

## ShoeMoney PlayBook Chapter 6 - Launch and Market

Hey there. Alright, so in our last video we talked about building our site. Now, how the heck are we going to launch this puppy? How are we going to - how are we going to get all kinds of press and how are we going to market this thing? Well, I've got a video for that. And here we go.

First thing I want to talk about, all press is good press. You've probably heard that before. But I want to give you some real life examples that I've had experience with, which really talks about why it is. Actually, let me - let me - let me give you a different phrase there, because that's not true, all press is good press. All press is good press when you have a quality product. Excuse me, coffee [INAUDIBLE 0:00:49.7]. So, all press is good press when you have a quality product. I'm going to give you some great examples of that. And I'm probably going to refer to my notes here as usual just because there's - there's a ton of stuff here.

So I'm going to talk to you about a company called IZEA, I - Z - E - A, which is now a publicly traded company. This company was nowhere to be found, and what they did was they would take money - or they would be the broker. Like if somebody would approach me on Shoemoney dot com and want to pay me to do a review of their site, they would go through IZEA which had pay per post and they would buy that through them and then I would write about their products, OK? My cost was like 6,000 dollars, something like that - something ridiculous, but people paid it, so - which when we get to the monetization thing I'll talk about how that works.

But alright, so IZEA is running, right? Nobody's using it. Then all of a sudden Mike Arrington, who has a blog with four million tech readers, has an issue with this site and he says this thing is horrible. This thing is horrible. Now you can be paid off to have people write about your products? Like they don't write about them because they like them? So I mean every time IZEA did anything, Mike Arrington would write about it. And he's got four million readers. Nobody's using IZEA. Nobody's using it. Blows them up. I heard about it because of TechCrunch.

So that's a great example of all press is good press. He couldn't have talked more negatively about IZEA. I mean he totally - if you would have read that you would have thought gosh, this guy's so hard on them. But wait, I can get paid for writing a post? I'm going to go sign up for this thing. All press is good press.

Another example of all press being good press is - and we're going to get into the launch and marketing here in a second. I just - I want to talk about this because it's a - it's a great thing to talk about, especially with the examples I have

- is Huber Chevrolet. I talked about them before. We did some campaigns for them on Myspace. And Huber Chevrolet in something like 2006 was raided by the federal authorities. And the deal was they were accused of selling basically - I think it might have been forging documents, saying that cars were being sold out of state when they weren't so they could avoid paying taxes or for the - so the consumer could avoid paying taxes, something like that.

Came in, they raided the place. Huge media coverage, got links from all these places. It was on the media. It was on the news every night. All this what a big thing they were doing, should have destroyed them, right? I mean it should have been horrible for them. This company's been in business for 40 years selling cars. This was the end of them, right? Surprise, it wasn't because the next year they did an increase in 50 percent in revenue because it reminded everybody about them and how awesome their experience had been with them, because they have a quality product, OK? And they had all this SEO or link - links coming in, so now they're ranking for everything because all these media outlets were linking to them and money's raining for them.

So all press is good press. If you google me, you'll find a bunch of people that talk bad about me. It's funny, some people will say oh, Shoemoney makes money by scamming people and promising them he'll teach them how to make money on the internet. Really? I mean I - I don't even know how to answer that. I get thrown in this guru thing a lot, but I can quickly - you know - it - well, the all press is good press, people come to my site. They see oh wait, this guy's actually built seven companies that he's sold, some for in the millions. So - and he doesn't charge me for any of this content going back eight years? I've been writing a blog giving away free stuff for eight years. This video series, you know, I'm doing for you. And so yeah, so those - so again, when there's bad press that leads to a quality product, it's good press. There's no such thing as bad press when there's a quality product, alright? So keep that in mind.

And I've written for things about how - why you need to embrace bad press, why it's - can be a godsend, right? And I'm going to tell you, I'm just as bad as you. If somebody writes about me and it's like just completely rips me apart, I'm like oh god, that - that stings a little bit. But then you have this huge outpouring of support from people who love you and people who've been - you've been giving value to. And I've got hundreds of thousands of people strong who I've been giving value to for many years, some going back seven, eight years. So the whole point is, there's no such thing as bad press. It's good press. So that's a little marketing tip right off the bat there.

Alright, let's - let's talk about launching your product. You've got it done. It's ready to go. You love it. You've got your family using it, your friends using it.

It's been tested. It's good. It's good. You're prepared for success, right, because you watched the last video. So, you're ready to launch.

These are my tips from my experience on launching websites. The first thing to do, there is a - what's called a HARO list, H - A - R - O. It's basically a list of reporters, right, and the reporters are always seeking out people who are authorities in a certain area. I've, you know, contacted a lot of them, built a relationship on them because of my positions with Facebook and, you know, the companies I've sold and stuff like that I kind of know what I'm talking about about some of these subjects. So I've been to the Wall Street Journal and all these things.

But the point I want to make is, these are the people interested in things that you're doing. So you can go through the archives of the HARO list and search and say - let's say you're building a - a new internet service that's social media. So you can go through and just search for what reporters have written about social media and that's going to show you that. You can go through and search for many things and it's going to - so then you want to contact those reporters and say hey, you know, I just want to reach out to you. I'm launching this new site. Here's a preview of it. I'd love to talk to you about it and we're just getting started and blah, blah, blah, right?

And I actually - if you google on my blog, if you just google for how to get press for your product, I wrote a complete guide to how to butter up the reporters, how to get to know them and how to get them to do - basically how to - how you manipulate reporters. That should be the title of that post, but - and I actually give a real example of one that I do that with and have done that with. The problem now is all the reporters read it and they won't ever return my calls. Nah, I'm just kidding. I can still manipulate them. So, just keep that between us.

OK, so you want to hit the press. You want to get as many reporters to write about them - so please read that article about how to butter them up. You know, and the HARO list is a great way to find them. You want to grease the right people. And what do I mean by that?

So grease can mean a lot of different things. Some reporters you can just buy off with money and you're not going to find that when you start. I probably shouldn't say that. But it's the truth, OK, so screw it. So some reporters you can just buy with money. Those are going to be few and far in between and don't solicit them, OK? Do not ever contact a reporter and say I'll pay you if you write about this, because they won't and they'll never talk to you again. Now, the time they come up where they come to you and say hey, you know, blah, blah, blah, the better way to do it is to find out where these reporters are. Meet them. Get some face time with them. Buy them drinks.

Grease. That's what I call grease. Grease the wheel, right? You're buddies with them. You're buying them drinks. And then you're hitting them up to write about what you want and they'll do it, OK? I've bought laptops for some reporters, when I talk to them I've been like - I just say to them, what can I do for you? You've done so much for me writing about this stuff or you've given me such value over the years with this stuff you write about even if I've never read anything they wrote. And how can - how can I help you? And you know, sometimes they say well gosh, I've got this old laptop. It sucks. And if you know anyone who's got one for sale - well of course they know you're going to buy them right? So I'd buy them a laptop, whatever. So all this of course is unethical for reporters. But surprise, it's how the world works. So are we here to talk about theories and crap? No, we're talking about real life experiences and these are the experiences that I've had.

OK, so that's greasing people. You can - bloggers you can just straight out pay. I mean you can - you can go on pay per post, you can get people to do it. I'll give you a huge tip on this, is if you go to Ad.ly or - what's the other Twitter one - Sponsored Tweets, I've been a board member on both of those and I have equity and I'm actually an investor in Ad.ly so I should know. But you can go there and buy a celebrity to Tweet about and you can make them say whatever you want them to say.

Listen to how awesome this is. What if you could go - and let's say you're selling a prescription drug program, something online and you could go and you could Dr. Drew, you're going to say go to prescription drugs dot com, it's the greatest site you've ever seen. I'm going to pay you X to do it. He tweets it out. Well, he doesn't. The person managing his account does because it's their job to make money. So he endorses your website. You know have Dr. Drew's testimonial that you can place on your website with his - you don't have to like - use a - you can use exactly from Twitter. Boom, right there, everyone can see it. He's endorsed your site.

What would that cost you? What would that cost you to call his agent and say hey, I want Dr. Drew to do a - talk publicly about my thing? It would cost you a fortune. But right now you can do this very easily. Alright, so not only can you spread the word about launching, but it's a great way to get testimonials from - as these bloggers or press or whoever write about it you want to make sure you quote them and use those on your website for social proof and so people aren't like what is this fly by night new site, why would I want to use it?

OK, the social network invasion. When people launch - and I - and I roll my eyes because there's all these social media experts - there's a couple out there I really respect, OK, in social media. Neil Patel is one who talks about it a lot. He's been

able to dominate social media. There's a girl named Krista Neher who's out of Cincinnati who runs – it's like boot camp – boot camp digital social stuff. She puts on events and stuff. She's really knowledgeable in the space and is not out there milking people. But whenever there's new things that come along, SEO, social media, all this other stuff, there's snake oil people to come and sell it to you. So, when – if you're going to hire somebody to do this kind of stuff, be really careful because 99 percent of it you can do yourself.

Social media. So, I kind of roll my eyes a lot. The value on Twitter for new users – and again, you've already got your analytics in place because we've already covered that, because you're ready to launch, you're prepared for success. The value of people who send Twitter users are going to be pretty low value, I found. Maybe you find different. If you have a Twitter related product – we had a property called Twitter Train which got derailed because Twitter banned it. They didn't like it, so that was a good learning experience aka failure. But so basically – my whole point to social media is don't let social media become your website.

People who make Facebook and all of a sudden they start interacting with everyone on their Facebook page, they advertise and it says go to our Facebook page. They get press and it says go to our Facebook page. What are you doing? That's owned by Facebook. They're making all the advertising revenue. People are staying on Facebook. People spend all kinds of time – they're going to bip around because they just got a notice that says their Farmville crops need to be cultivated. What? So this is what – this is why I roll my eyes and why it frustrates me with social media, is because people make their website like – like they used to do with Myspace but they now do it with Facebook fan pages. They tell everyone to go there instead of their website. So frustrating.

So, social media is only a tool to get people to your website to complete your goals. Your goals should – this is going to totally go against my protocol, gestalt protocol, but your goal should not be to get people to your Facebook page, OK? Your goal – it might be a nice side goal to get people, but if it is your goal it should be to only get them to go over to where you want them, alright?

We work with a local sandwich franchise, Mr. Goodcents, and only working with them for four months we've been able to drastically increase their revenue simply by auto-posting, completely automated, posting their daily deals to their website. That's it. Boom, that's it. That's it. We don't interact with them. We don't talk to them. Sometimes they'll do that, but all the social media experts would be talking about engagement, engagement of your audience. No. Social media and Twitter, it's a place for people to bitch. That's it. So don't make it your customer service. Please don't, because you can't – well, you'll find out if you try to do that. Don't make it your webpage.

Use social media when – so this is more of a rant about what not to do when launching, from my experience. But social media, don't let that become your page. It's nice to have a social media strategy to get people to your website. I don't – I would not make that a big part of my strategy when I'm launching a new website, OK? OK, so that's social media.

Now let's talk about just marketing. I was talking to you about how all press is good press. I want to talk to you about some low-hanging fruit. When I started Shoemoney dot com – again, no intentions of it ever getting – of anyone ever reading it other than my family and friends who were just trying to keep up with what the hell I do for a living, because I could – couldn't really explain it nor wanted to try to explain it to them. So I gave value to people on forums. I spent a huge amount of time on forums. And it was actually – Digital Point Forum was where I started, but it was actually from that forum that I found out about WordPress and I started my own blog, because people were like dude, you write like – you can't spell for shit but you – but you – you write such really good content that I learn from. You should actually have this content on your own site. So that's why I started a blog, started sharing stuff on the blog.

But the whole point to what I want to talk about, why forums are low-hanging fruit, is you get a cool little thing on a forum called a signature, right? So when you're engaging – and I didn't realize this when I was doing it – but now looking back it's so obvious. I was engaging with customers, basically, for my blog essentially. And by giving them a place where they could get more value, a link to my site, I was getting free advertising. And that's really where Shoemoney started getting all of its users from was from that little forum signature. People came there, they shared the content with their friends, right, and just word of mouth.

So – and people will talk about SEO and all this stuff and marketing. SEO is a great tool, but I could – jeez, I could rant about SEO too. And it – and this is the whole don't get sidetracked with SEO and all this crap. When you make something that people like and they want to use, SEO will take care of itself. I say that all the time. And if you do the things I'm talking about here, you're going to find that SEO completely takes care of itself.

Now, it – there's some basic structure to your website. You want to make sure you put keywords in your title tags. You want to make sure you have headlines and some very – if you just go to any basic, basic, basic, basic, basic SEO thing, that's going to get you 99 percent of the way there. Then – and prepare you for success, because once you get links – and also, once you get links you can always implement SEO later, OK? So don't let that stop you from proceeding. It's another one of those pet peeves I have when people don't progress on building their thing because they don't understand their SEO strategy or their social

medial strategy or the design or whatever. Just make a site that works and then let's move on.

OK, alright, so pick a fight with people. This is a great low-hanging fruit way to do stuff. As I talked to you about IZEA, you saw Mike Arrington picked a fight with Ted Murphy, the guy from IZEA, which is now a publicly traded company. I think it totally got its start because they would fight. They fought back and forth. I picked fights with people all the time and it brings a tremendous amount of links. I actually challenged a guy to fight me because he always talked smack about me. And I've - you know - I don't consider myself a tough guy or anything and I'll probably - he'd probably whip me, but I challenged him to fight me and it got over 2,000 unique links. Lucky or unlucky for me, I completely like four weeks later tore all the meniscus in my knee and couldn't put weight on it for three months, so that fight's not going to take place. But - and this a - this is a - but the links are still there.

And this is another thing I want you to remember, is when you're marketing and doing all this stuff, is Google never forgets. Don't forget that, OK? It's a big thing. Write that down. Google never forgets. You can do stupid things. Your company can do really stupid things. Huber Hummer got busted, you know, for - Huber Chevrolet got busted for selling all these cars or got raided in the [INAUDIBLE 0:18:35.0 sounds like: queues]. I don't remember how they came out of that, but they got all these links. And now it's been years since it happened. Nobody - if I even went locally and said hey, remember when Huber got busted? People don't know what the hell - what? No. People forget. Google doesn't. Google does not forget, OK? Don't forget that. The links always stay no matter what happened.

Some guy writes crap about you and links to you? Good, because guess what? Nobody's going to remember in a couple months. They're going to move on to something else. But Google will and Google will still give you credit for it. That's probably one of the most important things I want you to remember out of this entire video thing, is Google never forgets. OK? Alright.

So, also marketing, get on a pedestal, right? Take a stand on something. If you want your company or products to come out, come out swinging. You know, talk about your competitors. Why are your products better than your competitor's? You've got to tell people. Why would they want to buy your stuff? What are your competitors doing wrong? When I started - when I started AuctionAds we had eight competitors, including eBay, who was powering us and paying us. And that was intimidating. But I picked apart every one of those competitors. I started a fight with every one of those competitors and they wrote back to me. They, who had, you know, 25 or 30,000 users - I had zero - wrote back to me and pointed out to all their users what I'm doing, being their competitor. Guess

what? Their users came and checked me out and signed up. I had an awesome product. I had a better product.

So don't be afraid to get on a pedestal, OK? All this nice, nice crap – bullshit. You know what? Be an animal. Be aggressive. And in marketing, you know, that's – that's part of it. Make a scene. Make a splash. You'll see that with everything I've ever done and everything I ever will do. I – I have no problem taking a stand and pointing out hey, these guys are crooks, you know? When I made Free SEO report I attacked the entire SEO industry. I said why are you paying these people all this money for SEO? It's bullshit. I'll do it for you for free. I'll give you a free report that's going to tell you everything that you need to do to your website. And I had some top SEO experts give me credit. Hell, I've been credited – if you look at like top SEO lists, I'm usually listed even though I say I'm not an SEO. I just do really well at it because I build shit people want to use.

OK. Educate and give value to your people. This is one of the best marketing tools there is. You want to – if you can speak on panels, do it. OK? Almost every conference will let you speak and you never pitch your product but just talk about it. And every time I've ever spoken at a product, there – or every time I've ever spoken at a conference, there's been no less than probably 50 people waiting to talk to me. And when they talk to me, we exchange cards. I don't really carry cards anymore because I'm Shoemoney and people know how to get ahold of me. That was a big head, ego. But no, I don't carry cards just because I hate – I mean I give them out on the first day and then I never have them. So I don't carry cards.

But yeah, I mean the more you can speak and become an authority in the space, the better. And this is all low-hanging fruit. This stuff like costs you nothing to do, right, other than get to a conference. But most of them you guys probably can drive to, alright? So – and if you're scared about speaking in public and scared about sticking your peter out, what I like to say, you know, I can tell you the first time I ever did a radio show, even as a guest, I was so scared. I was so scared. You should always be scared, right? Well I'm not supposed to tell you, but I was always scared. I'm still scared.

When I – I've got to give a keynote at Affiliate Summit. I always challenge myself, right? This keynote at Affiliate Summit is scary. I've got to get up in front of thousands and thousands of my peers and give a keynote talk to the biggest spot in the world for what I do. There's no bigger stage. It's scary. But I'm going to give a hell of a talk because I'm going to be well prepared, right? And I'm going to give a hell of a talk and I'm going to blow people's minds with what I'm going to talk about. I've been working on it for a while, right? But I like to challenge myself. It's what – it's what keeps you going. Get busy – living to get

busy dying, right? Some other quote – you need me on that wall, you want me on that – I don't know what that has to do, but that's a great line from a movie.

Marketing. Educate, give value, talk, low-hanging fruit. Engage – I mean forums are such a great way to get free traffic. Alright, let me drop a bomb on you real quick. I can't believe I'm going to say this in public, but – well, you – I don't know how public this is going to be, but one of my first things when I had NextPimp, one of the – the – I – I'm not – alright, I'm just going to say it. So one of my best ways to get traffic was to put job listings on craigslist, OK? Think about this for a second. I would say hey, NextPimp dot com, hiring people who are into ringtones. Go check out the site and write me what you like about it and why you think you would be a good fit. Guess who becomes users of that site? Yeah. I know. I know.

Don't go spamming craigslist, OK? Don't do it. But think outside the box, alright? I'm not like some evil genius. That was just – made sense to me, OK? There's tons of ways you can get people to your website, right, which costs you nothing. This is just basic marketing stuff, right? Simple, simple, simple things.

OK, marketing otherwise, I mean obviously when you're ready to spend money – I like to call it playing with the house's money. And I wanted to make this video for people just starting out, so a lot of this stuff I've talked about up until now is free. Like really, to pick a fight with someone it doesn't cost you anything. To take a stand on something doesn't cost you anything. To get a forum link doesn't cost you anything. It's going to give you – to post a job listing, if that's what you want to do, it doesn't cost you anything. And really, honestly, you know, it's going to get users to your site. And if you have a great – it's going to give you traffic to test, which is – otherwise you're going to have buy it.

Maybe you have a budget to buy traffic, and that's great. And that's what we're going to get to. So what I like to do is once you're making money I like to call it playing with the house's money. That's my terminology for it, because I like growth over money. I make enough money to keep us sustained at this site or at this office and my employees. But I would rather – I will even take out a lot of my own money out of the bank and invest it in a project we're working on to make it grow, right?

So you, depending on what point you're at in your life or what point you're at in building your site, to make it grow, you know, you – you could – if you don't have to take money out of the company, just take that money and roll it into advertising. You know, advertise on Facebook. And again, watch my – I don't want to go over the marketing ways of advertising on stuff because you can just go to Shoemoney dot com and I've got so many videos on there that walk you step by step on how to use those platforms that it'd be completely redundant.

But go for that and – and really – you know, so hopefully you found this video helpful. I went through how I launch a site, how to grease reporters, how to do all that stuff, and – and really I hope you got some great notes out of it. And if you have questions, whatever, ask below. I'll be happy to answer. This video series, again, is kind of just – I'm just looking at my bullet points from the book I wrote which will never be out because it keeps evolving faster than I could have an editor look at it. But alright, this is launching and marketing. You've got some other cool videos coming up. I'll talk to you soon.