a ton of content. We just got a lot of stuff. I'm just trying to figure out how we use the stuff we have. I don't want to build anything else, by the way. That's it. I don't want to build anything else.

Matt Bacak: That's why I'm thinking to myself ... and really the question that actually has been going through my head so everybody knows is *"What's the wisest thing to do right now?"* What's the wisest thing to do? Those things are very wise or wise things to do, especially because it's very aligned with, and for those listening, is very in line with what David wants to do. I don't want to send him off down a rabbit hole that he might not get out of.

What popped in my head was and literally is, I have a book called the 'Perfect Customer'. I'm saying that because I'm thinking, the question that went in my head is and the thing is, ***"Who has your money?"***

David Perdew: I like that.

Matt Bacak: Now my question is if we can leverage all of the assets you currently have, and that's what we looked at is, what are the ... I wanted to, in my mind access like, *"Let's look at all David's current assets. Online assets, specifically. What has he got right now? What can we leverage?"* Now there's something else that popped in my head when you were doing that. You said, *"We got tons of content."*

I believe, and actually I know for a fact, that if I was going to look, buyers are going to be the best. You got hot lists and webinars probably about the same

because people nowadays ... Think about this. People today get on webinars because, in a sense, everybody knows they're getting on a webinar, there's going to be something offered. They come in with buyer's intent whether or not they intend to buy.

They know. They have it in the back of their head. It's kind of like a hot list. The third, and I've always said this and you can actually, I used to have thousands and thousands of them. Have you thought about taking some of the pieces of the content that you have, using it as teasers to get ... just doing articles, but doing it more on the massive scale than what you currently have?

David Perdew: I have. Frankly, it's the massive scale piece that has me a little stumped. I've got so much and we do such a good job with the community we have, but it's really scaling that has been the issue for us. It's very relationship-intensive, right?

Matt Bacak: Yeah.

David Perdew: I'm interested in your ideas on massive scale.

Matt Bacak: Yeah, I know. I'm saying that because I know for a fact that if I went and analyzed ... because I go in and analyze all my customers and anybody that comes in. Most of my best customers, outside if they came from webinars, came from sales team, the next thing from the free traffic strategies that I've ever done, the best ones. Now I don't get tons. I'm not going to get to 25,000, not to 50. I'm not going to double my list in a week by doing it. I'm going to tell you, those that trickle in from that ... well, you know Connie Regan Green.

David Perdew: Sure.

Matt Bacak: She was one of my students years ago. 15 years, 12 years ago, whatever. She built a big thing on that. I'm just thinking is, man, getting that out there is another great thing to do to get those people in. It's not going to be a big chunk that you want here, but it is going to be ... the quality of those people, I guarantee if you track them back to a lot of the traffic strategies out there, because if you think about it, what they're doing is they're reading about you.

They read about you, they know. The relationship is actually established. You're positioned properly instead of just an ad like everybody else is bombarding them with. Honestly I just say this right now is I haven't done article marketing in forever, but I do know the best buyers came from articles. For a lot of clients and customers, articles are a thing. Put that in the back of your head.

I think where I really want to get into it is who is your perfect customer? Who is the ideal customer for you? I'm analyzing, thinking about that. I think we need to think about that before we think about any other traffic source that we possibly have or any lead generation we possibly have. This is, when you get

back to the one thing, but what's the ... This is critical and thinking about that and figuring out where they hang out and are.

David Perdeuw: We do not have our little poster of the two male and female ideal customers. We do have general ideas of that. That's been one of those things. We put everything into the important versus the urgent. Urgent has taken precedence over the important many times. That's one of the things we think that's really important, but we haven't gotten to it yet. We do know generally who our customers are. Our customers are over 45. 70% are women.

Almost everybody's in some kind of transition period, so transition being they've retired or they're coming up on retirement or they've lost their job and they're looking for another way to build a business in the next year before their money runs out. They've had a dream or the kids have left the house finally and they've got time to do things. Those kind of transition elements. Actually, I've just named off about five different personas there.

Matt Bacak: Yeah. You really did. Actually, I thought about it. You threw up a picture of you with all your customers. It was you and it was like actually, you described that group. I can't say they were in transition because I didn't know by the picture, but looking at the picture, yeah, I could say. They're not 22-year-old girls that were there. There wasn't many guys at all.

David Perdeuw: That's right.

Matt Bacak: Interesting. The question really becomes, ***“Where are they and what do they want?”*** That's really the question that's going to answer to get you there. Outside of all the things we did is where are they? I don't care what anybody tells you, I don't care if there's Facebook or women in transition on Facebook. I don't know. We've got to figure out the answer to that question is where are they?

David Perdeuw: Now the other thing is who's spending the most money? I said 70% women, but I would say probably half of our money comes from men. Men are spending the money.

Matt Bacak: Have you pulled the demographic ... I know we talked, I don't know if I talked to you, but I know we talked at the group, but going to Melissa Data or somebody out there and having them pulling them demographics, site graphics of your group to get the data.

David Perdeuw: I haven't done that, but that would be a great thing to do to help me build the avatar. You're talking about Melissa Data or there are a bunch of them out there.

Matt Bacak: You could use U.S. ... I'll tell you who Dan Kennedy and I use. I just know I got it from Dan. I tried InfoUSA. Me, Dan Kennedy, and Ron Legrand, if you know him.

We all swear by them (Melissa Data) compared to everybody else. There are other places people could go, but I'm just going to say. What you really want at the end of the day is get the demographics, site demographics of the individuals.

When you do that, it's a way we'll be able to figure out because this opens up a whole world to you. They'll say the average person on your list, and you might not know this and you'll be like, "What?" The average person from your list subscribes to Pet Daily. They might have a pet and they also subscribe to this magazine. What it does is it opens the door for you to move over it and, say, go over to Pet News magazine and start running over there. See if they can do an online drop or a solo ad drop.

To really get here is solo ads, but I don't think based upon this thing right here, you're not in the biz op market. Most of the solo ad sellers out there are all biz op. A lot of people that are talking, typically they're all talking ... the people that teach making money online are actually targeting to teach moneymaking online. Yours is you do teach people to make money online, but there's a bigger thing.

David Perdew: Yeah. It's more of a niche business building.

Matt Bacak: It is very niched. That would be interesting. **Where are they?** That's the question.

David Perdew: Now would we find those people by doing Facebook targeting? Or would we find those people ... I mean, once we've did the psychographic / demographics. Would we go in and try to identify those audiences in Facebook targeting or will Leadserv give us that kind of information? Is there Google AdWords?

Matt Bacak: Here's the thing to think about. This is what I've always said. At the end of the day, email marketers, what we think about is how many clicks are we sending, really.

David Perdew: Sure.

Matt Bacak: If we could just double our clicks, that doubles our income more than doubling our lists doubles our income.

David Perdew: That's why I said double my list.

Matt Bacak: Yeah. I think in our head, we need to focus from a different perspective. Actually, **it's not doubling our lists, but it's doubling our clicks.** That's where everything matters. That's what matters. The number you focus on is the number you're ... You know this. The number you focus on is what we're going to get more of. I don't focus on ... I don't say, "*Hey, I want to build my list to 100,000.*" I will tell you and this is for everybody...

I thought you were going to tell me 100,000. I'm sitting here like, "*Oh my God, he does not know the world of hell 100,000 is.*" [GetResponse](#), [AWeber](#), everybody you're using right now is going to throw you into this world of *something's wrong with your business because you got 100,000*. Most of them don't understand your market, your prices are going to go up through the roof.

When I had a list of 100,000, I was probably spending \$30,000 a month just to mail those people because they change you from per subscriber a lot of times to CPM, which means cost per thousand. It's a weird world. If you just drop in underneath that, that's a big thing. Yeah, at the end of the day, that is the question ... I know it's not the magic bullet, but I know doing Leadsolve is going to get you there fast. By the end of the year, you will double. No doubt. Or triple, probably.

David Perdeu: I'm sorry, doing what's going to get us there faster?

Matt Bacak: Doing everything that we talked about. Keep on doing what you're doing right now and doing everything we talked about will triple it. I guarantee you won't double this year. You'll triple this year.

David Perdeu: Wow.

Matt Bacak: I guarantee you'll triple by the end of the year.

David Perdeu: So what we are doing right now as well and tell me ...

Matt Bacak: Yeah, you keep on doing what you're doing, but add in the things that we just talked about, you'll triple instantly.

David Perdeu: Yeah. We're trying to add a new funnel, a new launch, on WarriorPlus every week.

Matt Bacak: Okay. Yeah. Add in the freaking hot list. You're getting the buyers, you're getting that, you add in the hot list. If you master that webinar, seriously. That's a big thing is that hot list. I guarantee that's ...

David Perdeu: The other thing is webinars give us the higher ticket buyers as well.

Matt Bacak: They do. They're doing to get people to NAMS, which is your big ... the thing you want them to get into from there. All of those, if you haven't already done it, but all of those, you should back into the webinar. Also, pimp out that webinar to other people with lists, control that thing and get them in there. I don't want to make it more complicated. I do like to keep it simple, but I do think when you've got time is take your buyers, your current buyers, especially at the highest level, all the ones that you want, and then it won't be as much.

I'd still shop it out, but get the demographics, psychographics. At that moment, they're going to be able to give you data and say hey, they can match it up with lists, they can do all this other stuff, and direct mail and stuff. I don't think you need to get ... I don't know if you want to get into it, but it will open that up. You made me think about this is that new software that John and I have been working on.

I'm like, man, if I can do what Melissa Data does for emails, go and analyze your list and go find everybody, "**Hey, who's got your money?**" You just put it in there and we could tell you exactly the average person is on this network. That's what we need to know is where are they at? Are they on LinkedIn? LinkedIn popped in my head, but I don't have a ... It's very expensive to run there.

What people are doing, and I can't say this, it's not right. I don't think so. I just deleted it when I was in here, but a lot of people, what they're doing is they identify ... This is somebody and what they're doing on LinkedIn. Quite honestly, there's going to be a damn good list. What they're doing is they're connecting with people in LinkedIn. They're having it auto, as soon as they connect it, it auto-injects the email into their auto-responder and they're mailing them.

I have so many financial planners. I'm getting real estate deals in frickin' California. I'm not even in California. It doesn't make sense because those offers don't make sense to me.

They're not identifying their target market. If you went in and looked at all your connections, I don't know how many you've got, but you can have a maximum of 30,000 connections over there. How many?

David Perdeuw: About 4,000.

Matt Bacak: Okay, so yeah, you got 26,000. That would double it. I don't like it, but I do like ... I know they're there. When you said transition, first thing that popped in my head was LinkedIn. Now thinking about how the hell can you get people off LinkedIn without killing your pocketbook is the real question.

There's got to be a way. When you do connect with somebody, you are getting their contact information. If you did it right, if you did email them and say just hey, send them an email. They're trying to sell you in a lot of it. As soon as they connect with you, if you had somebody going in there and I had somebody from VA doing this.

I said, "*Here's exactly who it is, who I want. Find them. If they don't have a thing*", and I gave him this whole criterion. I said, "*These are the people I want.*" Actually, what I also said on there or I told him too is, "*Hey, anybody that's following Dan Kennedy, I want them.*" I identified people in my market or in my niche. I said, "*Hey, connect with these people. These are the people I want to connect with.*"

The reason I did it at the time and still is true, I can literally go into my LinkedIn account. Don't spam for anybody listening, but you can go into your LinkedIn account and all your connections, you can export all that data and get their first name, last name, their address, their phone number. You can get all their data. If you connected with a few, methodically thought about connecting with the proper people, because it would be 45 women in transition.

I honestly don't know the answer to this one question. What we want to do ... but i want to not shoot shotgun shells all over the place and say, "*Hey, this shit worked.*" I want to shoot a bullet to go right where they're at. For everybody, we got to all think about, "*Who has my money? Where is my new customer? Where's the neighborhood they're hanging out?*" Here's the thing. You don't want to be the hot dog shop in the hood.

David Perdek: Right.

Matt Bacak: That's what I'm trying ... It's like, "Move your hot dog shop to where everybody ... where you want to be." You want to have the right clientele and everything else. I want to move you out of the ... There's Facebook. I'm just wondering. LinkedIn is ... there is an answer on LinkedIn and I haven't had many people talk about that and how we do it.

David Perdek: Yeah, so the LinkedIn thing, I'm wondering if ... I've never done this on LinkedIn. I'm still a free member on LinkedIn. I've never upgraded to the professional. Do I need to do that to be able to download the information? LinkedIn's probably the one I haven't used, I have used the least.

Matt Bacak: Yeah. I will tell you, I will say this. I literally posted on there the other day. I post anything that's really popular on Facebook. If it gets tons of likes and goes crazy, I post it over at LinkedIn. I posted on LinkedIn this thing I wrote about my baseball cards. I don't know if you saw it, but I put it over there. It had, I don't know what, it was there were 1,000 likes maybe.

David Perdek: Wow.

Matt Bacak: I got seven interviews for the radio and everything else because of it. I literally was like, "*I'm loving you over here.*" It's interesting. I will tell you and this is something to put in the back of your head, when I was putting on events and I haven't done an event since I moved down here, but when I was putting on events, when I initially was putting on events not like the meeting of the minds events, when I was doing events for people coming to buy stuff, we would leverage LinkedIn.

We'd find people in the area. I would have my assistant contact everybody and tell them, "*Hey, Matt's doing a free event. He'd like to invite you out. You have a private invite.*" The people that came to our ... one, we got, half our room was filled through LinkedIn. Two, the other thing is everybody that came from, no, I

won't say this, probably 80% of the people that bought out of all our buyers all came from LinkedIn.

LinkedIn because they're fresh, because they're new, because they're not beat up by everybody. They actually have more money than people that for sure came from Facebook. There's money. There's a lot of money sitting there. Here's my thing I'm thinking of, because you want to something like this. I don't, and this is just a gut feeling, but I don't feel that ... Facebook's good running the retargeting and stuff like that. They're already raising their hand and identified.

I don't feel that's your neighborhood of your people. I really don't. I think you attract a more higher quality ... I'm not saying anything bad about Facebook. I'm on Facebook all the time, you're on Facebook all the time. I really feel like something like a LinkedIn, a LinkedIn's going to be better. I don't know the answer to this, but I am saying is get our head around what can we do to get those? I'll think about it more. Honestly, I'm not going to pull it out of my butt right now.

David Perdew: The thing I'm hearing though about LinkedIn is before I get started on LinkedIn, I need to do the demographics and the psychographics.

Matt Bacak: Yeah.

David Perdew: Then everything I'm doing to LinkedIn on LinkedIn or Facebook, even. Do that.

Matt Bacak: You can do it a little differently. If you go look at all your top affiliates and friend them, connect with them, and then go find all the people that connect with those, it's basically identify where your buyers come from and then go after the people that follow your ...

David Perdew: Right.

Matt Bacak: I will say this. Anybody that came through for me, because the time when I did my LinkedIn strategy ... because I'm maxed out. I can't go do this anymore. Now I have to go get followers, so now people follow me. I can't add any more connections. Literally, I can't. It just happened yesterday. My whole concept of getting in my head on this one was, one, at the time when I started my LinkedIn strategy, my purpose of getting people to my events were one thing: to get them to my mastermind. Selling a mastermind is the hardest thing in the world.

David Perdew: Yep.

Matt Bacak: It is very hard. It's harder than most anything I have ever sold. It is, really. Two, people had to understand what a mastermind was and already been sold on the idea they need to be in a mastermind. With that thought in mind, I said, *"Who's got a high ticket mastermind that have people in it that are just like the people*

that I want in mine?" I went to those people and then I went to them and found people, the most recent followers that they had and had them follow me.

David Perdeu: Okay, so we're not talking about building a list with people anymore. We're talking about building a list with people who are the people that you want.

Matt Bacak: Yeah.

David Perdeu: Which is the best way to do this anyway, so that's awesome. Great.

Matt Bacak: There are connections and here's the thing like I said. Now you got all the access to all their ... you got their email, you got everything. It's cold emailing really on that, but you do have that. I'm not saying it's something you want to do, but I guarantee you it's like, "Hey, look," if you're upfront and honest, like, "I'm only going to send you one email - maybe two." If you're not a turd about it. That's one thing we found and I will say this. We did direct messaging to everybody for my events.

The way that we positioned it, and I literally was ... because when somebody hits me up out of the blue, they connect with me, and then they hit me up like, "Hey, here's my services" and all that, I'm like, "You're an asshole." I'm just like, "Why would you do that to me?" The people that have said, "Hey, look", they put a little effort into me, they read my profile, they commented on something. I told my assistant...

I said, "Go read their profile. Make sure that these elements are inside there. Tell them, 'Hey, look, we were reviewing your profile and we saw this. I really got curious. I'm Matt's assistant. He said go find anybody that you think's going to be a good fit for this event and I thought you would be a perfect fit.'" People were like, now they feel special. From there, they clicked on the link one time page and that's how I got people. I literally ... that's how we got people to my events. It's a little more intensive work, but it is better quality.

David Perdeu: I was just thinking. When I was talking about doubling my list, I was hoping that there was a button, just like I tell everybody this doesn't exist. There's no button that you push and stuff happens. What you're talking about here is actually doing slow build, high quality.

Matt Bacak: Yeah. On that one. You got to fast build on these and especially if you're launching every month, you're going to have a fast build. Especially adding the exit pops, especially putting the hot list, having an exit pop on your hot list. You're already doing that. What we want to do is take what you're currently doing and then just maximize it. Where is your traffic leaks? Where can we get this? How can we squeeze ... All that real estate. If you look at the numbers, we have all that stuff going on. I don't want to run off, but what we want to do is get the right people.

I tell you what I told you at the beginning. Those three things we talked about, that will get you into your triple. You're doing what you're doing right now that already doubled you. Now you add on this, it's going to even triple it. Plus, on top of that, now we've got another thing.

The real magic, only magic button out there that I can even think of when it comes to lists is what you're already doing, which is Leadsolve. That, you just fill out the form and get the people and then you just tweak it. That's the only true magic button.

David Perdew: Now you talked about article marketing earlier a little bit.

Matt Bacak: Yeah, I did.

David Perdew: We all know that's old school and everybody says, "*That doesn't work.*" Then a new platform like Medium comes out. Medium seems to be very popular right now for content...

Matt Bacak: I just saw that today. Yeah.

David Perdew: You just what?

Matt Bacak: I just saw that today. Somebody talking about it. I don't know where it was.

David Perdew: Medium is getting a lot of traction and then there's things like Flipboard. Do you use Flipboard?

Matt Bacak: No.

David Perdew: Yeah, Flipboard is a personalized magazine where you can actually load your stuff to Flipboard and people can download it and read it. I have all of my news and everything comes through Flipboard and I watch that.

You choose, like I'm interested in photography, I'm interested in online marketing, I'm interested in list building, I'm interested in Matt Bacak. That comes up into my feed. It's a personalized magazine. I'm thinking that if I'm doing article marketing, other than going to places like EzineArticles, I might want to focus on those things. Right?

Matt Bacak: Yeah.

David Perdew: We got the content. That's my point.

Matt Bacak: Yeah, you do. The one thing that just went in my mind is if you do, when you do the demographics and when you get the demographics / psychographics, if you've identified that there is a magazine or something out there that makes sense, if there was another magic bullet out there, it is ... If you want to get

subscribers, go to where subscribers are. We always go under the same medium to be able to maximize things.

If you really think about this, all your buyers are really email subscribers. That's why they're used to that medium because everybody's emailing their list and stuff like that. That's why they'll be most likely to opt in to all your stuff and opt in. They've already proven that behavior. Now I'm saying that because there are ... It's women in transition. There's got to be women, 45 women in transition newsletters where you can ... Do you know Greig Wells?

David Perdeu: Yeah, I do.

Matt Bacak: Okay. Let me embed what I just said even harder in your mind. He did a \$20,000 day with me. He came over my place, went down to the basement, drew out his whole business, and he downloaded everything to me in the first night. Next day, I came in and worked on it. Okay, now he's probably got this fixed, because I made sure he knew he had a problem. He has a great thing going. He had one site sending him traffic.

David Perdeu: Okay.

Matt Bacak: What I mean by that is, yeah, everybody knows he does webinars and stuff like that. That's one thing, but he literally gets all his people from one site. There's one site that sends him all the traffic to get him on a webinar in front of that webinar. All the new signups, so he did a deal with a company, not jobs.com, but let's just say jobs.com because people are transition. People are looking to update their LinkedIn profile.

He did a deal with them and he said, "*Every new person that signs up for*", let's just call it jobs.com. "*Apply them to my webinar.*" Now they're all in his webinar. He got the perfect people, a perfect match with a site, and nobody would have thought of doing that. That's how he really makes ... He does a million dollars a year just because of that one traffic source, perfect traffic source for what he's selling.

David Perdeu: It's market message match and finding the source that gives you that exact match.

Matt Bacak: Yeah, and doing a deal with them.

David Perdeu: Wow, so who is that for me?

Matt Bacak: You need to identify your list. We could play guessing games right now because all we have is 45 in transition or whatever it is. There's going to be data. Inside your data that comes in back from Melissa Data or wherever you use is going to tell us. If you get the demographics / psychographics, it's going to tell you that.

You might find that every person on your list, the average person on your list drives a Ford F-150. You're going to know stuff that you don't know right now.

You're going to see like, *"Wow. Everybody's this and this actually is the perfect match for this."* Then what it really makes you do when you get that data, it really makes you do, is think about this. Your banners, when you're doing your pictures, hey, throw a truck in there. Hey, put a dog in there. It tells you what to do so that we're really talking to those people and really identifying those people and getting rid of the rest that really aren't going to be ... are going to be lookie-loos in the first place.

David Perdeu:

That last one's kind of brilliant. Once we do that and you know exactly who you can do a deal with to have everybody come to your auto webinar, that makes a ton of sense. Hmm.

Okay. This is a lot, so let me just run down the list really quickly. We're talking about **continuing to do launches** where we get good buyer lists, **webinars where we control the process** so that we can get more people to sign up to come to our webinars, whether that's auto-webinar or partner webinar.

Basically, I assume that you think we should have one, two, probably two most, maybe three different webinars that we get lined up for people on an auto-webinar basis, right?

Hot lists.

Going backwards through our current assets. Traffic stats on the pages so that we can prioritize the pages that we need to go back through.

We go to **Melissa Data** on the buyers to get the buyers analyzed and we get the demographics and psychographics. Then we do the **LinkedIn**. We find the transition people, the women, the men who are interested in this transition-type stuff from LinkedIn to start getting more buyers in from LinkedIn, more people interested in our offering. Then we have, we get the data from LinkedIn, so that's going to give us the ability to actually **download the data from LinkedIn**, create those audiences. We could even **create retargeting audiences** if we want to.

Look at **Medium, Flipboard**, other custom magazine sources where we can do more content creation up there. We would look at the **magazines**. One of the things I didn't tell you previously was that we had done a ... When we first got started 10 years ago, what I did was take an ad in *Writer's Digest* and *Absolute Write*. I was focused on doing writers. I was focused on getting writers in because we were creating an eBook was our first thing.

I had zero list, so I bought two ads. I spent \$600. Within a weekend, I had about 750, 780 people on the list. We used those people to go through the course that

we were teaching there. That worked really well. I was very targeted on authors and writers for that. That might be something to actually go back and look at with the magazine subscriptions like you were talking about and then to look at **other magazines for subscriber bases.**

The last thing was the single source. To be able to get people into the single source with the message to market match as you were giving us the description on that, so that's awesome.

I noticed that Matt has dropped. The reason I'm sure Matt's dropped is he was on a cell phone and it's probably out of juice. What I'm going to do is wrap this up and just say *it was awesome.*

This was really good information. I'm delighted to be able to get started with this. I'm really excited about this. We hope to double our list with buyers, with high quality leads. That's our goal for this entire project. If you want to know more about this, come over to my MyNAMS.com and take a look at what we've got going on over there at the blog.

You can actually sign up and get on our list that way at myNAMS.com. If you want to know more about the [Insiders Club](#), go to myNAMS.com. Let's see, go to NAMS.ws as in workshop. NAMS.ws/mnic. Mickey Nancy Insider Club. My NAMS Insider Club. It's NAMS.ws/mnic. You'll be able to take advantage of our one day and one dollar trial there. All right, that's it. Thank you very much. Talk to you soon. Bye bye.



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