



THE MILLION DOLLAR STRATEGIES PODCAST WITH SHAUN BUCK & BRODIE TYLER

- Shaun Buck: Hey, this is Shaun Buck, and I am your host for the Million Dollar Strategy podcast. I have a special guest, a good friend of mine, Brodie Tyler. Brodie is the CEO of Revenue Jump, and has been a good friend of mine for 11 or 12 years now. I'm happy to have him come on and share a lot of his entrepreneurial wisdom with us today. Welcome Brodie.
- Brodie Tyler: Hey, thanks for having me Shaun, appreciate it.
- Shaun Buck: Yeah man, it's good to have you. Brodie, give everyone a little bit of your background. Give them maybe a little personal who you are, but then give them a little bit of business background. I know you've got two companies, so maybe a little bit about who you are personally and then a little bit about both the companies.
- Brodie Tyler: For sure, yeah. I'm here in Idaho and I've got a family of four kids, three boys and a girl, and a labra doodle named Wilbur. We like, I don't know, we love Idaho because it's the outdoors. I like backpacking and camping that type of thing, in fact I'm going camping this afternoon not too far after our phone call here.
- Brodie Tyler: I've been in business since the year 2000, and so I've been generating leads from the internet for that long, so about 18 years. I've done just about everything as far as internet marketing goes or retail or service business, and I've failed more times than I can keep count. I've got a couple of good businesses right now, and one of them I've had for 10 years and that's a marketing company. We do internet marketing stuff, content, marketing, and that type of thing. Then, the second business I started up two or three years ago and that was a software company, it's called Revenue Jump.
- Shaun Buck: I know one of your big focuses is Revenue Jump, so what's Revenue Jump do. Give me the overview.
- Brodie Tyler: Yeah, so I'll actually give you a little bit of background, it's kind of a funny little story. I was speaking at a conference, I think it was three years ago, maybe a little bit longer now. But, I gave this presentation about internet marketing and I covered five topics about [inaudible 00:02:43] and link building and content and social media and reviews. At the end I opened it up for Q&A and even though like only 20% of my presentation was about reviews, 100%, literally 100% of the questions were about reviews. It just kind of clicked with me how passionate people were about their reviews and what people were saying about them online.

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- Brodie Tyler: That's how I got started with Revenue Jump. I wanted to make it easier for these companies to get those reviews. I went in to the software business, not knowing anything about it and what I was really doing, I just knew what I wanted the end result to be like. After a few different iterations of the software, we're running full steam as a software company and I've got a bunch of clients using it and getting awesome results with it. That's kind of like a little bit of a background with Revenue Jump.
- Shaun Buck: Well, and you didn't mention this so I'll mention it and brag for you, but even one of your customers is Dana John from Shark Tank, right?
- Brodie Tyler: Yeah, and I don't even think he knows that he uses Revenue Jump because he's got people that use it, right, but yeah if you go online to one of his seminar businesses, a year ago he had like zero reviews. He's been using Revenue Jump over the last year and I think he has over 1200 now, so it's pretty crazy, yeah.
- Shaun Buck: Yeah, yeah. I mean, maybe he makes that decision maybe he doesn't, probably not. You know, I don't order every [inaudible 00:04:24] product that we have, and I'm much smaller than Dana John so you know, but still it's a good marquee client, right?
- Brodie Tyler: Oh yeah, yeah, it is. It's nice. I downplay it a little bit but that is, I am definitely proud to be able to serve him that way.
- Shaun Buck: Yeah, that's awesome. Okay. Let's talk about this because I think, let's talk a little bit about reviews, and let's give them some tips. Revenue Jumps a great software that automates stuff but, so let's talk about someone who doesn't have Revenue Jump. They don't have any software. They've just got to do it. One, what should they do if they get the dreaded negative review, right? How should-
- Brodie Tyler: Well, that's a good question. It's not, I mean, sooner or later you're going to get a negative review, and it's bound to happen. You're going to piss somebody off or you're going to have a competitor that hires somebody to leave you a negative review, I see that all the time. Unfortunately there's not a whole lot you can do to fight that negative review. Let me give you an example of what not to do. I have an old client of mine, he's not my client anymore and I won't tell you who it is but you know who he is. He got a three star review for his business, and he had his attorney send a letter to that customer saying, "Hey, you've got to take this off or we're going to sue you in this amount worth of damages."
- Brodie Tyler: She says, "Oh, yeah?" Well, she went and reported it to the local news agency. To this day if you Google his business name a lot of times you'll see the video of the news cast where the journalist is standing in front of his office talking about his negative review, and he wasn't able to respond to it and that type of thing. It went from like, it's only a three star review, right, so it's not even a one star, but

it got really bad really quick. So, don't worry about like legal or anything like that. The best thing that you could Shaun is two things.

Brodie Tyler: Number one is reply to that review online. Say hey, if you know who it is say, "Hey, I'm sorry you had this experience, this is not how we do business. Please call me at this number and we want to make sure that you're happy, I'm sorry you had that experience." If it's somebody that you don't know who it is legitimately, just say, "Hey, I'm sorry we don't have anybody by your name on our customer list, but I definitely want to make sure that you're happy so please let us know." What that kind of does is it kind of like, it discounts that reviewer because you're basically saying, "Hey, you're not our customer." Without coming out and saying it, right.

Brodie Tyler: Then, the second thing that you could do is just bury it with more four and five star reviews. Just get as many as you can.

Shaun Buck: Yeah, I think that the idea that you have to be perfect in reviews, I think that's actually even not realistic, right? I think everyone knows that there are some people who are just going to be, you can't please them, they're unhappy, whatever the case may be, and that you have to be perfect with reviews. I think that that's like this weird feeling that, you know, it's almost like if someone leaves you a negative review they've like kicked your baby, right.

Shaun Buck: That's not the case, but if you don't do anything with it, I agree with you, you need to respond you need to respond appropriately. I do know the person you're talking about who fought the oped, you know I know exactly who you're talking about. Yeah, I totally wouldn't suggest that, especially since those kinds of no-competes, or I'm sorry those kinds of non-review causes or what not, non-disparagement is the word I'm looking for, in a B-to-C setting is not valid. B-to-B is a little different, but in a B-to-C setting, business to consumer setting, there's a law that basically says you can't. Those aren't enforceable, you can't put those into your varied terms of service somewhere and actually enforce those, so never a good idea to do that.

Shaun Buck: Now, so you've got to deal with a couple of different sides of reviews. Have you seen or do you guys consult or help people with the other side of reviews, which is employee reviews now, right? You get an employee who you have to fire because they weren't doing their job and then they slam you online right, have you seen that? What are your thoughts there.

Brodie Tyler: Yeah, so our software doesn't help out with that. I was just on a webinar yesterday actually where I got that question. The more people that ask me about that question the more that we're going to look into those reviews, making it easier to get those reviews from the employees. The best thing that you could do for that is, and that's tougher because like Glass Door for example, an employee can leave an anonymous review and not even reveal what their name is and so you don't who they are. That makes it really tough.

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- Brodie Tyler: I would say that probably the same advice is try to just get more reviews. Take care of your employees, and then make it easy for your employees to review you on Glass Door or whatever website there is. I think Indeed does reviews now, employee reviews as well.
- Shaun Buck: Yeah.
- Brodie Tyler: But, that's the key Shaun is like, our software helps get more reviews and referrals right, but if you suck then my software can't help you. You have to take care of your employees, take care of your customers first, and then they want to review you, they want to refer new business to you. But, I believe it's just a matter of just making it more convenient for them, making it easier for them, and that's what we try to do.
- Shaun Buck: Yeah, and so, well to your point of if you suck at business, right, if you are not running a good business, there's nothing I can do to help you. I say that all the time, I'm like, "Listen, you know, Doctor. If I can send all the newsletters in the world for you, but if Belle ax Bertha at the front desk is nasty to everybody who walks in, I'm not going to get you any referrals." If you don't have your stuff straight there's nothing I can do to help you, like it's just, you know what I mean.
- Shaun Buck: Or, if you walk in and you're 40 minutes late to every single appointment, like no ones going to refer you. You have to have your crap together from a business standpoint. There's no magic pill whether it's your software or my newsletter service, or some other product, that's going to help you here if you don't have the fundamentals down or if you're not at least working on the fundamentals.
- Brodie Tyler: I have, and let me butt in here for a second, I have a client and I've heard this twice in the last week where they're favorite, and I don't want to be self-promotional but it just kind of goes along with what you were saying about this concept of taking care of people. Is that our software surveys people before we ask them for a review or a referral, right. Twice in the last week I've been told that's their favorite thing is that they get the opportunity to take care of the problem before it goes public.
- Brodie Tyler: I love having clients like that where they're proactive about their business. They want to make their business a better business first, and then if the reviews and the referrals come I mean that's great, but their first concern is actually providing good customer engagement and a good customer experience. Studies have shown that if you do that you'll actually make more money.
- Shaun Buck: Well, so I'll tell a little story from a few years ago, you may or may not even remember this, but you and I were brainstorming somewhere. It's like a pretty much if we're in town, like New Years Eve, Brodie and I go have lunch together.
- Brodie Tyler: On accident.

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Shaun Buck: Yeah, it didn't start out as a tradition and it sort of now has become one. So, it's probably over this period of time but I can't remember for sure, but we were going out and hanging out and we were talking about you know, you know what we should do, or you know what you should do, you should send like, build a little scraper, find people who have negative reviews and then pitch this software to them. I mean, you will crush it dude, everyone's going to sign up, like how do they not sign up when you show them this negative review and say, "Hey, we can help fix this problem."

Shaun Buck: The really interesting thing that happens is, is you did do that. You went out and tried it-

Brodie Tyler: I did.

Shaun Buck: ... you did it, and it failed. It bombed miserably, right?

Brodie Tyler: It was a great idea.

Shaun Buck: It was yeah, on the surface it seemed like a great idea, but to your point the reason it wasn't a great idea was because by and large those people just simply didn't care. The people who are using your service are the ones who actually care, who are actually trying to scale their business, who care about their customers, who want to give them a good experience. These are the people who care about reviews, right, and the ones who are getting the one stars are just turning and burning and they don't care. They're fine with the negative review because the customers always wrong in their book, right. It's seems counter intuitive that that would be how that worked out, but it is a little marketing fail there that you and I both thought was going to be this amazing [inaudible 00:14:13].

Brodie Tyler: Yeah, that's funny. That's exactly how it happened. I thought it was going to be great, I implemented it, and I think we got one sale out of like thousands and thousands of ... it was funny.

Shaun Buck: Yeah, and I always like to point out some marketing fails or some lessons learned on the podcast, because I think so many times people are listening to other business owners and entrepreneurs and all they're doing is talking about how amazing everything is. Like, my business is so awesome, we're going to do \$9 billion and we've been open for 37 days, right. The reality of it is that's one, one millionth of a percent maybe that has this uber success, and really it's guys like us and guys and gals like that are listening to their success is, it's not a straight line, it's this really curved, jagged, weird line that they get there. You fail a whole bunch along the way and even in my business, I mean we have had failure after failure. Marketing campaign after marketing campaign that we thought was going to crush it and didn't work. It was either us or the marketing campaign or both, right.

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Shaun Buck: Brodie, we've been talking a lot about reviews. Let's switch gears just a little bit. Let's talk about referrals. Like, that's near and dear to my heart, right.

Brodie Tyler: Yeah, yeah.

Shaun Buck: Tell me, well one, just because I actually don't even know this, I don't even know the answer to this question, but what's your software do that helps it get referrals and why a focus on reviews and referrals. Give me how that came together.

Brodie Tyler: Yeah, I'll tell you this, I'll answer your second question first and then I'll forget your first question by the way, [inaudible 00:16:07]. Our company used to be called Review Jump. It does great at getting reviews. A 650% increase from six months before you start with Revenue Jump to six months after, that's what our studies show of an increase in reviews. We did so well that my accountant, which is your accountant as well Shaun, fired me. He says, "Brodie, I already have enough reviews, I don't need any more and my second competitor is so far behind I'm not even worried about it."

Brodie Tyler: Whenever I Google his name or his keyword he always shows up number one, and I don't even know if he does any other internet marketing or SEO, and he ranks number one.

Shaun Buck: He does not.

Brodie Tyler: Yeah, he doesn't? Okay so, I mean and all he does is reviews. Then, so I'm like dang it, and I had no argument for him. I'm like my own accountant fired me because I did too well, and so what I wanted to do is like, all right, I went back to the drawing board and I'm like okay, I've got to ... stick rate is important for me in my software business, right? I'm like all right, everybody wants referrals, Shaun keeps talking about referrals. I wonder if I can adapt our software to help it make it easier for people to get referrals, and so that's what we did.

Brodie Tyler: We had the same concept. We survey the customer first and then we make it easier for them to refer that business. It didn't make sense to be called Review Jump anymore, so that's why we recently went through the name change to Revenue Jump, but that's how we got started with referrals.

Shaun Buck: That's really interesting. I actually like that from a business lesson standpoint from people, right. Sometimes we all fall in love with our own product and our service. I know I've been guilty of this where I'm like this is the absolute way it needs to be done, it's the best way. But, the marketplace is telling us it's not the best way. See, the marketplace was telling you when Jack was, and I remember when this happened I remember I was talking about this, but the marketplace was telling you that hey, you've got a great software. You've got this really cool service. People need it for 6.7 months, you know or whatever it was, and they don't need it.

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Shaun Buck: The problem with that is the cost of customer acquisition can sometimes be so high that that's not sustainable, and so it was either pivot and add something else into what the marketplace wants, or maybe potentially even not have the business, have to cancel this software that's working for so many people because it's not sustainable. I think that that's, you know, it's really good, it's just such a really good lesson to don't fall in love with your product or service.

Shaun Buck: The market is going to tell you what it is that you need, and if you have a service and you're finding that people only stay for 6.7 months and that's not good enough, you need them to stay longer, then what do we do? How do add? How do we pivot, how do we adjust, how do we improve, to get people to stay for 24 months or 36 months or whatever the number is that you need to get to and stuff.

Brodie Tyler: I refer to that as increasing the pain of disconnect. I want it to be more painful for them to cancel with me than to not, so I mean, there's some businesses out there that need fresh reviews all the time. Jack just happened to be in one that you don't need fresh reviews all the time in his market, but guess who's my customer today?

Shaun Buck: Yeah, I know, recently right, like in the last six months or something?

Brodie Tyler: Well yeah, we just launched the referral system and he signed up again, so.

Shaun Buck: Yeah, that's awesome. We've had to do the same thing, right, so we've always just done 100% full custom newsletters. Then, the market though in one particular niche was telling us that they really actually just wanted to copy the gurus newsletter and have their own cover, their own one personal article. So we finally, I'm slow but I finally got there and we had to pivot, and now we offer that as a service. Now we offer that as a service across a ton of different industries, not just in this one physical therapy market that we were in. But, it took me a long time to pivot and now I look back and I realize the mistake I made, right. The market was screaming at me to do one thing and I just wasn't paying attention.

Brodie Tyler: The thing I like about that is that you didn't have to reinvent your business, you kind of just shifted a little bit. Repurposed what you were already doing.

Shaun Buck: Yeah, yeah. I think there's a lot of lessons for people to look at that. Now, on the flip side you have to be careful that every time someone asks for a new feature or new service, new product, you don't jump to it because you'll drive yourself crazy. But, it's like you said, if a bunch of people start asking you to help with the Glass Door reviews and the Indeed reviews then you'll add that as a component, but you're not going to do it because one guy asked for it or whatever. What are you seeing, you know I've got some thoughts on this, but what are you seeing as the reason people don't refer?

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- Brodie Tyler: Well, it kind of goes back to what we were talking about earlier, if you suck people aren't going to refer or review you, right. You have to ...
- Shaun Buck: Suck less?
- Brodie Tyler: Suck less, yeah. Here, I always use this analogy. If you go to, where's your favorite hamburger place Shaun?
- Shaun Buck: Oh, my favorite one, it's actually Bobby Flay's on Las Vegas boulevard.
- Brodie Tyler: Oh, dude, those, have you had their shakes?
- Shaun Buck: Oh, no, I haven't had a shake.
- Brodie Tyler: Oh, dude, they're, it's better than sex shakes.
- Shaun Buck: Okay.
- Brodie Tyler: [crosstalk 00:22:18] the fudge, sorry about that, but like seriously.
- Shaun Buck: No, you're fine, I'm going there on Sunday to Vegas and I'm planning on eating at Bobby Flay's Burger Palace, so.
- Brodie Tyler: Yeah, dark chocolate shakes you've got to try one, and then their crunch burger, yeah. Okay, so let me, so I know Bobby Flay's I've been there several times, I go there every time I go to Vegas. If you go to Bobby Flay's and you get a McDonald's big mac type of hamburger. Big mac is one of their high end hamburgers at McDonald's. What is, how are you going to feel?
- Shaun Buck: Cheated.
- Brodie Tyler: Disappointed. Let down, yeah. Maybe angry or like you got ripped off. It's all about expectations. If you go to McDonald's you're going to expect a McDonald's hamburger, but if you go to McDonald's and get a Bobby Flay hamburger then you're like, "Holy crap I'm going, I'm coming back, that was awesome, I'm going to tell my friends about it." It's all about expectations. That's what you have to gear first, you have to find a baseline of what your customers are expecting out of your service or product. Then, you have to figure out, all right, how can I go above and beyond that.
- Brodie Tyler: I'll just give you an example of one thing that we did is we have these different plans on Revenue Jump where you could get reviews, and it includes review service. We added the referral system, we call it the easy referral system, without any extra charge on our achiever plan. That's what we're trying to do. That's how we're trying to exceed expectations. They bought Revenue Jump for the reviews, now we're giving them something extra, referrals, in hopes that

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they stay on longer. It's all about expectations and whether or not you can exceed them.

Shaun Buck: See, and so here's where I agree with you 100%. Here's where I think people get messed up on this, right. They want it to be spontaneous, but the exceeding of the expectations is a preplanned event, right?

Brodie Tyler: Oh, yeah, absolutely, yeah.

Shaun Buck: We have stuff that I know when you sign up for our service that we're going to do for you and we're going to give you, and extras that we're going to include that we do not tell you about in the sales process. It comes across as a genuine like, it just comes across as this really cool, "Hey, we're giving you this extra thing." Actually, every now and again it is. Every now and again there is this additional extra thing that we're like wow, this could really help you, yeah we'll just give it to you, we'll throw it in, right. Okay, because you're a cool cat or you're a nice customer or whatever the case may be.

Shaun Buck: But, there's a whole section of stuff that's preplanned and it's built in. We know when we, with our fees what we're charging, we know what all that costs ahead of time and that that is all calculated in. So, if you go in and you kind of in a sense if your sales person like throws up all over them with all the things they're going to get, all the cool extra surprises and stuff, then what you're doing is you're, when you send it all, all you're doing is meeting expectations, right? You're meeting the expectation of I gave you my dollar and you said you were going to give me all these things, and now I've got all these things.

Shaun Buck: So, in turn, if I meet your expectations there's no reason to tell anybody about it, just to your point right?

Brodie Tyler: Right, but once they get excited then you just have to, like I said earlier, you have to make it easier for them. You facilitate that referral.

Shaun Buck: That's right, referrals aren't free. You will get a small number of them just by like existing and doing a good job right, and exceeding expectations. But, there's a way to create marketing that actually encourages them and gets tons of referrals to come back in, right?

Brodie Tyler: Yeah, exactly.

Shaun Buck: All right, so let's end on this note here. If you were to say like one killer million dollar strategy, like something that people can use to see exponential growth, what would you tell them to go do? Give me some ideas there.

Brodie Tyler: One of the things that we're doing is, and I don't know if it's going to be different for every business, I don't know, but with ours, ours is a low priced monthly product, right. It's hard for us to monetize it by going out and selling

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directly, one-by-one, \$49 a month here, 1.99 a month there. It makes it really difficult for us to generate a profit on acquiring that lead and selling directly to that lead. We're making a shift to kind of automate our direct sales a little bit more, and the reason why is because of our partners. I'll give you an example. We have, Damien John is an example of somebody that came through a partner of ours.

Brodie Tyler: We wouldn't have known him, we wouldn't have made that connection unless it wasn't through our partner, right? We have the product, our product is awesome, but you know the Field of Dreams, "If you build it they will come." That's not the case here. Nobody knows about our product unless we get it in front of people, and so we're partnering with people that have the audience, we have the product, and together we can make more money. Whether that's through an affiliate program or they can resell the software, we just realized that it's a lot easier to reach a lot of people. Like, one to many, like Dan Kennedy teaches, selling one to many through our partners. They already have the audience, we have the product, it's a good happy marriage.

Shaun Buck: Yeah, so that's cool. Finding people who already have your customers, and then going out and working out relationships that are mutually beneficial whether that's they're sending you customers and you're sending them customers, or they're sending you customers and you're sending them a check. Or whatever it may be to grow your business. Yeah, I mean that's absolutely, you know, crushes it for us too.

Brodie Tyler: Let me take it a step further, what we're finding that's working with that strategy is making it easier for the partner to refer new business to us. We have a quick start reseller guide that walks through everything. How to price your packages, Q&As that you're going to be getting. Swipe and deploy content that you can use in your website or newsletters. Done for you turnkey webinar that, hey, you just flip the switch and your webinar is ready to go. As we provide these types of tools we're finding it a lot easier to bring on those partners and for them to refer that new business to us. Just, again, just making it easy for them.

Shaun Buck: Yeah, you've got to everything right, and that's what we always do, too. For us and someone to host a webinar for us and promote, we're like giving them the email, sending up a landing page, doing the webinar. I mean we want to do 100% of everything. We literally want them to cut and paste our email in and hit send, or whatever the case may be, right. See, people expect like, "Oh, we're forming partnership and I'm paying them, they should do some work." Oh my god, no, you do 100% of the work, let them, you know the work they did was everything they did to build that list that you're now promoting to. That's the work they should be doing, and maybe like 10 minutes to get on and intro you at the top of the webinar or something, right.

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Brodie Tyler: Yeah. It's the same thing with reviews and referrals in partners, right. Just take as much off their plate as possible and make it as easy as possible, and you'll get better results.

Shaun Buck: Totally. Well Brodie, appreciate you being on. If people want to find you, they want to check out more about Revenue Jump or, you know, where should they go, where should they go to get more information?

Brodie Tyler: We actually have a website Shaun, I don't know if you knew this.

Shaun Buck: This new thing called a website, you [inaudible 00:30:08], that's great.

Brodie Tyler: Revenuejump.com. We try to provide some good valuable information there, some good reports, and videos and that type of thing. Yeah, just check it out and if you have any questions just reach out. We're happy to help.

Shaun Buck: Awesome. Thanks again guys, make sure you go check out revenuejump.com, and Brodie thanks for being on and I will see everyone on the next Million Dollar Strategy podcast.

Brodie Tyler: Great, thank you Shaun.