



THE MILLION DOLLAR STRATEGIES PODCAST WITH SHAUN BUCK & OLİ BILLSON

- Shaun Buck: Hey everyone. This is Shaun Buck and I am here with another Million Dollar Strategy podcast and I have my good friend, Oli Billson on with me today. Oli, welcome.
- Oli Billson: Thank you. Thanks for having me.
- Shaun Buck: Yeah, thanks for being here. So for people who don't know you, we've been friends for a couple of years now. And you are hands down one of the smartest marketers I know. When I get stuck, you are one of the few people who I'm like, "Okay, who will know their answer to this?" You always make that list. And so but, for those people who don't know you, can you give us a little bit of your background? Tell me a little bit of your story.
- Oli Billson: Yeah sure.
- Shaun Buck: Personally and professionally. Give me both. Give me personal and professional.
- Oli Billson: Okay. Yeah sure. Well I'm blushing. Thank you for that. That's a very big compliment coming from you. So my story goes back to the young age of 15 years old. I started my first venture into the world of working for myself was back then. I actually started building custom computers and probably abnormally, decided to start exporting them to the far east. I was actually exporting them to the Saudi Arabia and Egypt. So you can imagine the look on my mum and dad's face when a DHR van would arrive and then they'd come and pick these packages up and wondering what the hell, where they were going.
- And the really, what led me to that point was before that, I was a high performance tennis player. I'd played tennis at a very high level for a long time. And I played all around Europe. And I guess, there was a certain confidence that I got from doing that. And so I was always interested in business and interested in computers, and so when I stopped playing tennis when I was about 14, I had to throw my energy into something else. And that just so happened to be this small, kind of cottage industry computer business. And so that's what I did.
- And of course, just like everything, just like everybody's first business, it doesn't last very long before you're onto the next thing. And so for me, I followed the education system here in the UK for those of you who haven't gathered by yet. That's where I'm from.
- Shaun Buck: Yeah, I originally thought Alabama, but UK, okay.

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Oli Billson: Oh did you?

Shaun Buck: No (laughs).

Oli Billson: I usually get Australia but-

Shaun Buck: Oh okay.

Oli Billson: And so I followed the education system here and which led me to spending one year at university. And I got picked up by KPMG, which obviously are a major bank and they wanted to sponsor me. I don't know what they saw in me. I'm not sure what it was. But I'm not sure what out of my grades they'd seen in the first year they liked the look of. But any case, they picked me up and I went through this interview process with KPMG and it was the most horrendous corporate experience I'd ever ... I didn't even know what corporate was about then, but I just knew that whatever it was that they were putting me through, I didn't want any part of that at all. And so I quickly came out of that experience and left university, dropped out in a whole lot of debt actually and got straight back into running my own business again, which was in the automotive business.

My other big passion from, if those of you who don't see me at an event or whatever, you see me at event and often ask me, acting's one, [inaudible 00:03:32] are another, and watches are another. So those are my big things. And I started this window tinting business and then quickly I discovered my first exposure to direct response, was actually in that business.

And so immersed myself with all the resources, talks that I possibly could to learn direct response. Because we were just doing all this brand based advertising at the time and frankly, it wasn't working very well for me. So I figured, a direct response out or started figuring it out and wrote my first long form sales copy and we started to get results. And I was hooked on, not necessarily being the doer of my thing, but actually becoming the marketer and understanding marketing and how to generate leads and convert them into customers. So we started training other people, how to start their own window tinting business. And then that led us to teaching other people how to start their own vinyl wrapping business and that led us into launching an international franchise in which now we have, we grew up to 170 franchises internationally.

And each of those businesses, which we, it splintered, had got me into the full seven figure businesses. Four separate seven figure businesses in just under six years to where we are today, which is now us helping other business owners generally with their marketing. So it's been quite a journey.

Shaun Buck: Dude that's awesome. Some of that, I didn't know about the tennis playing when you were younger. So that was, you learn something knew on your story. It's really interesting. I would say I would try to play you, but I suck at tennis. So

that would be an easy win for you. But that's really interesting. So now, so with the franchises that you did, and I knew about the four franchises and then being international, you selling a ton of those. 'Cause you're still running that day to day. You have a team that's running that day to day. I mean, you're not personally running it, right?

Oli Billson: Yeah. The team as it stands today across the businesses, we got 29 staff and a lot of those businesses, one I've sold, but the others are very well systemized. And my marketing agency, my marketing team rather, kind of the force behind still driving those businesses forward. Although operationally, I'm not greatly involved. Our agency still really [inaudible 00:06:14] them as clients, which is an interesting ... sometimes an interesting place to be but it works really well.

Shaun Buck: That's cool. Okay. So let's about this because you brought to speak at all sorts of events, both in the UK, in Europe and then you're frequently out here in the States. And they bring you out for your expertise on marketing, conversions, funnels, kind of all of the above. But what are you seeing right now? Talk to me about a million dollar strategy in a sense. Talk to me about something that is just crushing it right now that you're seeing just work really, really well.

Oli Billson: Sure. So a lot of my own businesses, but also by extension, a lot of our clients businesses have a human interaction before somebody buys something. So in that sales process, they actually have to have a conversation with somebody, somebody in their organization has to speak to somebody before they sell them on whatever it is that they're buying. And so that can be in varying different things. That could be a software product. It could be a high tech coaching program. It could be master mind. It could be an info product even that's at a higher value. One of the things that surprises a lot of people when I talk about this is, if you sell a product over ... I can't remember our exact number, but I think it's over \$700, it actually pays more to have somebody talk to somebody and actually have a conversation with them to increase your conversions rather than just autonomous or automated sales.

So anybody that's out there thinking, well I can live the automated dream with automated webinars. Or I could do all of the sale products online. That might be the case for eCommerce for sure, but in vast majority of other cases, if you're selling something of that figure and above, at some point in the sales process, and don't mean every lead, I mean strict qualification of leads, it makes sense to reach out and have a conversation with somebody to lead them to buy.

And so one of the things that we talk a lot about is in the world, where we're pulled in lots of different directions, and as marketers, as business owners, we're really aggregating a lot of people's attention. It's, how do we really connect with people in the most, in the easiest way for them to take the next step and have a conversation with us? And one of the best ways to do that is to connect with a device that's in our prospects pockets, which is their mobile phone. And I don't mean through just calling their mobile phone, but actually starting a conversation with mobile marketing and mobile media with text

messaging. And there's a very intentional way we can go about building that into what we call the phone funnel framework, which is pretty handy and neat.

Shaun Buck: Yeah, yeah. We found the same thing. I mean, so if you had this, hypothetically, if you had a service based business, we'll pick a random one like you sold news letters or what not, that if you don't drive them to a conversation some way, shape or form, the volume of people you sign up goes to almost nothing.

And I've seen this for other people even on info products, right? Big companies, I won't share names, but they have a large phone force behind them, trying to get these conversations going. Because they do their webinar and then of course, they have some people that buy who know I can trust them, but then they don't ... I've seen as much as double the number of sales when someone actually picks up the phone, because there's a whole bunch of people on the webinar who maybe aren't as familiar with them. Don't necessarily know I can trust them 'cause they haven't bought from them yet or whatever the case may be, right?

So it's super powerful.

Oli Billson: Yeah and I think one of the big misconceptions is, is that you've either got people on two different ends of the scale. You've got people on one end that are trying to call every single lead that they generate back, because they've got the ability to do that. Then you've got the people on the other end that want this kind of complete automated lead to customer journey, and they don't really want to get involved with talking to people.

And so the middle ground is really about how you connect with people. How you qualify people. And what steps you put in place for people to actually self select and qualify themselves in an automated way to then trigger a humanized conversation with somebody. So that when you do speak to them, they're predisposed and they have a propensity to actually be, for one, interested in what you've got to offer. Have enough information already to make a buying decision. So you can start bringing the lead to buyer time down through using that kind of process.

Shaun Buck: Yeah. So well so if I was to use my business as an example, just to show what we do, and you can tell me where this is either right or wrong either way. But so we actually, we started on the opt-in form, right? So one of our lead magnets is a free book. Right? So we want them to get the free book. So we do a two step opt in, because if we ask for 9,000 pieces of information like name, address, email address, phone number, mailing address, like all this stuff, they don't answer all the questions, right? So we do two steps. So a couple of pieces of information on the first step and then the second step, ask for where to mail the book to, right? And then we have a drop down menu that selects revenue. There's like four choices for them to select, they select revenue and that's the first point where we start letting them self select into categories, right? Because if they tell us they're between \$0 and \$100,000 in revenue, our product is not

designed to help someone in that range. And so they self select into the, we'll send you some cool, free information but that's it. That's the end of the conversation for us.

Now if they select that they're a three quarters of a million dollar and above business or whatever the number is that we have on the menu, then that tells us that, look, this person at least has the ability to buy. They're at least in the range to buy our custom product, right? And so then that drops them into a different bucket. Into a completely different funnel that has various different follow up to help educate and get them, to see if they're actually interested in buying. Right? Is that basically ... am I on the right track there?

Oli Billson:

Yeah. So while book funnels and the main are a great way of getting people to cross the free line as well, if you're doing some kind of free, plus shipping offer as well. So for those of you who've heard about book funnels, that's a great way to get people's information, specifically the credit card information to then create a funnel that kind of liquidates the cost of being, getting there in the first place. So that's definitely good. And some of the things you're doing there are definitely worth ... obviously great for segmentation. What we try and do is think about where they got there from in the first place. So if you're running a lot of traffic into an offer, you're probably using something like Facebook to run, target people and move them towards your offers.

Now, when you do this, you can use advertising objective inside of Facebook called Facebook lead ads. Now, Facebook lead ads, if you've ran Facebook for any length of time, shouldn't be new to anybody. But the thing that people don't understand is, that most, for those of you who don't know about lead ads, lead ads are basically a form that is presented upon somebody clicking an ad inside of Facebook and the user's information, that contact information is pre-populated for you. Now that's extremely helpful. It increases conversions. But typically, the email that's used, if your only follow up is an email, the problem you have is that email address is probably quite dated, because that's what they used to sign up with Facebook originally.

But the one piece of contact information that you can collect up front would be a cardinal [inaudible 00:14:53] to add to your opt in page on your book, would be phone number. Because that's gonna reduce conversion as an off site conversion for you. But inside of lead ads, because it is pre-populated and more important, because it acts as a security mechanism for Facebook, usually, somebody's mobile number is extremely high quality inside the Facebook lead ads.

So now you start thinking, well surely the penny must be dropping for people listening to this. It's, well okay, so I use Facebook lead ads so I can get a high quality phone number, so that then, what do I do? Well you're not gonna email them and because you can target people when you do advertising only on their mobile device in the first place and not desktop, it means that there's a

congruency between how they respond and how you can deliver the piece of value that you're promising in the ad.

So high level example would be to change your funnel, would be, instead of giving them a book, let's give them a free case study video. Now it might be a case study from the book. But there's a case study video. And so that's the bait that you're fishing with on the ad, to say go and watch this free case study video. Then, when they click the ad, it comes up, it's pre populated all of their information including the phone number. And of course, it doesn't take a genius to work out that you need somebody's phone number in order to actually speak to them. So think about your sales process. Think about the end in mind. So you've got that in advance which you wouldn't normally be able to get.

Now, what you want to do is ask them what's called a custom question on that lead ad, which you can do. It's just a question box. And you can say, can we instantly text you a link to the video? Now what that does, is it asks for permission for you to send a text message to them, to deliver that video. And of course, we know that they're already on their mobile device, because we're advertising to only mobile devices. We've collected a quality phone number, which is a mobile number. And now we're gonna text them.

so now we haven't got to worry about open rates of your email or anything like that, because of course, we're gonna get almost 100% open or attention rate on them clicking from there SMS, their text to that value video. so they go to a page, which I caution people taking people directly to a case study video that might be 25 minutes in length. You want to take them to what we call is a primer video, which for you Shaun, that would be something like, "Hey there, thanks so much. It's Shaun Buck here and I just wanted to say thank you very much for requesting the case study video. What you are about to discover is, in this case study ... this 25 minutes case study, the following thing." So you're gonna pre frame what it is that they're about to discover. And you want to congratulate them on their prior positive action. So, "Congratulations, you just made a great decision on finding this case study video that will enable you to do this, this, and this."

And what that does is it puts a micro stop in between them. Loads of leads just hitting that video and not really watching it or consuming it. And of course, what you really want it a sales person at the end of the day. At the end after this is all over. You want somebody that knows you, likes you and trusts you, but has done that because they've engaged and consumed your content. And so you want to try and get them to consume.

So the primer video stops people just jumping to it. They watch the primer video, they want to invest now in their time. You've told them how long it's gonna take to put some time investment in. Then they click through to watch the video. You give lots to value and then at the end, you say, you put another stack in the process and you don't just say, "Hey, go and schedule." Or go and do a consultation, a strategy call, a diagnostic or whatever. You just say to them,

"Hey, so if this is interesting and more important you're somebody that," and then you qualify them with your points, what I'd like you to do now is, on your phone, text me with the words, Start, or Schedule or Go or Success or whatever it may be and I'll instantly send you a link to schedule a call with our team.

Now what that does, again, it stops them directly just clicking it and going to schedule and then not turning up to that call. You just put in another step in the process. Another hurdle that they have to go through because you're asking them to now text you. And of course, we all know about commitment and consistency and micro-commitment. It all works with influencing them to take the next step and follow the path. And that's what we want to do. So now we've created the pathway, they can then schedule with you. You're gonna get somebody there now that's consumed everything. Your sales guys can go from probably 10 sales people or 20 sales people to probably like 5 people or even 1 person. In some of our case studies we've taken, teams of 6 ... our best one was 6 down to 1. So they dropped 5 of the sales people because we were just dealing with much higher quality people. And of course, the cream rises to the top.

so that's kind of an over view of how the phone funnel frame works. And it's really, really effective.

Shaun Buck:

Yeah, that's pretty awesome. Yeah. And of course, we've experienced this as well too. When we're doing Facebook ads or driving mass traffic, you have to operate different than if they're just going to a landing page on a website or if it's a known audience that you're giving it to, that you know everyone's qualified. Yeah, you absolutely have to operate a little bit differently. That's I think one of the reasons when people say, X, Y, Z didn't work, I was driving this traffic and it didn't work for me. I think a lot of times it's because they're trying to put it through the same funnel there. Right? So one funnel they're trying to put it through. They haven't made the adjustments like you just gave the outline to make the adjustments. So the traffic actually works. You got to treat warm traffic and cold traffic very differently. So no, that's awesome. Yeah, thanks for that.

So let me ask you, let me ask you this. Outside of Facebook, is there anyplace else you're going and having success driving a good amount of traffic? What are you seeing that's working? 'Cause everyone talks about, Facebook working. Although, we're seeing ad costs. We're seeing the cost per lead rise a little bit. Not a lot but it's gone up a little bit lately, especially with some of the targeting changes and stuff like that. What are you seeing out there that's either still working or is working well at the moment?

Oli Billson:

Yeah, so I think probably just for everybody again, I would caution everybody to have, just be in one traffic channel, because things can change quickly. So you definitely want to diversify that if you're only in one. What you can operate albeit is a different type of traffic. Like intentional search traffic with google ad words, is the exact same funnel that I just spoke about, you can actually run

with google ad words with what's called a click to text extension. And what happens there is, just like a Facebook lead ad, when they click the ad on in the mobile phone, it automatically pre-populates the key word on that phone, that then triggers that into that value video that we're talking about.

So I was wanting to mention that because not many people know that with ad word you can do that kind of stuff if you're running ad words. And obviously not many people, this may be the first time they're introduced to the phone funnel framework anyway. So you think about that and you like that, that's a great thing to do.

Now one of the things that I just spoke about at an event that I was speaking at with you, was this offline to online lead generation. But then going back offline to make the sale. So it's OTOTO is like the analogy. Where basically, what we're doing is, purchasing and procuring very targeted lists and then we're doing direct mail to those lists with varying different pieces. Inexpensive pieces, not like 3D mail, but more like-

Shaun Buck: Postcards.

Oli Billson: Postcards and short form sales and stuff. And we're driving them to a landing page where they can then request what the information is that we promised. And then, albeit, we'll follow up online. Actually then send and deliver the wow sequence, the delivery sequence offline. So they're gonna get a report in the mail, which is the frame sales. They're gonna get a testimonial booklet. They're gonna get an [inaudible 00:24:01]. They're gonna get different postcards with different case studies. They're gonna get a whole heap of stuff.

And then we're gonna follow up to a pre-determined deadline in the future and do all of that offline so ... because we know that they responded offline to begin with, why wouldn't we continue to mail them offline? I mean, it makes sense. You respond offline, your more likely to then respond to other stuff. So don't just be focused just online when you generate that lead offline to online.

Shaun Buck: Sure.

Oli Billson: So that definitely is working very well for us from that standpoint as well.

Shaun Buck: Yeah. That's awesome. It's working well for us too. One thing you said in there that you said really briefly but I don't want people to overlook, is that you don't want to have just one media source, just Facebook. And I've been saying this for a couple of years. But, and you know this already, but it's more important than ever, Facebook just ... did you see that announcement yesterday? I posted it on my Facebook page. Where Facebook said they're gonna start banning businesses that get high complaints. So if you buy something of if you're getting a lot of complaints on Facebook, they're gonna start just outright banning the

companies and they won't ... it's not gonna be like they're doing it now where you just go create another account.

My understanding is completely, if you come back up, create another account, they're gonna just shut you down again, right? They're gonna keep shutting down like ad words used to do it. And I think there's a lot of people in the next 12 months are in for a rude awakening. Not because they're necessarily gonna get a ton of complaints. That's not the issue. But you remember, I'm sure you remember the days I guess I should say, where ad words was a free for all and then all of the sudden they were like, you know what? We don't like business opportunity anymore. And you now, you can't advertise business opportunity. And we don't like ABC type of business and all of the sudden, just everybody who was in that business got banned from it.

I lost an entire company that way because I made this mistake of ad words was my only lead source for this information marketing business opportunity I was selling. And it just, I was spending a \$1,000 to \$1,500 a month on ads and I was making \$15-25000 a month in sales. Almost 100% profit other than the ad cost. And over night, gone. Just one day. So it's a word of caution that, you talked about it quickly 'cause you know it, but so many people I think are ... I watch them making this mistake. It's all their ad traffic is coming from one source, right now it mainly being Facebook. And they're getting ready to get hurt.

Oli Billson: That's one of the reasons why when you get kind of clued up on different ways to mix the media and modality for people to respond in the most convenient way, that's the reason why mobile marketing right now is quite hot for us. Because of the fact that, if you're listening to a podcast like this one now, and you wanted to offer somebody the opportunity to go and download some thing, there's a high chance that they're listening to this podcast on their mobile phone.

Shaun Buck: Sure.

Oli Billson: So why am I gonna try and tell them to go to a website to get and get something for free? I'm just gonna tell them to text a key word into a number, and then they can go and claim whatever it is that's for free, right?

Now, there's nothing wrong with [inaudible 00:27:29]. This is another really big thing. Don't just give them one way to respond. Because if it seems to be more convenient that what you got to give away is gonna take more research, like it's gonna take a little more reading than just something for free, then if you're taking them to a sales page or something like that, then you could send them through text message, cool. Give them that option.

But if not, send them direct to URL, because that's the process they're gonna go through to discover what it is that you're about and make sales. But definitely give them two ways to respond or even more sometimes if you can. So if you

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lead generating out of, from stage, if you speak at a networking event or you speak at different events, give them the way to get your stuff through mobile. Definitely works.

Even from ads, if somebody sees your ad in a space ad that you've got in a magazine or trade magazine or anything like that, don't just give them one way to respond. Give them multiple ways to respond. I mean, it's direct response 101, but now we can actually kind of get that lead much quicker, sooner, faster, because we can get it, because we know they're next to their mobile phone.

Shaun Buck: Yeah. That's great. So listen, that was all amazing stuff and I know that you've got a really cool offer here for the listeners. Something, 'cause if they're sitting here thinking about it, you know what they're probably thinking? Damn, that was really cool, but that's a lot of work. To put that funnel together, to put that piece together, that's gonna take a little bit of time. All the copy writing, just all the steps. So how can they connect more with you, and I know you got a gift for everyone. So tell me about that.

Oli Billson: Well first of all, what I wanted to share was something that's had a huge impact on not just our business and being able to grow four seven figure businesses, but also help a lot of our clients exponentially grow their businesses. And so if what I spoke about resonated with you, then what I've got to say here is definitely gonna be important. So we have a product that's part of our membership called Players Club. And it's called the Phone Funnel Framework. And it shows you and guides you through every aspect of setting up Facebook advertising and moving people specifically from Facebook, into qualified sales appointments. Similar to the process that we spoke about on this episode. And so usually that products \$3,000 if you wanted to buy it separately. If you really want to do that, then send us an email and we'll definitely take your money for it because it will have a great impact.

But I you want to kind of go a bit deeper with us and get access to that for free, then you can join Players Club, which is our inner circle coaching membership. And when you do, you will get the Phone Funnel Framework completely for free.

Shaun Buck: Cool. Cool. And so I think the easiest way to go check out Players Club is to go to OliverBillson.com/Players if I'm correct there. And they can check that out and get more information. So man, Oli, thanks. Appreciate you being on. Any last minute thoughts, words, questions?

Oli Billson: Obviously thank you to you for being such a gracious host as you always are. And being an incredible business partner like you are. And I think that if you're listening to this and this is maybe one of the first episodes that you may be listening to, you definitely want to be paying attention to future ones for sure. Because I know Shaun always brings a lot of value and hopefully, just like this episode, you'll get a lot more value as you go on listening to the podcast.

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Shaun Buck:

Cool. Well hey, thanks man. Always a pleasure. Always learn something when I talk to you. So thank you very much. And guys, that's all we've got for you today, make sure that you subscribe so you don't miss an episode, as Oli said. And we'll see you next time around on Million Dollar Strategies.