IN THE KNOW

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Brian Moran

Brian Moran: That ability that let us grow a $2.5 million a year info product business because we can make more money on the backend where so many people just look at that first sale. And if someone doesn't buy, they give up or if they only buy that one product, that's all the money they'll ever be able to make. And they don't realize that selling new products to your past customers is, probably, where 80% of your profits will come over the life of your company.

Buckley Barlow: Hello, hello, and welcome to *In The Know*. This podcast is dedicated to all those listeners who want and need the best strategic and tactical advice on engineering growth. And for Season 2, it's all about digital commerce. All right, buckle up. We'll see you on the inside.

All right, hello insiders. It is Buckley here. And welcome to the podcast. Now, before we jump in with my next guest, I want to invite you to connect with me over at beintheknow.co where you can find all the show notes and links to every episode for this podcast as well as other great content on growth and marketing. Again, that's beintheknow.co – dot CO. And that's easy to remember, right? Because everybody wants to be in the know when it comes to making more money, right?

So, speaking of making more money in business, I'm excited to chat with my guest today. He's best known as a Facebook fan page expert and building and selling digital products within Facebook. And the last time I checked, he has around 350,000 fans which is amazing. He sold millions of dollars' worth of digital products which is even more amazing. And he's the guy behind the site, Get 10,000 Fans. And now, he's just launched his new startup, SamCart, which I'm excited to explore as well. Brian Moran, awesome to have you on today, my friend.

Brian Moran: Yeah, thanks for having me. It's a pleasure to be here.

Buckley Barlow: We just talked about this but I have to say congrats on your new child.

Brian Moran: Thanks, yes, it's been a crazy 10 or 11 months now.

Buckley Barlow: As I mentioned, when we're talking before I pushed play, you don't get a lot of sleep, do you? You start juggling things around but it's a fun experience.

Brian Moran: Yeah, hey, you could look at it as that I picked the wrong time to launch a startup because you usually don't get any sleep with that. So, it's been the perfect storm but it's been a ton of fun.

Buckley Barlow: All right, fun times are being had at Moran residence, then, obviously. So, Bry, this episode goes out to my good friend, Paul. We were talking about the podcast one day, and he said, Buckley, you need to get Brian Moran on your show. This guy is awesome. And I said, you know what the funny thing is, Paul? We already have him in the queue. So, just hold your horses. He's coming on.

                      So, anyway, you've got a great fan base out there. And I think, before we dive into talk conversion funnels, and Facebook and SamCart, it'd be great if you get us up to speed as to who Brian Moran is, what you're doing with your time, what your role is over at your various businesses.

Brian Moran: Yeah, so, most of – not most but, I guess, a 110 percent of my energy outside of the new baby and wife, on the business side is dedicated to the SamCart. We made the shift from selling digital products which, under the Get 10,000 Fans site, most of those products were all geared towards making more money on Facebook and getting more fans and driving traffic with Facebook Ads and everything Facebook-related.

                      And we really had this itch to get into the software world and create a tool that can really change a lot of people's lives and businesses. That's what we started with SamCart just about two years ago.

                      So, had a working beta here for a long time. We finally announced to the public that it was live and ready for everyone to use early this year in 2015. And it's just been a crazy ride ever since. We have a ton of users. It's just been awesome to see how it's really helped people out and really changed business. That's where all my time's spent.

My brother and I are the two co-founders here. We have a team of about 15 – a bunched developers and customer support people – in our new office now. So, we're trying to really build a real lasting business that's worth something someday. So, yeah, that's where all my time and energy is being spent right now for sure.

Buckley Barlow: So, Bry, let's get straight to the point. You built a major reputation around being a Facebook fan page funnel expert and building out sales and marketing sequences that drove tons of revenue. And with all the new features in Facebook, are fan pages on Facebook the way to go still, especially as the front and center offering, or do you think they're dead?

Brian Moran: Oh, man, that's such a loaded question. I mean, they're definitely still valuable. I always preach being focused on one thing. So, not trying to get distracted on having a Twitter presence and LinkedIn and SEO and blogging and content marketing. Everyone who listens to this know that there's a 101 ways to get traffic online – or so-called ways.

So, I don't say this in a way, I hope that no one's gonna get distracted with fan pages or any of that kind of stuff but I think it still plays a key part where a lot of people still check Facebook to see what your business reputation is, do you have a fan page, what does it look like, is it engaged?

So, it think it's still, definitely, a valuable place to own you presence on that platform which, in this case, would be Facebook. So, I would never overlook it. But I'd be lying if I said it worked as well as it did four or five years ago. You see a lot less of Facebook running to fan pages. Facebook's constantly changing stuff. So, it is tough to stay up to speed on what they're doing.

But as far as Facebook Ads go, I think that's still the best place to get traffic next to Google AdWords. If you're really in a position where you can pay for traffic and make it work – which we can kind of get into that later – but more people are actually in that position than they think.

But Facebook Ads are still our go-to source for traffic. Most of the people I know doing really well online, that's their go-to source. So, even though fan pages might not be as powerful as they used to be,

I think Facebook, as a platform, can still drive more quality targeted traffic than almost any other platform out there.

Buckley Barlow: Yeah, I agree. And you're still using that, right, for SamCart and all things, okay. Yeah, I think it was Tim Page who said he's never seen anybody spend as much money on Facebook Ads as you.

Brian Moran: That's a compliment coming from Tim. I know they do quite a bit. I've lost count now. It's got to be close to 3 million bucks that we've probably spent on the platform since we got started while I was just in a basement apartment back in 2010. So, probably in the last four and a half years, yeah, it's probably close to what we've spent so far.

Buckley Barlow: Brian, I love talking to guys that have spent a lot money on various channels and platforms. So, because you know what works and what doesn't, so what's not working in terms of Facebook Ads right now? What are the best practices you're seeing out there? And what things, just, are not working?

Brian Moran: Oh, man, I guess, like any ad platform, if you use the platform incorrectly, it's not going to work. And that's the million-dollar question; what's the right way to use it? And it changes from market to market.

I mean, I can tell you, when we first got started, we had our baseball business back in 2010 and '11; and then, our Get 10,000 Fans business where we're selling – both businesses sold information products anywhere from 10 bucks to a 1,000 bucks, whether it was an e-book or a program or whatever we were selling at the time.

I can tell you, back then, it was a lot easier to turn a cold visitor, someone who had just gotten to know us, just seen our ads and clicked, it's a lot easier even today to convince those people to buy right away from an ad if it's 10, 20, $30.00-product than it is for me now to get someone to see an advertisement for SamCart which is a recurring software platform. It's a big decision to buy at a 100 bucks a month.

It takes me a lot longer to turn somebody into a customer now than it used to. And, again, we're selling to the same people. Get 10,000 Fans was selling to business owners online and SamCart's doing the same thing but it's a very different product. It solves different problems. It's a much bigger commitment because SamCart, in a

sense, controls your business. You're gonna use it as your shopping cart to place orders and set up checkout pages, and do upsells. And it's gonna tie in with everything you're doing online. So, it's a big commitment.

So, most likely, someone's not gonna click on an ad and 30 minutes later decides to buy. They're gonna think about it. They're gonna watch other videos. They're gonna get our emails for a while. So, it's more of a long-term play.

Every business model, different products, they're all gonna react differently to whatever traffic you're throwing at it. And it really takes you understanding your product and your potential buyer to understand, what's my best play here on this ad platform?

And, again, whatever platform you're using, if you use Facebook Ads or Google ads or whatever, and you're targeting the wrong people, it's not going to work. So, a lot of people say, Facebook didn't work for me. I'm selling custom kitchens. I'm targeting everyone in my area. Well, you should probably be targeting the people who can afford it in your area which is just comes down to how you set up your ads, who you're making sure that they're seen by.

So, if your ads are being seen by the wrong people, it doesn't matter how good our landing pages are, how good your offer a product is, it's just not gonna work. So, that was true ten years ago or five years ago on Facebook when that came out. And it's still true today. If you set up your targeting wrong, it's just not gonna work.

Buckley Barlow: Well, yeah, let's shift to SamCart if we can. First, there may be a lot of people wondering the reason why you decided to move your focus from digital products after hearing what you just said thinking that, maybe, it's just ran its course or maybe you want to build a legacy product. What was your reasoning for getting out digital products and doing SamCart?

Brian Moran: Yeah, I guess, Number 1, we're not completely out of digital products. Get 10,000 Fans still operates. It doesn't get a lot of my attention. My brother spends whatever time it needs. It comes out of his calendar not mine. And that's the nice part about digital product is that it doesn't always need all of your attention every

second of every day. You can set it up as a lifestyle business. It can, in some respects, be automated.

But for me it was a combination of a bunch of things. I guess, the biggest reason was I wanted to do something bigger and better. We had built, at the times, $200 million of your business. It's a very lightweight, very profitable. It was only me and my brother and a couple of support people. I just wanted to do something that – not that I wasn't proud of what I did there – but I wanted to build something even bigger.

A lot of my friends who made the jump into that software space; Clay Collins over at LeadPages is one of them, Tom Kulzer in AWeber. I've been lucky enough to meet them over the past couple of years and just really loved what they were able to do because building software business, although, yeah, I can speak firsthand how difficult it's been and how much different it's been from an info product business, but it's that challenge and the opportunity of, we could possibly be building – it sounds crazy – but we could be building a billion dollar business.

And I just don't think our info product business could ever get that big. It doesn't need to. I mean, it fulfilled what I was looking for at the time. Back in 2010, I just wanted to quit my job and make enough money to spend more time at home with my wife and my friends, and all that stuff. And that's exactly what it gave me.

Buckley Barlow: Well, fair enough. Let's dig in there. What's got you so pumped about SamCart? Let's get into the details if we can.

Brian Moran: Yeah, I mean, I guess, the biggest thing was back when we were exploring what are we gonna make? What tool, if we're gonna get into the software world? In our suite of software products that we need to run our business online, what's the weakest set of tools? And it was, by far, our shopping cart.

We had gone back and forth between using just PayPal to 1ShoppingCart to Infusionsoft to ClickBank. I mean, there are tons of them. Everyone on this call probably used a different one. It seemed like no one was really behind one shopping cart, one tool that can help you create an order form or a checkout page or an upsell to collect our poorly-designed checkout process.

Buckley Barlow: Interesting.

Brian Moran: So, we would send a thousand people to our sales page for a $27.00 e-book and, maybe, a 100 of them would make it our PayPal checkout page or ClickBank checkout page or Infusion or 1ShoppingCart, whatever tool we were using, and almost across the board, if 100 people hit that page, we would lose 88, 89, 90 of those people. You know, whether they were just price shopping, whatever, I'll never know. All I know is, 100 people visited my page to give me their credit card and about 90 percent of them left without ever buying.

And a lot of that, we thought, was probably because the design of these pages was just horrendous. If you look at PayPal checkout pages even today, you can't do much to customize other than put your logo on there. I mean, you can't put testimonials. You can't limit the amount of fields you're asking for. You can't put a product image or description or a guarantee seal or anything. You're left at their mercy for how your checkout page looks.

We just thought that was unfair. And we saw that as our opportunity to come in and really give something valuable to people that understand conversion and marketing online. That's where we set out to fill that hole with SamCart. And so far, it's working really, really well.

Buckley Barlow: Yeah, in fact, you got a couple scenarios that I can't wait to dig in. One is the hidden page. Let's go over that. And then, let's go over how someone can 3X their upsells with SamCart. I think these are two great details that need to be covered for an e-shopping cart experience.

Brian Moran: Yeah, so that hidden page is your checkout page. And we call it the hidden page in your marketing funnel that's stealing away all your sales. The reason I call it the hidden page because most people don't think about it; worry about customizing it.

They spend 100s of dollars a month buying tools like LeadPages or Clickfunnels or any page builder out there to build these gorgeous websites, or blogs, or landing pages or sales pages. Then they spend another couple $100 a month on membership tools to deliver their information products and just making sure that the site on the back end looks great but nobody spends any time on the checkout page

which is arguably one of the most important parts because that's where someone actually types in their credit card information

So, it's more overlooked than it is hidden. That's what we wanted to expose to people and say, hey, look this page is really costing you a ton of sales. And we narrowed it down to seven big things that most peoples' checkout pages don't have. And it's not that it's their fault that they don't have it. It's that they're using a tool – whether it's PayPal or 1ShoppingCart or Infusionsoft – that just makes it tough to add these seven elements on to that page.

Buckley Barlow:	And what are those seven elements. Let's go over them. That'd be great.
Brian Moran:	Yeah, so the first one is just an enticing product summary. So, when I say a product summary, I just mean, you want to tell your visitor what on earth they're about to buy. And you think it seems dumbed down that, hey, they should understand what they're gonna buy. They just came from a page that probably explained that product to them but you still need to reinforce, hey, you're still on the right page. You're about to buy the right product.

Could you imagine going to Apple's website filling out the info about your $900.00-iPhone and then, they send you to a page that just says $900.00, please give me your credit card?

Buckley Barlow:	Yeah, I've seen plenty of those sites.
Brian Moran:	Yeah, so product summary could be just, I guess, restating the title of that product, having a good benefit-driven description that tells them what they're gonna get and an image of that product, whether it's physical or digital.

Second one is a money-back guarantee. So, every template that we have inside SamCart lets you customize whether you have a 100 percent money-back guarantee, a 30-day, 60-day, lifetime – whatever the guarantee you have behind your product – restate it on your checkout page for goodness' sake because people need to be reminded, hey, your money is protected. You're about to give me your credit card information, trust my business. I want you to feel that trust back knowing that if anything goes wrong, you're gonna get a refund on this product.

The third one, is your company's contact information. And, again, people want to know your real business, whether you have a phone number that's on the page or just an email address or live chat, some way for them to get in contact with your if they have problems or just to know and have that satisfaction that they can actually hit somebody up after the sale.

Buckley Barlow: Perfect.

Brian Moran: The fourth is benefit-driven bullet points. So, every checkout page that we have now has, probably, four or five bullet points. Most of the time it's over at the right-hand side bar. And it just restates the benefits that they're gonna get from buying this product.

If this information product that you're selling them is gonna help them get more traffic, or get more sales, or more leads, or increase their conversion or whatever the benefits are – not the features – but what it's actually gonna help them see in their life and in their business, restate that on their checkout page. Again, just a way to reinforce why they're buying that product. Don't ever let them forget why they got excited enough to actually make it through your checkout page in the first place.

Buckley Barlow: Yes, good point.

Brian Moran: Number 5 is customer testimonials. So, if you have people who've used your products and you have good testimonials from them, this is the perfect place to put a couple of them. And we have actually studies inside SamCart. We ran a report the other day on how many testimonials is the perfect amount on your checkout page. It's funny. I think we looked over last 12 months of everyone using SamCart. So, there's over 250,000 transactions across our platform. And the magic number was four testimonials, for whatever reason.

Buckley Barlow: Four?

Brian Moran: Yeah. I think it gave everyone like a 22 percent bump in conversion over one or two or three or five or six or seven, for whatever reason.

Buckley Barlow: Great data.

Brian Moran: Yes, it's kind of crazy. Yeah, again, just reinforced to your potential customer that, hey, other people had done what you're about to do and have come out loving the end result.

Buckley Barlow: On point Number 5, if I may ask, any live video? Have you done any testing there to see how that increase or decreases conversation?

Brian Moran: Yeah, we've done that a ton. And it's usually helped. We don't have any data across the board on which one works – live or texts. But that's probably a report we should generate. Because I think that would be pretty neat to see what works better. But my gut tells me video would be even better.

Number 6 is limiting the amount of form fields they have to actually input. So, a lot of people will ask the generic ones; first name, last name, email. But then, they'll go on and ask things like your phone number. Obviously, you need all the credit card information but they'll ask for shipping address and billing address. And most of these tools force you to ask those things even though you don't need them.

So, if I don't need their phone number, don't ask for it. If you don't need their shipping address or billing address, don't ask for it. And most people need a lot less information than they think. But, usually, it's hard to convince someone not to ask for all of it because they think they might need it.

But we've been able to show people is just by taking off your shipping address, you'll bump your conversation over, I think, it's 8.1 percent. You'll get a conversion bump on your sales just by taking off shipping address. And if you can take off shipping address and billing address you'll get a 22.5 percent bump on your conversion. So, you think about it. If you really don't need those things, would you like a 23 percent bump on sales? I guess, the answer is probably, yeah.

Buckley Barlow: Yes, yeah, a big yeah.

Brian Moran: So, that was a big breakthrough for us. And then, Number 7, it's just security and speed. So, all of our checkout pages are the fastest out there. And whether or not you use SamCart or not, whatever tool you're using, if you're hosting them yourself, you'd be amazed at how just a couple of millisecond faster load time on your checkout

page just increases conversion like crazy. Just make you look legit as a business owner. They assume it's probably more secure if it's running smoother. So, we've seen huge bumps in conversion just by increasing either the security or the speed of your page.

Buckley Barlow: So, let me ask you something on digital products. I noticed that Gumroad and some other shopping carts out there are doing some timestamping which, I think, is great. It's protecting authors' digital products. Are you looking at doing something like that or –

Brian Moran: Yeah, that's definitely on our board of things we want to get in there, too. I mean, there's so many things which is what we're excited about being at the center of people's business like your shopping cart would be. It gives us the opportunity to build a ton of really cool stuff that we've really think can help increase people's sales. So, yeah, that's definitely on the shortlist.

Buckley Barlow: Now, before e launch into our final round of question, I'd like to take a quick second – actually 30 seconds to be exact – to thank our sponsor.

I hope you're enjoying this episode. I've got to reach out and say thank you to the sponsor of this episode, hotjar.com. Listen, they are an amazing group of people over there. And their tool is fantastic. It's an all-in-one analytics and feedback tool from heat mapping to recording, to building out funnels and creating polls and surveys.

If you own a website, and you want to know how to take it to the next level and get the data that you need to know to be a forward-thinking, consumer-centric business, you got to check out Hotjar. That's hotjar.com. All right, now, back to the episode.

Buckley Barlow: Now, listen, Bry, we have about six or seven minutes to go. I'm wondering if you can take us through this, how to 3X the upsell? Because I think that's an important piece of the SamCart shopping experience; that you have these ability to create these upsells. And then, I'd love to bring you back and we can discuss this in more detail and maybe open up more case studies on what's happening on the upsells. But could you give us an overview of this upselling process and what you've learn in terms of best practices?

Brian Moran: Yeah, and just a quick stat, all SamCart customers, the ones that are using One-Click Upsells which is essentially, if you don't know what it is, when somebody buys a product of yours, you can take them to a landing page immediately after they buy where their credit card is securely stored in your system – your SamCart installation – and you can have them purchase another product with just one click of the mouse.

The same way you can do with Amazon or you're shopping for apps on the App Store. Your credit card is store so you don't have to enter your credit card information again which makes it insanely easy for your customers to keep buying from you over and over.

So, of the SamCart customers using One-Click Upsells, all of them combined make an average of 25 percent more revenue than the people that don't use them. And that's across the board. That's people who barely know what they're doing with upsells.

To give you a quick story back when I got started, Get 10,000 Fans, our first product was 47 bucks. And we created three more product to upsell. As soon as someone bought that $47.00-product, we created another product which was bout Facebook Ads. And I think the price on that was 400 bucks. Then, we had a subscription program which was a monthly continuity for 20 bucks a month. And I think we had one other course about how to design and customizes your fan page. And I think it might have been a 100 or 200 bucks.

We were able to take everyone single one of our $47.00-customers in the average customer value, after that upsell process, I think was a $165.00. So, we were able to more than triple our sales by offering three additional products after somebody bought.

And it's not a heavy sales thing where you're trying to hardball people into accepting some other product they don't need. It's just about letting them know, hey, thanks so much for buying the first product. We have this other product that we really think that you'll like. That's a great compliment to what you just bought. And then, you make them some sort of special offer right there on the page.

And it's a one-click buying environment because you have their credit card already on hand. And SamCart makes all that code-free. It's super easy set up. And we put there, specifically, because that was one of the things that helped us build a $2.5 million info product

business solely because we were able to use and set up a really high-converting one-click upsell. So, that's kind of the story why we had it in there and how much they can really help.

Buckley Barlow: That's great. Now, what makes SamCart's upsell process that much better than anything you used before?

Brian Moran: Number 1, the fact that it just works. If anyone uses Infusionsoft, it's a great platform. We've used them for a long time. But you really do need a full-time developer to make that work. 1ShoppingCart, is just a little bit clunky and the reporting was bad. It didn't always worked. PayPal, you just can't do it. A lot of other shopping carts out there, I don't think Gumroad does it. I'm not sure if Shopify does it or not. But most tools out there, you just can't set them up. It's just not a feature that they have.

And for us, really, the first user we built this tool for was ourselves. We're digital marketers selling information products. So, we really built it for those people. They need to be able to do that. It sounds hypey. And I don't even like saying it. But you honestly can double or triple your business overnight with an upsell. It's that simple. I mean, we did it in three different businesses and it worked every single time.

$ So, yeah, I think, the best part about us is Number 1, we offer it. It's something you can actually do. And we just made it as simple as we can. You don't have to mess with code. There's not a ton of settings. It's, literally, putting your headline and body copy on whatever offer you're putting together, throw a video in there and decide what product you want to place an order for when somebody clicks that button. And it's easy as that. Not a whole bunch of fluff to it that sucks up your time and gives you a bunch of headaches.

Buckley Barlow: Well, I have so many other questions that I want to ask you, and I can't wait to have you back on. I think it would be great to explore some individual business case studies that are using the tool and what kind of results they're getting out of it.

Brian Moran: Yeah, definitely.

Buckley Barlow: So, I'm excited to have you back for that. Now, let's do shift to the end. I love these questions. If you were higher 1 percent on your growth or marketing team over there at SamCart, and you're really

looking to grow this business, what would you be looking for today and why?

Brian Moran: The biggest thing, I think, for growth person is someone who's numbers-oriented. I think if you come in and you don't really understand what customer lifetime value is or you don't understand why you might lose money on some traffic source whether it's ads or affiliate marketing or whatever, if you don't fully understand why you would lose money to attract a customer who might be worth more to you six, 12 months from now, it's the wrong fit.

Everything we do here is completely numbers-oriented. And I think the best direct marketers in the world, the best entrepreneurs in the world understand that to get customers, sometimes, it costs more than that customer's gonna give you right away. And it's more patience's a long-term gain. So, for someone to really help us grow, they really would have to be completely analytical, really numbers-oriented and have that gut in them that is willing to lose money to acquire a customer.

Buckley Barlow: And I'll never forget one of my mentor said, in any business you do, you better know your numbers cold.

Brian Moran: Yeah, exactly.

Buckley Barlow: So, all right, what's your best marketing or growth tip that you could leave our insiders with that you've received in your career that's relevant today?

Brian Moran: It stems from what we just talked about, is understanding customer lifetime value. I dived into that now more than ever because our SamCart customers pay us monthly. So, if I looked at each SamCart customer who buys SamCart for $99.00 a month, if I ran my marketing campaigns or if I'm buying Facebook Ads and I thought, I can't afford to spend any more than a $100.00 to go acquire a customer, we'd be dead. I mean, we'd be dead in the water.

And that applies to a software company now like we're running. And it applies to an information product business. So, the best tip was understanding customer lifetime value and spending your time trying to increase it.

So, for Get 10,000 Fans, we sold a $47.00 e-book, like I talked about before. And if wanted to build a successful business, we have to make sure that our customers spend more than $47.00 with us over the lifetime of their experience with our business which is why we created, I think we have 16 or 17 other Facebook-related products that we know our customers would want to buy.

And I think, at this point, our customer lifetime value of all those $47.00-customers, you fast forward. It's been four and a half years since we started that business. I think our average customer spends like $475.00 with our company.

It's that. It's that ability to increase your customer lifetime value by offering them other stuff and optimize that number. It's that ability that's let us grow a $2.5 million a year info product business because we can make more money on the backend where so many people just look at that first sale. And if someone doesn't buy, they give up or if they only buy that one product, that's all the money they'll ever be able to make. They don't realize that selling new products to your past customers is probably where 80 percent of your profits will come over the life of your company.

Buckley Barlow: Yeah, that's fantastic. Awesome stuff, Brian. Well, all right, insiders, if you would like to find out more about SamCart, head on over to samcart.com or even better, Brian has offered a free month off of SamCart for the insiders. All you need to do is head on over to beintheknow.co. and look for the show notes on Brian's episode. Again, that's beintheknow.co and look for Brian's episode.

Also, if you love this episode and you know someone that could benefit from SamCart, please share this episode. Hey, Brian, you're a stud. Thanks so much for taking the time out of your busy day to chat with me today. It's been great.

Brian Moran: No, my pleasure. Thanks for having me.

Voice over: We appreciate you joining us this episode of *In The Know*. You can find show notes, past episodes and special giveaways for insider at beintheknow.co. Thanks again and we'll see you next Tuesday on *In The Know*.

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Duration: 28 minutes