



SPI 320

How to Run a Contest to Build Your Email List and Grow Your Brand with Noah Kagan

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- Noah Kagan: One of the easier ones that I've done, I did this three years ago, was I just gave away Seth Godin's books. I spent \$60, I bought my four favorite books, and I promoted it. We can talk about a little bit more a checklist of promotion. That drove 1,000-plus new email subscribers. So my recommendation is do software, do products.
- Pat Flynn: That's Noah Kagan from AppSumo, OkDork. You've heard him on the show before if you've listened to the show before. We are talking about online viral contests. That is a contest that when a person enters they can do things to gain more entries, and those things that they do to gain more entries will help spread that contest even more. I used this contest to grow my YouTube channel very recently, growing my email list to sometimes thousands per day during a contest, and even increasing the number of followers on my social media channels. You can do all these things at the same time using a tool called KingSumo. This is a tool that Noah and his team created.
- It's been around for a while. It used to be just a WordPress plugin only, something you'd have to pay for. But guess what, it is absolutely free to use now, and it's a web-based application, so you don't even need WordPress to run it. We're talking all about viral contest today. Now, do know that there are some legalities that you need to make sure you are following. When you get the tool there's some information there, but of course this is my disclosure. Please consult with your own legal counsel or an attorney to help you through your particular situation. I will not be held liable, et cetera, et cetera, et cetera. But hey, this tool can help you grow your email list. It can help you gain more social media followers, and even get more podcast subscribers, YouTube downloads, YouTube subscribers, YouTube views. Kind of awesome, and we're going to show you exactly how to use it. But first, let's queue the music.
- Announcer: Welcome to the Smart Passive Income podcast, where it's all about working hard now so you can sit back and reap the benefits later. And now your host, he secretly wants to create a VR company that focuses on educational content, Pat Flynn.

Pat Flynn:

Hey guys. What's up? Welcome to session 320 of the Smart Passive Income podcast. Excited today, because like I said earlier we're talking with Noah Kagan. One thing that Noah always does, every single time he comes on the show, is he challenges you guys. The first time he was on the show, I think it was episode 58. I cannot recall off the top of my head, but we're jamming here. In that episode, he did something called the Starbucks challenge, where he challenged you guys, the listeners, to, in terms of learning the ins-and-outs of online business.

For those of you just starting out, one thing you need to learn is how to get over the fear of asking for things. So he challenged all of you to go to Starbucks and ask for a discount. Like literally just go and say, "Hey, you know, I'll have a latte, and I'd like a discount." 90 percent of the time people are going to say, "No." But actually we had a lot of people comment on that episode, saying they actually got a discount for it too. But this kind of anxiety that you get before you ask for something like that, which you know most of the time you're going to get a no, it really trains you to understand how to control those feelings, and how to still do it anyway.

I'm going to fill you before we start with Noah here what the challenge is for this particular episode and what you're going to have to do, but also what you get. What you get is, you get access to all my courses. Noah said that he's going to pay for 123 Affiliate Marketing, Smart From Scratch, and Power-Up Podcasting, and we'll also include our upcoming advanced Power-Up Podcasting course that's coming out later this year along with that. You get all of those things. Noah and his team will pay for it. You gain an entry into that particular giveaway by actually creating your own contest. We'll tell you more details at the end of this, but Noah's going to go in and select his favorite contest, and you're going to win all those things.

If anything, this should give you the kick in the butt you need to get this up and running, to start massively growing your email list and social following. Anything else you want this tool to do for you that it allows you to do, you can do. This is great and this will be fun. We're going to talk about all the ins-and-outs of running a contest and a

giveaway. Such as, well, what do you give away? How long should the contest be? And all those kinds of things. Let me stop talking, and let's just get right into the interview with Noah Kagan, and the ins-and-outs of running an online viral contest. Check it out.

Noah, what's up man? Welcome back to the podcast. Thanks for being here.

Noah Kagan: Thank you for having me Pat Flynn.

Pat Flynn: I have to thank you because your tool, KingSumo, which we're going to dive into a little bit later, it is really what helped me get over the 100,000 YouTube subscriber mark. Which I know you and I are kind of both diving into YouTube now. I didn't think it would help out this much, but it did, so thank you for this tool that is going to help everybody grow their email list. It was fun. It was so much fun to use, so thank you for that.

Noah Kagan: I like how people have low expectations of what we do, so when it works, like, "Oh my God, it actually worked."

Pat Flynn: It did actually work. For everybody listening who's like, "What is KingSumo?" A lot of people know you from OkDork and AppSumo, but what is KingSumo?

Noah Kagan: When we started appsumo.com, like our Groupon for geeks business, giveaways actually grew about 30 percent of our revenue, which was crazy. We didn't expect it. I actually got the idea, funny enough, from a women's magazine. I was reading this women's magazine, it had a giveaway.

Pat Flynn: I was going to ask, which women's magazine is it?

Noah Kagan: They're actually out of business. It's a women's blog called Bloomspot. They had a giveaway for something, and we were like, "What if we did it for Dropbox?" So we built this giveaway. Chad, my partner, built it, and it just exploded. I think we got literally 200,000 subscribers in one day. We were like, "This is pretty good." So then

we did giveaways literally every week for the next three months. We did like Netflix . . .

Pat Flynn: AppSumo.

Noah Kagan: At AppSumo we did Netflix for life and Spotify for life. We're still paying for them. These people, they're still alive, which is great. Over some time we said, "Hey, these giveaways are actually really great to get new customers," because they're viral. People join them and then spread them to get more entries. That's when we released KingSumo, a little over four years ago.

Pat Flynn: I got involved in that early, but I didn't really use it very much because I didn't know how. I used it for some book giveaways and things like that. I don't why I didn't use it more. But it was actually when I had this goal of getting 100,000 subscribers and was told by a number of people that, like, "Pat, you should run a viral contest." I'm like, "I don't know how to run a viral contest." But then I was like, "Oh, KingSumo, I remember, Noah's plugin."

I got involved with it and I gave away . . . what did I give away? I gave away an hour call with me, plus the ability to have their website or brand featured in an upcoming YouTube video. I remember, when I launched this thing I had an additional . . . I normally get 100, 80, 200 email subscribers a day. That day that I launched that and I sent that email out, I had an additional brand new 1,200 email subscribers on my email list because of this, and my YouTube subscriber-ship grew by 2,000 in one day. I ran this for 30 days and I got to over 100,000 because of it. It was a lot of fun. The tool manages your plugins, or your contest and your entries for you. You might be like, "Pat, is this an episode that you brought Noah on to just plug KingSumo?" Yeah, kind of, because it works, and I just found this out right before the call, this app is now free to use. Which wasn't always case. First of all, why go free now with this? It doesn't make sense to me.

Noah Kagan: Yeah. I know, me neither. I mean, with the Sumo Group, part of our company . . . We have AppSumo, which we were mentioning, and

then sumo.com, which is our email marketing software. Those are the two products that we focus on and are our core products. This one has kind of been on the side. I was like, “Wow, it’s been working and no one’s really paid attention to it.” So for this year what we’re experimenting with is like, “Let’s give this, a product that people need to have in their businesses.” I think giveaways, everyone needs to it. It’s one of the things in your marketing stack, but I don’t think it’s a critical thing.

I think it’s a must-thing that everyone should do, and so we’re working on the product to be like . . . so that every day is like, “I need KingSumo.” That’s something we can talk about at the end, about how we’re evolving. But in terms of free, it’s like we’re really looking at it as, “This is our beta. Let’s get people using it.” We only charge eight bucks a month if people want to remove our branding. Surprisingly people are actually paying that. I’m like, “No. You don’t even have to pay,” but they are. So I’m looking at, it’s an experiment this year, building out the product. Then next year we’ll probably add pro features and things of that sort to probably charge certain people for advanced stuff.

Pat Flynn: That’s cool. I love it. You’re right, viral giveaways are just one component of the marketing pie, I guess you could say. In your eyes, I mean you’ve been doing this for so long, where does viral marketing fit in for a business? How often should a person do it? What else is more important, if anything?

Noah Kagan: Viral giveaways, for people that don’t ... and they’re like, “What the hell is a viral giveaway?” It’s not a disease. What a viral giveaway is, that let’s say you go to a raffle in a mall. Did you ever do one of those Pat? It’s like, “Win this car.” You’re putting your name or information, but a viral giveaway online is once you enter a giveaway for a book, a physical product, consulting, a trip, whatever it, then you can get more entries from sharing the giveaway. So from following Pat on YouTube, which you should do, from liking on Twitter, from sharing on Facebook, or for getting other via email or texting, or whatever it is you want to do. That will spread the giveaway and bring new people to your business.

Pat Flynn: It's super smart. It makes complete sense.

Noah Kagan: Yeah, I think people should do it ... I think your question was, how often? What we found ... We started doing them weekly. The way we have looked at marketing, I always looked at marketing, is when I find something that works I go crazy on it. We found these giveaways worked and we did them weekly, and we looked at all the data after, every week. All right, how are these customers looking? Because a lot of people, I know they think, "Giveaway people, they don't really care. They're just there for free stuff."

What we found is about 40 to 50 percent of the people who join your giveaway, new people, are high quality new potential customers. 50 percent are just looking for a freebie, and that's part of the trade-off, but you're getting them so affordably that it makes it worth it. We found that the ideal timing is about once a quarter, so every three months you're running a giveaway. That's what I found is the sweet spot. Otherwise, you're saturating and hitting the same people, and just giving them free stuff, which you don't really need to.

Pat Flynn: Yeah. That's a good thought. That was one of the questions I had. It was related to the prize that you give away. What do you give away exactly? I know that some people say, "Don't give away the iPad, or the MacBook Pro, or the fancy fun trendy thing that's now." But you're saying that that's actually okay. Is it better to give away something that's more related to your brand? Or are you potentially missing out if you don't do that?

Noah Kagan: We've tested that. We gave away iPads. We gave away iPhones. We gave away MacBooks. Generally, that does not work out, because what will happen is it gets on reddit/r/giveaways, and you're just getting a bunch of people who don't give a crap about you. They just want something for free. I'll give some recommendations on products if you do one. If you give it too narrow actually, no one will join. So if you say, "Hey, this is Pat Flynn's pencil," it's like ... Well, maybe a lot of people want it, but it's too narrow, or people don't know who you are.

Because a lot of people might say, “Hey, I’m just starting out. I’m going to give away a free PDF and I’ll make it a giveaway.” It’s like, no one knows you, so it probably won’t be that appealing. One of the easier ones that I’ve done, I did this three years ago, was I just gave away Seth Godin’s books. I spent \$60, I bought my four favorite books, and I promoted it. We can talk about a little bit more a checklist of promotion. That drove 1,000-plus new email subscribers. So my recommendation is do software, do products, do consulting. Something narrow, but someone know you but is your target customer would be interested. A second way that I highly recommend for a giveaway is don’t put up any money yourself. I’ve done some giveaways, Pat, that have worked really well, where I get partners.

I did a traveler giveaway, where I hit up my favorite company, so like Minaal backpacks and a few other products . . . like FINsix chargers. I hit these guys up and I said, “Hey, can you guys give me one for free for this giveaway I’m going to do? You don’t have to pay anything, you just give away one of your products.” That was a way I had a giveaway that was great products, and that actually really expanded my reach, as well for those companies. I said, “Hey, here’s the giveaway. Do you mind putting it out on your social?” I think when people are doing giveaways think about, instead of just yourself maybe you can create a bundle or get partners to help you create a promotion that can reach even more people.

Pat Flynn: That’s huge. I love that, and of course you’ve provided us the tool to make it easy to set this up. That’s what KingSumo can do. But to have a partner come on to give you the giveaway prize, that’s super smart. That’d be a fun challenge I think I could get involved with for sure.

Noah Kagan: Even for you Pat, you have different products that you’re using in your studio and your podcast. Even your tools, like, “Here’s Pat Flynn’s tool for running a podcast,” or the LaMetric clock and things you use for your YouTube channel. That can be a giveaway, or you get those companies to give you the products. A lot of them, you’d surprised, if you just ask what you can get.

Pat Flynn: That's super smart. Speaking of contests, we talked right before we hit record about a contest that all of you who are listening right now can get involved with. I think we should talk about it now, and then talk about it again afterwards to get people excited, because once they're going to want to do this, they're going to want to learn how to do it right.

Noah Kagan: Yeah. A lot of times, one, I have always love being a guest. I was shocked when I was on SPI the first time I was like, "Oh my God, Pat's got fanatics. This is amazing. These people love Pat."

Pat Flynn: They took your coffee challenge. You remember that?

Noah Kagan: Yeah. The coffee challenge, and then we did start-a-business challenge. For me, coming and speaking with you I love, but I love even more is when your audience goes and does something for themselves. That to me is my dream. I love when people do that. The challenge is basically an incentive to say, "Go do it."

What we were talking about, and here's what we're going to do, from when this show goes out and goes live, for two weeks we want you to start a giveaway. Go to kingsumo.com. It's free, you don't have to pay anything, please don't. Start it, put it out, and then post your URL in the comments to this blog post. It will be the show notes, so you find the link and then post it. What we're going to do is we're going to buy all of Pat's courses, and a year of KingSumo Pro, for one person who we love the giveaway that they're running. Pat, you want to do a quick naming of all the products? It's like, Power-Up Podcasting, and there's a few other ones.

Pat Flynn: Yeah. Power-Up Podcasting, 123 Affiliate Marketing, Smart From Scratch, and we'll also throw in a year's subscription to Smart Podcast Player. That's \$1,400 to \$1,500, plus KingSumo.

Noah Kagan: We're going to pay Pat for it, so it's real. But most importantly, go start something. I think what a lot of people do is they have ... You have to have a marketing stack, so maybe ads, maybe content. I want people to try out a giveaway and see, "Did it grow my

email list?” Also, you can have people to grow your YouTube, or Instagram, or Facebook following, whatever is important to you.

Pat Flynn: Quick question. Somebody who’s listening who’s like, “I’m in. I want to do this, but this isn’t going to work because I have 10 followers.” Viral needs people.

Noah Kagan: Yeah. This will be in the show notes as well, but I’m going to go over nine and half things that are free. Because especially if you’re just starting out, I highly discourage people from spending money. Because you’re starting out, you’ve got to make money, and then you can spend it to make even more. Here’s 10 that I was thinking about before our show started.

Number one, you can post on all your social channels. So, LinkedIn, Twitter, Facebook, Instagram, whatever other ones are out there. Post on your social channels. Everyone has 200 people on Facebook. Everyone has at least 200 on LinkedIn.

Number two, email. If you have any mailing list, email them. If you don’t have a mailing list, go to your Gmail and look up people that you send emails to. Literally, just go to your setting, like, “I’ve sent people ... “ Three, update your email signature. My email signature now, I’m trying to grow my YouTube channel so my email signature is like, “Hey, go here on YouTube.” So number three, update your email signature.

Number four, add a badge to your website. If you have a cooking blog, or food blog, or trailer blog, or biking, I don’t care, you can use sumo.com, which is free to start, to add a badge. Or there’s a bunch of other tools, or you can custom code your own badge.

Pat Flynn: What is a badge exactly?

Noah Kagan: A badge can be anything, or you can have a little popup, or a little scroll-box, or you just make a little badge on your site that says like, “Hey, we have a giveaway,” or a Hello Bar, or Smart Bar on the top of your site that’s like, “Hey, there’s a giveaway for the next four

days.” Basically you have, think about what the bigger concept is. What do you already have traffic on? Do you already have traffic to your social? Do you already have traffic to your website? And then put a little thing so that people can see it.

Number five, grab your LinkedIn contacts. Don’t spam people. I never want you to do that. But if you actually just search, and if we can put it in the show notes we’ll try to. But you can basically put LinkedIn contacts, I mean you can hear me typing, LinkedIn contacts export. With LinkedIn, you can actually export everyone of your contacts and then send them one email. I wouldn’t spam them. I’d say, “Hey, I’m running a giveaway.” You could choose which ones, you don’t have to send it to all. “Hey, here’s a giveaway I’m running. I’d like for you to join.” I think that’s a really valuable one.

Another one is text people on your phone. You have much more contacts than you realize. Look at who you’ve been texting and text them. Be like, “Hey, I’m running a giveaway. You should go join.” I think number seven is post in Facebook groups. Facebook groups are super active. I’ve actually done, I think, a giveaway about a year ago where I partnered with someone who was running a Facebook group, to run their own giveaway in conjunction with me, in collaboration.

Number nine, or eight-ish, post on Reddit. If you’re targeting a certain type of people, if it’s business, if it’s gardening, if it’s mountain-biking, whatever it is, if it’s nootropics, whatever you’re doing. You can go on that subreddit and be like, “Hey guys, I’m doing this free giveaway. What do you guys think about it?” Number 10 . . .

Pat Flynn: Nine.

Noah Kagan: ... make a YouTube video. I think YouTube videos are pretty darn cool. There’s people searching for it, and so you just make giveaway about your video. Those are 10 things that are all 100 percent free. Pat, do you have any . . . Or any things that you did that worked for you?

Pat Flynn: Yeah. Obviously, blog posts, podcasts. I love the idea of what you said about the Facebook groups. I think you can use the idea of doing it in collaboration with somebody, or somebody can throw in their product into the mix. Essentially you're giving more exposure to them. But the Facebook Groups thing, we teach in Power-Up Podcasting to go and interview Facebook Group owners, or collect answers to one question. They love to promote anything that makes them look like they're more of an authority.

So if you run a contest in conjunction with somebody, maybe you have a knitting blog and you find a knitting group. I mean, there's knitting groups on Facebook with tens of thousands of people. You can say, "Hey, do you have any products or anything that you'd like me to include in this giveaway? We'd love to send more people your way in a viral capacity." And then of course that person is going to be very likely to share that, because their stuff's getting shown to their group. I think it's a fantastic idea.

Noah Kagan: I think one of the things that you really encourage Pat that I like, is that ... More than, you're way better than . . . I think you're more about ... You're really great at like, "Let me go help a bunch of people, and then let me ask for something." I do want to caveat that one. People are like, "I want to run a giveaway." Don't just go into Facebook or Reddit or any of these places and be like, "Hey, here's a thing," if you have no relationships with these groups.

If you're just starting out, what I'd highly encourage is go, look for Slack groups, look for Facebook groups, look for communities to be a part of, and go help others to build a relationship, and build who you are and your connection with them, before you start posting something for yourself.

Pat Flynn: I also know that using the tool, you can mid-contest add new things that people can do to make the contest spread even more. For example, when my contest was running, I forgot that you could do this but then remembered. So then I added it in later, and it actually gave me a nice little bump. It was that you can add ...

Here's what I did. Mid-contest I was like, "I can get more people to get more entries and share things and help me and join my YouTube subscription by having them watch YouTube videos." So I started to add in, "You get five entries if you watch this YouTube video here." You can actually put a link to the YouTube video and they watch it on the KingSumo page that is provided to you, which helps for a number of reasons.

Number one, they're getting more of your content, and they're going to watch all the way through to gain that entry. But that also tells YouTube, "Hey, a person is watching your video all the way through," so it helps with the watch time, which helps all of your videos. But then of course people are getting more entries and then they're like, "I forgot to subscribe on YouTube, and I forgot to go Instagram, and get more entries. I'll re-share this because I want more entries." Because you can get more entries by simply sharing the special URL that KingSumo can give you. I saw a nice bump mid-contest. Are there any things that you have done or recommend doing mid-contest, so it's not just a setup and let run free? I think you can push it along.

Noah Kagan: Yeah. One thing that we literally added, I think we added it last week, we added mid-email. Normally when you're running a giveaway you have to do this all manually, so mid-contest and then before the contest we do emails to remind people. So say, "Hey, here are the actions that you haven't done that will get you more entries." We send automatic email reminders. It's like, "Hey, it's the last day. Make sure you go watch Pat's video, or go follow him on YouTube, and you can get extra entries to the giveaway." We found, obviously it's letting them know to come back and do that, is very, very helpful.

Pat Flynn: Any other tips for if you have . . . Okay, so we talked about ways to promote the contest for free. What about if you do have a small brand and an email list of 1,000 or 2,000? How do you best set things up to really out of the gate to gain some momentum?

Noah Kagan: To me, number one has been email. A lot of people, if they don't

have an email list, go start one. I know Pat you recommend ConvertKit. Sumo is a great way to collect emails. Just start an email list. MailChimp is free for your first, I don't know, a few thousand. Email is a great one.

Secondly, ads are actually really powerful. You can do retargeting. If someone's come to your giveaway, you can do retargeting for the giveaway itself, or other things as well. If you're giving away a certain product, let's say you're giving away ... I'm trying to think of something specific, like a software product. Like, "Hey, I'm giving away MailChimp for free for a year." Or maybe if you're realtor, "Hey, I'm going to give away Contactually." You can actually then target their people. Be like, "Hey, if you want it free for a year, come join this giveaway," and then that's a way for them to be exposed to your brand by kind of partnering or leveraging another brand, if you want to be spending some money.

As well, if you can't get products that other people are buying, frankly if you get the core of giveaway towards your target audience, the probably more people that will spread it. For me, the way I've done giveaways, I'm like, "Is this something that I'd actually, if someone sent it to me, that I'd really want to enter?" If it's not, I'm like, "All right. Well, how do I make it that way?"

Pat Flynn: I was just thinking for people just starting out, this can be a great way to really surge the initial size of their subscription. Because, I mean you'd often want to offer an incentive to get people to subscribe. What better incentive than a contest that ends that gets you to share your contest and have more people come in? I think if you timed a giveaway on KingSumo with the launch of a new part of your brand, or your brand itself, that could be a nice way to coordinate things together to give you even a bigger boost when you launch something.

Noah Kagan: Yeah. We've seen that recently. It's weird, but the people ... One vertical of people that I've liked, really liked giveaways is authors. You're an author. Ryan Holiday, my buddy Shane Snow has got a book coming out. When they're launching their book this is a part

of the promotion. It's one of the checklist items. Which is, "Hey, we're going to give ... " Ryan gave away 59 of his favorite books. Shane Snow is going to do some crazy giveaway. We've seen a lot of authors do it, because they have books that are digital, and people want that. That's a way that, as they're launching ... Ryan had his book Conspiracy come out, and so it's like, "Hey, as part of the giveaway go check out my new book as well to get extra entries."

Pat Flynn: Okay, so using the contest as almost part of a funnel.

Noah Kagan: Yeah. It's definitely ... It's one component. If you're doing a book launch, you're like, "All right. I'm going to email my mailing list, and I'm going to get on these other shows. I'm going to do this stuff, and I'm going to run a giveaway that's, 'Hey, come have lunch with me,' or, 'Hey, we'll do a call," or, 'Hey, I'll give you free books,'" or whatever it is, seems like something, and we're like, "Wow, this is interesting." We've seen some people, like you do it with YouTube, some people are doing it on their Instagram. But I'm surprised at the author vertical. That's definitely one that's starting to take off for us.

Pat Flynn: That's really cool. You talked about Instagram, and for me YouTube, you might be like, "How do you run a contest and focus people there?" Well, really what's cool is you can manually set how many entries people get based on whatever action you want them to do. I had like, "You get one entry for following me on Instagram," and I did see a huge surge in Instagram following as a result, because people want to get more entries. One entry for following me on Twitter, and then 10 entries for YouTube. People are obviously, if they're going to want to share, they're going to want to also follow me on YouTube, because they're going to get 10 more entries to do that. That was really cool.

All right. Let's talk about, let's walk people through, since likely people are fired up now and they're going to do this. Remember, you have two weeks from the date that this episode is published to get a contest up and running. Just getting it up and running. You can run it ... Actually, that's another question. How long should a contest be run for? I mean, mine was 30 days, which was quite long.

I think you said Ryan Holiday's was maybe two weeks or so.

Noah Kagan: You know, it's funny. It's similar with AppSumo. When we did our first AppSumo deal eight years ago, we did them for two weeks, and people literally only bought the first day and the last day. One of my friends was like, "Well, why don't you just run deals for two days only then?" I was like, "That's a great idea." It's a similar thought. I would say two weeks is probably the longest you want to be going, because people forget about it. Everyone's got their own priorities. I'd say two weeks is the longer one.

One thing I want to say, because I think there probably are some people out there, like, "I don't want to run a giveaway, and I don't want ... It's going to be a lot of bad customers." I do want to highlight a few other things, like I've done with my personal, with our company, is we'd make people double opt-in to the email. So that they actually are like, "Who is this person? Who's emails am I getting? Who am I connecting with?" So they know who Pat Flynn is, or OkDork, or whatever property you have. And then secondly is, what I do, I sent an email today, anyone who doesn't open or click my emails, I don't email them after three months. In MailChimp, and I think a lot of other services, you can do this. Where you can say, "If you haven't opened or click any of my emails in this amount of time," you can segment them out automatically. Those are the ways to make sure that you're only really getting high quality people after a potential giveaway.

Pat Flynn: I like that. Very cool. Can you walk us through, for everybody who's about to do this, how to do it?

Noah Kagan: Yeah. I'll do it ... Here, let me go to the site. It's kingsumo.com. You enter your email, so I'm going to put, ilovepat@okdork.com, for your giveaway. So then it says, "Create your first giveaway." It's pretty easy. Just decide what you want to do. I always like books. I think books are an easy. Second one is software. What's a software product that a lot of people are buying? Our third, e-commerce businesses. You already have great products, like if it's a Minaal backpack. My friend, I don't know you've drunken Super Coffee Pat.

Those guys are awesome. So something targeted . . .

Pat Flynn: No. What's Super Coffee?

Noah Kagan: Have you tried it?

Pat Flynn: No. This is like Bulletproof Coffee?

Noah Kagan: It's Bulletproof without all the butter.

Pat Flynn: Then it's not Bulletproof then.

Noah Kagan: It's not. I don't think we can trademark Bulletproof. It's basically coffee with a bunch of protein. There's these guys that were on Shark Tank. They were on Shark Tank and they said, "Hey, we wanted coffee with protein and something good in the morning." It's pretty much all I drink in the morning now.

Pat Flynn: Snap.

Noah Kagan: Yeah, I'll get them to send you a case.

Pat Flynn: Yeah. Tell them to run a giveaway. I'll sign up for it.

Noah Kagan: Okay. I will mention that to them as well. Let's say Super Coffee, I want to give that away. I'm going to give away 36 bottles ... Actually, I'll do it here. I'll run this giveaway Pat, literally, and I'll get them to give it away. 36 bottles of Super Coffee. Write a description, "This is the tastiest stuff you'll ever get." I'm going to run it today. This is legit. I'll run this today myself. I'm going to run it for a week, or I don't know when this is coming, but I'll put it out on social so that people can, we can link back to it. There'll be one winner. Time zone is going to be in Central. Who's running it? I'm running it, okdork.com.

Pat Flynn: This will be up and done by the time people listen to this and you can see the results.

Noah Kagan: Yeah. What am I giving away? I'm giving 36 bottles of Super Coffee.

I think it's worth around \$36 actually. Or no, maybe it's \$45. I can update the price. And then you add your image. So basically, who's running the giveaway? What are you giving away? The prize image, so I'll add a prize image. And then you can choose what sharing options. When someone joins your giveaway, after they join it, do you want them to share it on Facebook, Twitter, LinkedIn, Pinterest, or email? At the end of the day it's really like, where is your audience? Is your audience ... Where do you want these people to go share? Is it more business people, is it more, I don't know, Pinterest audience, let's say more female, Twitter, more news-people, and so forth? Then there's the bonus entry section. This is, Pat this sounds like where you had a lot of success. The bonus entries is that they get entries for sharing it, but they also get entries for taking extra actions. It could be a Facebook like, Instagram follow, Twitter follow, YouTube, podcast subscribe, or even . . .

Pat Flynn: Wait, wait, wait. Podcast?

Noah Kagan: Yeah. We don't have confirmation on it yet, but it's like, "Hey, go subscribe to the podcast." Right now it's on the honor system . . . something that we're still . . .

Pat Flynn: But the YouTube one is API based.

Noah Kagan: Yes. The YouTube one we make sure that they do check it. The other one that we're doing I think is really interesting, is daily entries. That's one we just launched, where it's like, they come back every day, and as long as they come back and every day they hit confirm on the daily entry button, they get extra entries, and then it probably incentivizes them to go do other things.

Pat Flynn: Cool.

Noah Kagan: So, I will put daily entries just to start, and then you can choose how many entries they get for it. Let's say two. I'm going to hit save on this. Then you finish registration, and now it's done. That took us I think about a minute, give or take.

- Pat Flynn: Yeah, if I didn't interrupt you. Sorry.
- Noah Kagan: Pat, you are so rude. So rude. No, and so now it's free. Basically, then we give you a promo. It's like, how do you want get this out to the world? Do you want to have ... Here's a way that you embed it on your site. That's something we were talking about, you can embed it, tweet it, Facebook, post a link. To me, I mean Pat, I've been doing online business 15 years-ish. No, 18 years. What year are we in? 2018, geez. 18 years, and email to me is still the king and queen. We also give you email templates to copy and paste into whatever email provider, to Gmail, and then you just promote it. Go put it out to the world. We gave you 10 things earlier, and then we also have things built in here for you to go do. It's live right now.
- Pat Flynn: That's insane. That's so cool. We'll put a link to that contest in the show notes. You'll see it already finished and see what it did. But dude, this is sweet. Okay, so people who are interested, go to kingsumo.com. You can sign up for a free account. We'll have a list of all these tactics and the checklist and everything on SPI, or in the show notes link as well. Sweet, dude. Okay.
- Noah Kagan: Yeah. Dude, I just sent you the link, so it's live.
- Pat Flynn: Okay. Let me check it out.
- Noah Kagan: You can maybe win.
- Pat Flynn: Awesome. Okay, I'll definitely check it out. Sick man. Dude, that's so much easier than ... Man, you guys are improving this so much. Actually, I do want to get into, because people love you here, what you've been up to, what you're excited about. But, KingSumo, really quick, what else is planned for this thing?
- Noah Kagan: On my tombstone Pat, I think I don't want it to be like, "Noah Kagan, did giveaways." I think about that. I don't know if other people think that way, but I'm like, "That's not what I want." What I think about is, how do you create businesses that people need? People don't need giveaways. It's a nice-to-have. It helps you grow your

business, helps accelerate your YouTube channel, whatever thing you're trying to grow. But what's the bottom of KingSumo? What does KingSumo actually do if you think about it? KingSumo brings people new customers. That's really the purpose.

I'm like, "That's interesting." People want new customers. So, all right, maybe who cares about giveaways, what if we made KingSumo more about, how does KingSumo become more of a referral engine? Because think about it Pat, you, or a lot of the listeners, they maybe have an email list, they maybe have a website, they maybe have existing customers and they're ... Myself included, I'm always thinking about the next new thing. What's the next new channel? What's the next new podcast? What's the next new thing? When in reality, we actually have a lot more visitors, email list people, and customers already. So how do we use the mechanics of virality to incentivize or encourage people who are your existing customers to bring on new customers? I don't have the answer yet. I do think the answer is referral. So how do make KingSumo a referral engine?

Pat, you plug it into your email list, or you plug it into your website, or your social, and it encourages your current people to bring on new people on a daily basis. I think that's the problem with a lot of businesses, is that we create these things that people are like, "Yeah, it's nice to have." What we have to keep moving towards is like, it's critical for other people's success.

Pat Flynn: Yeah. I could see KingSumo and contest being definitely a part of a strategy that people have every year, for growth and exposure and part of a launch. I plan on doing a contest every quarter now, just because: A, it's super easy, but B, I got such good results in Q1 with the YouTube push. I'll probably continue to push YouTube as a qualifier for more entries for sure. I didn't want to give away more of my time, which is what I did for the first one, but you've given me so many more ideas of things that I can give away. You're right, it doesn't take much to get people to move and share.

Noah Kagan: I mean, I think if I were you ... And one, you're just too awesome. I

really appreciate you recommending this and having me on. I think for you Pat, you have a lot of friends that have created companies. Frankly, if I were you I'd be like, "Hey, can you give me a year of your product for free?" And then they get free exposure. They get links on the giveaway and exposure in your promotion, and then you get a lot of people finding out about you. That might be something I would recommend for you, or anybody else out there. I think the partner approach, I did it with traveling. I did another one. I can't recall it right now, but the travel one was a good one, where I hit up companies that I do for traveling.

Pat Flynn: Yeah, that's sweet. Basically take, "Okay. Well, what do I want? Now I'm going to give it away for free, but probably get a free one as a result."

Noah Kagan: Exactly.

Pat Flynn: Yeah. Anyway, dude, I think people's gears are spinning right now. Go run that contest, kingsumo.com, sign up for free. Two weeks after this episode goes live, you'll leave a comment with the link. Literally, in the comment section put a link to your contest. Noah and I will come back after two weeks and together go through them and pick our favorite one. It's not going to be selected on who gets the most entries, it's not fair, but who has the most interesting and maybe creative one, and just the one that we like.

I think the most important thing is this, like Noah said coming on, he just wanted to make sure that you take action, and you're going to see how easy this is to do, but also what it can do for your brand. I would imagine Noah that a year from now some people are going to come up to me at a conference and be like, "Pat, I remember that episode you did with Noah. That contest that I ran because of that changed everything for me, because I have now since grown my email list," or, "I finally did something that was easy." So I'm just going to thank you now for all the people who are going to thank me later for having you on here. So thank you for that.

Noah Kagan: Dude. Pat, I super appreciate it. I want people to go take action

today. Literally, we did it in a minute. Maybe if you want to take an hour, or less, we'll give you Pat's things, but also it will help your own business and your own stuff grow.

Pat Flynn:

That's awesome man. Before you go, how are things with you and OkDork and your YouTube channel? Everybody should go check you out on YouTube. You did this amazing video. We did a little collab together, and dude, I'm getting a lot of people coming my way as a result of that video. I'll put a link and we'll embed that in the show notes too. But I really like the style of that. I remember seeing one of those videos from you a while back, and I was like, "That's so cool." And then it was cool to see myself being featured in one of them. You kind of take a person who's doing something awesome and you almost create a mini-documentary about them. It's super cool.

Noah Kagan:

Yeah. I mean YouTube, it's a weird world man. It's a new world for me. I don't default to making videos. I was thinking about that this weekend. I really default to writing, even though I like ... It's not that I love myself that much, but I like seeing ... I think I'm a good speaker. I like speaking, but making videos is not my default. So it's definitely, I have a partner, Brandon, who I work with to make a lot of these videos.

We experimented over the past 18 months with so many different types of videos. Like, me giving inspirational ones, or giving tactical ones like how to use Gmail. What was really interesting is when we did these kind of documentary ones for people that we liked and people that were already on YouTube, it worked really well. The first one was this guy named Nick Bare. We put out this video, it was like 40,000 views in a week, because basically you're drifting his popularity. We made a great documentary about him, and then people who want to learn more about it go check out our videos. That's definitely something that we've done. And then recently, with YouTube, which has been interesting, I've been experimenting more with ... You know what guest posting was for blogs. I don't think there's been a lot of guest posting for videos.

Pat Flynn: Yeah, even for podcasting, I mean it happens but not actively, “Hey, I’m going to grow my brand by being on another show.” Unless there’s a launch or something, but just for general growth of a podcast or brand, yeah, it doesn’t happen much in podcasting either. I would say it’s even less on YouTube because it’s harder.

Noah Kagan: Yeah.

Pat Flynn: It’s video.

Noah Kagan: Well, it’s challenging too, but, it is challenging because you have to find the right person, you have to have voice, and all these things. What we’re doing is experimenting with that as a way of growth, where I can only create so many, so much content in a week, and I’ve learned so many things. But there’s all these other people out there, like yourself, Jeff Rose and Tom Bilyeu. A lot of these people who I’m like, “I love their messages. I love what they’re sharing. What if they could create content?” Which means I do less, and hopefully my audience also ... We edit it, so ideally my audience would like what we’re promoting.

That’s what’s up in YouTube world. Podcast, I’m doing it once a month, using it as a way of meeting cool people. I think that’s been a ... I’m sure you know that too. And then the Sumo Group, yeah, we have AppSumo doing deals, awesome deals. And then sumo.com, where, focusing more on e-commerce businesses. So really, email marketing for e-commerce companies is where Chad and that team have been focused on.

Pat Flynn: Nice. Are you still doing a lot of speaking?

Noah Kagan: I haven’t done any man. I’ve actually been kind of a recluse.

Pat Flynn: Any particular reason why?

Noah Kagan: I don’t ... Let me think. I think part of it is the travel. I think part of it is, what’s the ego? Or, what’s the point of doing speaking? I think sometimes people miss like, “What’s my objective?” Right now, I’m

in an exploratory phase with work. I'm doing KingSumo, that's what I'm focused on, and then I have my podcast and YouTube. So it's not like I have any incentive to go speak. I've been to most the places I want to go. A lot of times, it's like, you go speak, there's 200 people. So it's great, but on YouTube or podcast you can put out content and reach that in the same day. I think lately it's more just time. It's like, "All right. It takes two days to fly anywhere. Plus, I have to come up with a speech." It's easier to focus on things at home.

Pat Flynn: Yeah.

Noah Kagan: What do you think? How you're speaking? What do you think about that?

Pat Flynn: I mean, I'm still doing it. I love it. It's one of my favorite things. I'm even more selective on where I go, more than ever. I'm fortunate that I live in San Diego, where a lot of conferences happen anyway. So when Traffic and Conversion comes to town, or Social Media Marketing World, I always go to those. Keynoting Podcast Movement this year, and other podcasting events too. I'm doing a travel event with Matt Kepnes in . . .

Noah Kagan: The Austin one?

Pat Flynn: Yeah. So I'll be in Austin later, I think in September, or some time around then.

Noah Kagan: I think that's what you like. I love speaking, as long as it's in San Diego.

Pat Flynn: Yeah. Well that's the main thing. Otherwise I'd probably only speak four times a year, or five times a year. I've got the young kids, I don't want to be away from home. Every time I go away it adds additional stress onto my wife April, and she's already working so hard to make them the best little humans as possible. So I try to give her as many days off as possible, but when I go and speak it's like overtime for her.

I love speaking. It's one of my favorite things. I feel like it's performing. It brings back the same feelings that I had when I was in marching band at Cal, which you also went to. Go Bears. You know, working hard on something, preparing for it, and rehearsing so much that when you are there on stage, or on the field, you're on autopilot and people cheer afterwards, hopefully.

Noah Kagan: I feel you on that man. I think it's ... There's a book, have you ever heard, Power of Full Engagement?

Pat Flynn: No. Who wrote that one?

Noah Kagan: I don't remember the author's name, but I love these books that we haven't, you don't generally hear about on the mainstream as much. But to your point with the speaking, I think we ... Not I think. What we have to do, and what this book recommends, and I still stick with it to this day, is about going towards the thing that gives energy. They'd say, they focus on, "Don't worry about how much time you have. Worry about what things are giving you energy, or taking away energy."

It was interesting to explore. What things am I doing in work specifically that I want to do more of? For you, you're speaking. It's like, "Yeah, go for that, and figure out how to make that work with your lifestyle." For me, I'm like, "That's not giving me energy right now. KingSumo is, and the YouTube and podcast stuff is, and working with people one-on-one is." So that's actually what I'm spending more time on. I'm like, "All right. That's where I want to be." Or even, lately I've been doing charity stuff, which is new to me. I know it sounds weird, but I haven't done a lot of it in my life. Lately I've been doing it, and I'm like, "Man, this is fun."

Pat Flynn: Talk about that. What charities are you supporting right now?

Noah Kagan: Two things around charity that I've done is, helping certain entrepreneurs one-on-one. Not looking for money. I'm not looking to make any consulting or coaching. Just like, "Hey, I like your business. I want to help you grow." So I've been.

Pat Flynn: That's cool.

Noah Kagan: Yeah, and I'm going to probably do a little bit more of that. I really like it. The second one, Bo Jackson, you remember him from our youth?

Pat Flynn: Yeah. I saw a picture of you on Instagram or something interviewing him.

Noah Kagan: Yeah. My dad passed away, and his name was Bo and he loved Bo Jackson, and I love Bo Jackson. In the beginning of the year I created a bucket list. On my bucket list was like, "I want to meet Bo Jackson this year." It was interesting, because I reached to him and I found that he had a charity. It's called Bo Bikes Bama, which is a Alabama relief fund for the tornado victims.

I said, "Hey, can I get Bo on my show to help him raise money for his charity?" They said no. I was like, "Okay." Then I decided, I'm going to raise money for the charity anyways. Actually, it was the most fun I've had this whole year. I basically put together a launch for the charity. I created t-shirts. I created a deck of cards, because I'm learning magic. I created one super-tier prize, which was, I'm flying one person out to Mexico City with me to have tacos. So we're flying to Mexico City.

I created these tiers and we did this big launch, and we ended up raising over \$30,000 for his charity. It felt great. It feels good to help others. I know that some people are like, "Obviously no." I'm like, "I know." Maybe ... I don't know. I just haven't been as direct with that. It was great. We did that, and now I'm giving the prizes. Fortunately when I was doing this charity launch, someone from Bo's team was like, "Hey, do you want to come actually do this interview with him?" I was like, yes!

Pat Flynn: Worked out dude. That's sweet. Congratulations on that. That's amazing.

Noah Kagan: Yeah. I think it's, you've heard Gary V, "Punch, punch ... " Was it,

“Give, give, take?” I don’t know

Pat Flynn: Jab, jab, jab, right hook?

Noah Kagan: Yeah, or you know, give and take with Adam Grant. You, I feel like you live that. For me, sometimes I think all of us, we want things right away and it’s all about us. I’m starting to ... I love this idea. It’s like, really go help out others. Give them stuff, and then generally good stuff comes back. It was a great experience. Now I’m thinking about doing my own charity ride, maybe with the Andy Roddick Foundation or something like that, local in Austin.

Pat Flynn: Dude, I love that. You’re living it too man. KingSumo was an app that you had to pay hundreds of dollars for be, and you were like, “No. I’m going to give it away for free and make it easy for people.”

You’re going to help out, and people are going to give back to you because of that. That’s why I want to give back to you. That’s why I invited you on the show to talk about this, because I know it’s going to help more people, and hopefully as a result of this people can help you out with your charity work that you’re about to do, or subscribe to your YouTube channel, which everybody should. The more you give, the more you get back. That’s honestly ... I teach that to my kids, what you give the world, the world gives back to you.

Noah Kagan: You know what? It’s interesting because you’re so right, but sometimes I think in our day to day, in our just how we live, we just want things so fast and we want it right now for ourselves, that we forget about the other people. It’s these moments, where you do it and you’re like, “Oh my God. I get it. I get it.” It’s a good reminder.

Pat Flynn: I love that man. Dude, I’m so thankful you came on today and are doing this contest. Remember, if you run a giveaway now by going to kingsumo.com and post a link to your new contest, Noah and I will come back in two weeks, check out, and figure out who our favorite is, and then we’ll email you and we’ll announce the contest winner on the show notes page as well. I’ll drop the link here in the audio in just a moment for you in terms of where you can go and do

that. But, two weeks, sign up. You get access to all my courses and stuff. Thank you again for that Noah. I didn't even know you were going to do that. Go follow Noah. Where are all the places? Where should they go besides KingSumo right now?

Noah Kagan: Yeah, the two other ... We have a fourth product, and I don't want it to feel neglected. So, AppSumo for daily deals for small business owners, sumo.com if you're an e-commerce store and you want to grow your email list. We have this new product that Chris and Amon are running called Briefcase, which is basically the Netflix for software. If you're a small business owner and you don't want to buy all these tools everywhere, because there's so many darn SaaS tools out there, \$50 a month, you get all the tools you need. Those are the four businesses along with KingSumo. And then for me, I do a podcast once a month, Noah Kagan Presents, or on YouTube, Noah Kagan.

Pat Flynn: Sweet. We'll have all the links in the show notes. Man, I appreciate you so much. Thank you for coming on and providing a ton of value, as you always do, and for challenging us to.

Noah Kagan: Thanks Pat.

Pat Flynn: All right. I hope you enjoyed that interview with Noah Kagan. Really funny, the day after I recorded that episode, and you know I do these in batches, so this was recorded I would say a few weeks prior to this, even over a month ago. I setup my own contest for a YouTube video that came out, and I gave away a bunch of books. Man, this stuff works guys. Looking forward to seeing your contest. Kingsumo.com is where you go. Setup that contest for free, and then leave a link to your contest in the show notes at smartpassiveincome.com/session320. Again one more time, smartpassiveincome.com/session320.

Again, make sure you subscribe to Noah's podcast, Noah Kagan Presents, and also follow him on YouTube at Noah Kagan. Guys, thank you so much for listening in. I appreciate it. I also want to give a big shout out to, as you all know we always talk about the

amazing tools that we use, not only things like KingSumo, but I'm also a big fan of Teachable. That's what I'm amazing and what I've used over the past year and a half to help me build online courses. I love Teachable. There's a lot of other solutions that are fairly similar, but from an insider perspective, I'm an advisor for the company, I'm also an affiliate for it as well, they have a lot of amazing things coming out that are going to help us course creators better serve our students. They're doing stuff to better serve us as course creators as well. Anything from the upsell capabilities, to the certificates, and all the stuff that's happening that we've all requested.

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