



## **SPI Podcast Session #190– Step by Step Product Creation with Bryan Harris**

Show notes: [smartpassiveincome.com/session190](http://smartpassiveincome.com/session190)

This is the Smart Passive Income podcast with Pat Flynn, Session #190.

**Intro:** 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 prefers the aisle seat over the window seat – Pat Flynn.

**Pat:** What's up everybody? Thank you so much for joining me today in Session 190 of the SPI podcast. It's December 2, 2015, closing in on the end of the year here. We're actually just 4 days from my 33<sup>rd</sup> birthday, which is pretty cool, and not only that but we have a great guest on today who's been highly requested from several people in the SPI community on Twitter and Facebook. I've even gotten private messages to have this person on the show, and I'm so happy to have him on because his content is amazing.

This is Bryan Harris from VideoFruit.com, somebody who I've been really tuning into lately. He's probably one of the only bloggers that I consistently read his content because it's just so easy to follow but so mind-blowing in terms of the results you can get from everything he shares, and the same thing from this episode, too.

After I conducted this episode I just had to get Bryan back on a phone call again to talk about what I was doing with the upcoming book launch that I have, because Bryan's a smart guy. You'll hear it. He's very down to earth. He has a southern accent and I love that too, of course, so why don't we just stop talking and get right into the interview.

He's going to give us a lot of step-by-step formulas and stuff that's going to help you with product creation, getting more email subscribers, and really validating these things you're going to do before you actually spend time, money, and effort doing it, which aligns perfectly with the book that I have coming out next month. Here he is, Bryan Harris from [VideoFruit.com](http://VideoFruit.com).

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**Pat:** What's up everybody? I'm here with Bryan Harris from VideoFruit.com. Bryan, welcome to the SPI podcast. How are you?



**Bryan:** Thanks for having me on, Pat. It's an honor and a pleasure to be here.

**Pat:** I appreciate that. A lot of people were really excited to know that you were coming on the show because people are in love with you and what you do. They're so engaged with you and your content, and we're going to talk more about that later.

So you have this site at VideoFruit.com. I want to know the story before VideoFruit.com. What was Bryan Harris doing back in the day?

**Bryan:** Oh man, it's a winding journey for sure. I think like a lot of entrepreneurial type of people, I had tried to start a ton of different businesses. Me and my brother had a baseball card shop out of our bedroom window when we were 7 years old and got ripped off within the first hour of being open. Anything from computer businesses and repairing computers, to starting websites in high school, and just everything in between.

I guess 2008 started my recent foray back into the online world. I was working in the lumber industry down in Mobile, AL where I'm from. I'm sure you can't tell from my accent that I'm from the south. So I was down working in the lumber industry and I got married and my wife moved to Mobile, and that's right about the time the economy completely tanked. If you're selling lumber that people use when they build houses, the economy tanks and nobody's building houses, you don't have much work.

**Pat:** This I know, coming from the architecture industry around that time too. Actually it's really funny. We were building a restaurant in Mobile at the time when all this happened, interestingly enough.

**Bryan:** What was the name, do you remember?

**Pat:** It was a P.F. Chang's restaurant, which may have continued after that time, but I know at the time it got pulled back – just kind of a random fact.

**Bryan:** Cool. So my wife moved to Mobile and she was in the health care field and she couldn't find anything, so we wound up moving back to Nashville, where we live now and where she lived previously. I had been working in outside sales for the previous 7 or 8 years, mostly in the construction world and there were no jobs there to be had, so I just started trying to figure out how to make money online, which took me quite a long time to figure out.



I started with an eBay business. I downloaded an ebook from a guy named Skip McGrath, and I haven't even thought about him in a very long time, but anyway I downloaded this ebook that taught you how to make money by buying stuff at yard sales. So me and my wife paid \$10 for the ebook, we go to a yard sale the next weekend, and the first yard sale we go to they had this old-school electronic thing from the 60's. It was this tube amplifier and there were 3 of these boxes stacked on top of each other.

I don't even remember what they did, but I remember from that ebook that there was a picture of something similar to this, so I went over to the lady running the yard sale and said, "How much for this?" and she said, "\$5" and I said "Sold." So we picked it up, threw it on eBay, and it sold for \$300. That was just like mind-blown crazy stuff, so for about a year and a half we did eBay stuff. We bought and sold and tried to find different things, and we ended up buying and selling a lot of used restaurant equipment.

Long story short, we wound up getting kicked off eBay, which taught me a pivotal lesson about building platforms, which we'll get to in a second. We had various amounts of things happen and PayPal froze our account. They froze over \$20,000 in our account that we couldn't access for 6 months before they released it.

I immediately went to just completely panic mode of "All right, I have all this money sitting there, some of it belonging to other people, and I can't do anything." I'd built my entire business on somebody else's platform, and that was just a very eye-opening thing for me. It was completely draining to have a business that's going pretty well to just overnight completely be shut down and to fail.

For the next two or three years I was just kind of in entrepreneurial wasteland or recovery mode. I just didn't have the energy it took to do a new thing, and I didn't know what to do. I knew how to buy and sell stuff on eBay, but didn't know how to do stuff like you were doing and stuff like Noah Kagan and Andrew Warner and all these guys that were out there doing this stuff. I just couldn't figure out the thing that they were doing that I wasn't.

Fast forward a couple years and I'm working in a sales job at an engineering company and was just burnt out. This was two or three years later and I was kind of over my entrepreneurial recovery mode and just ready to do something else.



I read a Tim Ferriss article, of all things, an article he posted I think in 2012 from a guy named Chad Mureta and the title of the article was "How to Build An App Empire" or something to that effect.

**Pat:** I remember that post.

**Bryan:** Yeah, so I read that post, I'm sitting in my cubicle, and another guy that worked there – he was a little higher up in the company – walked in and we were both pretty disenfranchised where we were at. We read this post and it's basically doing what I used to do in construction. You kind of draw the blueprint up and then give it to some contractors and let them build your house, except you do it with apps, so I knew that process and was familiar with it.

When I read that article it was just a light bulb moment of creation, of how to create this stuff without being an expert programmer. You've had people on before that have talked about that, but for me that was just a big revelation point.

So me and that friend went together and we built a couple apps. We launched them 3 or 4 months later and they completely bombed and I was right back to where I started of trying to build this thing or trying to find this product of some sort and I'm trying to rely on somebody else's platform to sell it for me.

The typical entrepreneurial cycle is you have a good idea, so I had the eBay idea or I had the idea for these apps. You go into your cave for 6 months and you build the thing and you don't tell anybody about it because you don't want anybody to steal your idea. Then you come out of the cave, you're loud and you're proud and you go share it on Facebook and everywhere, and then you realize that nobody actually wants that thing at all.

I had been on that cycle from 7 years old till the time we launched those two apps, and after building those, pouring just everything we had into it, pouring a couple thousand dollars into them and only making \$400 or \$500 back over the course of several months, I was kind of disenfranchised again, and that's kind of where VideoFruit came from. I was just at the point where I had to figure out what the other successful people were doing that I wasn't, so I just started running hundreds of marketing experiments.

I read a book by Nathan Barry called [Authority](#), and in that book he talked about the concept of learning out loud. He told a story – and I might get the details of this wrong, but you'll get the gist of it – of him and another designer who started working at their craft at about the same time. They were new to web design and doing all this stuff.



The other guy, as he learned he would teach what he was learning. He would learn this new Photoshop technique and he would write a blog post about it. He would learn this new InDesign thing and would shoot a quick video about it, and Nathan wouldn't. Nathan would just work and hone his craft and get better and better and better and become a freelancer and work for these people and work for this job and kind of move up the food chain, but not talk about what he was doing as he was doing it. The other guy talked about it as he was doing it.

Fast forward a year or two, the same exact trajectory, same exact skill set, equivalent production value, and the other guy winds up writing this book. I think it was *Sketching with CSS* and he launches this book and does I think over \$20,000 in sales by building an audience, by learning out loud and teaching what he was doing, and then launching this book.

That for me was a light bulb moment. That was when I realized and started testing the idea of instead of coming up with an idea and trying to find customers for the idea, how do I get a group of people who are eagerly waiting me to release something? How do I find customers and then give them a product, instead of coming up with an idea for a product and then trying to find customers for it?

That led me to building email lists, which is my current focus and kind of what I specialize in. It's kind of like you know when Apple releases the new iPhone they have a line of people waiting outside of Best Buy? That's what an email list is. It's a group of people sitting there waiting for you just to open the doors and give them a product that relates to them.

That for me has been my gigantic discovery, which people have known about for a very long time so this was nothing special, but to me building that list and then creating a product that serves that list is an incredibly repeatable, reliable, almost completely risk-free way of building a business that works nearly every time if you do it right. So that's been the slightly long-winded version of Video Fruit.

**Pat:** I love it. In terms of building your audience, how are you able to do that, because I think it's obviously much easier said than done to do this. When you started Video Fruit and were focusing on building your email list, how were you able to do that and how long until you were able to see the fruits of your labor?

**Bryan:** There's kind of three different phases of this. You have growing your audience, growing your email list, getting it to at least 1,000 subscribers, which we'll talk about in



a second. Then you have creating the product that serves that list, and not just creating it but using that list to find out what to create, validating that they want that thing, and building it. Then the third phase is launching to that list.

Every step along my journey I have just gone straight to launching mode. Create the thing and launch it, create the thing and launch it, and maybe something will just magically happen. The key part is growing that list first.

**Pat:** Why 1,000?

**Bryan:** It's somewhat relative to the industry you're in, but let me give you an example. There's a guy who came into the course. I teach a course on how to build an email list called Get 10,000 Subscribers. He bought the course in May and 45 days later had built a list of 350 subscribers, so kind of a small list but it was incredibly focused. If you start with an incredibly focused list you don't have to wait till 1,000. Most people have kind of a vaguer idea of what they want, kind of like my path.

Anyway, he builds a list of 350 subscribers, launches a product, and does \$10,000 in sales within a week. His name is John Meese. He built a course on how to use Michael Hyatt's WordPress theme, so you couldn't get much more niched than that. 350 people purchased this product. He just went to the forums and started interacting with them and serving them and talking to them and sent them back to a "Coming Soon" page.

"Hey, you have these problems with this WordPress theme. You can't figure out how to use it or you're a beginner or whatever. I'll teach you how to do it." And what's funny is his course is more expensive than the lower-end version of Michael's theme.

**Pat:** I love that, that's funny. It almost reminds me of [Joseph Michael](#), who was on the show before, the Scribner coach with "Learn Scribner Fast." I love that. I thought you had kind of put that number at 1,000 because people will hear that and be like, "Oh, I'm too far away from that," or some people are way ahead of that and they're like, "Wow, I maybe missed my chance," but I like the 1,000 number.

I think it's smart to put a specific number on that, even though like you said you don't need that number. I was wondering if it was like an homage to Keven Kelly and 1,000 True Fans.

**Bryan:** It is nice to kind of attach a framework. It works for all different conversations, but coming up with a framework for your business is important so people can realize what steps they need to go through, and 1,000 is a ball park.





There's kind of three different types of people that start businesses. One type of person has a very specific product in mind, which we kind of talked about earlier, and their problem is they have to build an audience before they can launch it.

The second kind of person has a basic idea of what they want to do. I was talking with a guy earlier, doing a coaching call, and he wants to help musicians be better at personal finance and getting gigs, so he has a pretty specific idea of what he wants to do but he has no idea of what he wants the product to be.

Then the third type of person really doesn't know what they want to do at all. They just know they kind of want to do a blog thing.

The people in the lower two versions of that need to have a bigger list because their list is going to be less concentrated. Somebody who starts with, "I want to build a blog that's specifically about Michael Hyatt's WordPress theme and launch a course to them," they can have a smaller group of people because their subscribers are going to be much more targeted. The reasons they came to their list are much more targeted, so their dollar per subscriber is going to be much higher.

Most people start in that middle phase of, "Hey, I kind of have an idea. I kind of want to talk about basket weaving or I want to talk about CrossFit for pregnant women" or whatever your thing is. You kind of have a general idea of what it's going to be. If so, you need to get closer to that 1,000 mark before you're going to have a big enough sample size to truly validate that what you're building is good enough and specific enough and is what your list actually wants.

**Pat:** Right, and the list is the vehicle by which you would be able to ask your audience questions and really determine what that product is going to be at a certain point.

**Bryan:** Absolutely. You asked the question earlier about how do you build a list. One of my favorite ways to start, kind of that first 100 subscribers phase, is you have to get over the idea of asking people to join. A lot of people just feel weird, like they don't want to tell their mom about their new blog because they have all these reservations about asking, and before you can build an email list you have to get comfortable with actually asking people to join it.

The way I like to think about it is inviting people to join your list, not asking them to do something. You're inviting them to learn, to hear what you have to say, and that kind of adds a different connotation on it.



The first thing I like to do if you have nothing, if you have no traffic, no anything – if you’re in the other camp of people that have an existing site but have never focused on list building there’s a whole separate list of things you can do – but for someone who’s brand new starting out the first thing you need to do is just make a list of 100 people. Go to your sent emails, go to your Facebook account and see what people you follow, your personal friends, your family. You want to get 100 people on your list that may be interested in your topic, but are very interested in you. I call these people the eager sneezers. These are people that want to share what you’re doing.

My mom doesn’t care about building an email list. She doesn’t even know what that is, but there’s a bunch of people in her networks that she knows that are actually interested in building a business and doing an entrepreneurial thing and building something on the side. If I can get her to buy into what I’m doing, when she shares that, those people will join.

For the first 100 people you don’t need a website, you don’t need Mail Chimp. All you need is a spreadsheet and go hustle your butt off. Go invite everybody you can find to join that list, and you can get your first 100 subscribers by the end of the week if you do that. Go to Facebook, go to Twitter, go to your email account, go to your contacts and invite everybody you know to your thing.

Think about it like you’re opening up a new store on the corner, like you have a florist shop and you’re opening it. What would be the first thing you would do? You would go tell everybody you know about it, because those referral networks and everybody they know – like you’re probably going to give your mom a discount and give her free flowers, but her friends that come, that’s where your business comes from, so think of your email list in the same way.

Go invite everybody you know and then ask them to invite one person they know. So get the 100 core people from your existing network and then go one step out and send them all an email and say, “Hey, do you have one friend that might be interested in this as well? If so, give me their email address or send them an email and invite them to the list. I’d love to have them.” That’s kind of a very grass roots “work your butt off for a week, really grind it out and invite people.”

After that, one of my favorite techniques is something I used in the very, very early days of Video Fruit. I call it the poster boy formula. If you go to the home page of most any website, what do you see on there? You see testimonials. You see pictures of people that have had success with whatever product that website sells.





The #1 most visited page on most every website is that page, the home page, so if you can get on the home page you would get a lot of free traffic and a lot of free subscribers as a result, and all you have to do to get on the home page is to be somebody's testimonial.

I did that in the early days. I bought a course from Noah Kagan called Monthly 1K, which is a great course, and I just started reporting on the results I was getting from that course. I would send Noah an email and say, "Hey man, I'm really looking forward to joining this course," and I would join the course. Then I'd send him an email, "Man, I made my first dollar today. Thank you."

I was not looking for a response, not looking for anything out of him, but simply to be the student that executes on what he teaches. That is so incredibly rare to have people that even pay for your advice and implement it and have good results from it – the people that listen to what you're talking about, the people that listen to this podcast and then actually go do the eager sneezers thing I just talked about for getting your first 100 subscribers, and emails Pat or emails me and says, "Hey man, I did that and I got 120 subscribers in the first week. That's awesome!"

Guess what? I'm going to feature you on my blog because people that do that just don't exist. They're so rare. I want to talk about you, I want to share you, I want to promote you. So one of the first things you can do is make a list of 5 products you've bought recently – could be books, they can be courses, they can be anything like that, even a physical product – 5 podcasts you listen to, and 5 blogs that you follow on a regular basis. So that's 15 different sites – podcasts, blogs, and courses or products you bought.

Then write a short 2- or 3-sentence response to that person. Let's say you downloaded Pat's [Ebooks the Smart Way](#) and you actually implemented that and you created your first ebook. That would be a product that you got from Pat. Write a short little testimonial to Pat and say, "Pat, man, thank you very much for this. This was awesome. I actually implemented this and this is my ebook and it generated 500 email subscribers as a result. I just want to say thank you." Pat will respond to that email.

**Pat:** There's been a number of cases where people have downloaded that book and got a lot of great results, and I've shared them multiple times. [Kimanzi Constable](#), who was on my show, he was somebody who now has a career writing books, thanks to *Ebooks the Smart Way*, and I've talked about him so many times. There's a man named Antonio over at Real Men Real Style who downloaded my book and was able to



generate over 100,000 leads from that, and I talk about him in presentations all the time and people have found him through me, so you're absolutely right.

**Bryan:** We've just given three different people shout-outs on this podcast, and there's thousands and thousands of listeners, all because they were successful. I've told John's story everywhere I go, and there's other stories I tell as well, so be that.

So make that list of 15 people and write them a short little email, and here's one little trick you can do. This is a trick to getting your email responded to by people that are extremely busy. Subscribe to their newsletter first. You should be doing that already if it's somebody you're actually following. But instead of writing a cold email to them, reply to an email they've already sent you.

Every week I send an email out and Pat sends an email out about the podcast or a blog post or something that's going on. Reply to that email and share the success with him that way, because when that comes back to his inbox it's not going to be a cold email subject line. It's going to say re: and the subject line of the email they just responded to. I have found that gets a much higher open rate as opposed to just a cold email, so just one little trick there. The key isn't for you to ask for anything. You're not asking to be featured anywhere. You're not asking for anything. You're just simply reporting results back.

This has worked wonders for me. I got emailed in the first two months. I didn't even have a blog. I had this really, really ugly website at the time, and I got emailed out to 750,000 people on the App Sumo's email list, being a case study, a full blog post case study.

I used the same thing to build relationships with the guys at Lead Pages. I just started direct messaging Clay Collins with the results I was having with Lead Pages that I was building, and that resulted in me doing a guest post on their site, which resulted in hundreds of email subscribers, and being featured in every webinar they did last year, which produced hundreds of email subscribers, not because I asked for anything but just because I shared results on a consistent basis with people that were teaching. So that's one way you can start building your email list.

**Pat:** I like that, and that's how I've been able to hear your name everywhere, is because of that strategy most likely.

**Bryan:** And it's fun! It's really fun to go buy somebody's product and get results, and they want to hear that. I want to hear that. I reply to every email of somebody that's



sharing something they've actually done, because there's so many emails of people asking questions they could easily find the answers to, or they just haven't executed at all. I want to help those people, but the people that are getting results are really fun to work with, and you'll find that.

My challenge to you would be to pause the podcast – well, maybe finish the podcast but then pause the podcast, make your list of 15, and just send 1 email in the next 5 minutes. Don't get caught up on what email to send it to, just whatever's the quickest way to get it out. Maybe it's Twitter, maybe it's Facebook, but just pick one platform owner that teaches something and tell them one thing they've done for you. Give them a result. At the very least it will make you feel really good and it will make them feel really good, and at the very best you'll get featured on their site.

**Pat:** And this could work in any niche.

**Bryan:** Anywhere. Just type in 5 websites. Go to their home pages. Everybody has testimonials on their front page, and those are shared in many other different ways. It won't always result in a home page feature. It might result in them talking about you in a case study. It might be any number of things. Just get in the habit of sharing your success, and that will open up more doors than you can imagine. It will introduce you to influencers that you would not be able to get introduced to otherwise.

**Pat:** Super sweet. I love that. Then in terms of coming up with a product idea, let's move to the next step.

**Bryan:** The first phase would be get to 100 subscribers, and you can do that via grass roots and inviting people to your list. The next phase is getting to 1,000 subscribers. This requires a little more work. It takes about 90 days if you really hustle. You can use the poster boy formula we just talked about. You can do a marketing giveaway.

**Pat:** Is guest posting still useful?

**Bryan:** Yeah. I use something called the expanded guest post. It's kind of like guest posting but just with a little tweak on it, which we can get into if you want. You have to look at your guest post as first of all being something that serves the audience of the person you're posting on.

Let's back up a little and zoom back out. To make guest posting effective you need to come at it with the question, "Who has the audience that I want?" Let's just use me because I'm self-centered. I have a course. My product helps people build email lists, so



who else has an audience of people that are interested or should be interested in building email lists? I can make a list of people.

What software is out there like SumoMe or BuzzSumo or OptinMonster or LeadPages? All those sites serve people who are trying to build email lists, so I've identified some potential people that I just want their audience. Now the question is how do I get them to tell their audience about me? That's really all marketing is, in its very, very basic form. Marketing is finding people that have your target audience, and getting them to tell their audience about you.

Think about like billboards. That's all a billboard is. You pay for it and they have an audience of people that drive by it every day. You pay to be in front of that audience and as a result hopefully you get customers. A Facebook ad, same thing. They have your target audience. If you use it correctly you can pay them money and you'll get part of their target audience to you as a result of it.

Guest posting is the exact same thing except you don't have to pay for it normally. You find a site, let's say it's LeadPages and you're like, "I want to get in front of LeadPages' audience, so what's the best way I can do that?" If you decide guest posting is that way, which a lot of times it is, you can approach them.

The question I like to ask isn't, "How can I get subscribers from LeadPages?" It's "How can I serve their audience the best?" The question that helps me to figure out what type of content to write for them is if they invited me to speak at their conference, what would I talk about? Like what would be the thing that I would have to talk about, because you have a group of people who are LeadPages' audience and you're there talking to them. What would that topic be?

You can use a few tools to find that out. You can go to [BuzzSumo.com](https://www.buzzsumo.com) and see what LeadPages' most popular posts are. BuzzSumo is a free-ish tool. You can just type in LeadPages.net, hit Enter, and it will give you a list of all the popular posts on LeadPages' site. Then you can see what topics have already been interesting to their audience.

You can also look at their competitors. You can go to [OptimizePress.com](https://www.optimizepress.com) and type in their website URL and see what's been popular on their blog with a very similar audience. Then write something that's better than anything that's ever been written on that topic.



The little tweak you have to use is called the expanded guest post. At the end of the day you first want to serve their audience, but secondly it has to be a win for you too. You have to build your list as a result, so you want to tease inside of that post. You want to write a really great post, but also go a step further at the very end and give them something called a content upgrade. This is something that takes the post to the next level.

The way I like to look at creating content upgrades is something that helps them implement the first step of what you just taught. Give them that in exchange for their email address. You put a link in the blog post and it sends them back to a landing page on your site or, if they'll let you, you put a lead box inside of their blog post. When they click that, they enter their email and they get that resource.

That resource could be a video tutorial with you, a Q&A session, a template, a checklist of the blog post in implementable format, where instead of reading these 10,000 words they can just go do this 1-page checklist to implement – anything that will help them implement that first step, but you don't give that away on the blog post. You make them give you an email address in exchange for that.

If you did a good enough job with the blog post, that will be something people fall over themselves for, and it will help you build your email list really quickly. I did a guest post on LeadPages six months ago and it produced over 500 email subscribers from one post.

**Pat:** We've had [Clay](#) on the show before a few times actually, and Tim Page as well, and the lead magnet content upgrades are absolutely huge, specifically kind of taking that content to the next level. People are interested in that topic so you can give them a little bit more. They're obviously going to be more than likely to follow through with that and be happy to be on your list.

**Bryan:** Clay is a master at that. He was doing that with LeadPages where he was giving templates away. It's been a year and a half ago now I saw him doing that and I was like, "I've got to do that same thing for blog posts," so I started using it and it's been the #1 thing on my site that's built my email list, so you want to use that.

Use giveaways. Use the poster boy formula. Use the expanded guest post. Those three things alone, just rinse and repeat for 90 days, will get you to 1,000 subscribers.

Now we're talking about how do you know what product to create. This is kind of the cool part. Once you get to 1,000 this part is easy and it's fun versus something that's





extremely stressful and you're worried about "Build it and they'll come" and will they really come and all the stuff we talked about in my journey building up, which I'm sure many people have also experienced.

If you've built your list of 1,000 correctly, building the product is fun. What you need to do is just a process of analysis. You want to look back at the content you've created over those past 90 days. I recommend during that 90-day period of getting to 1,000, answer one question a week and post it to your blog and send an email out to your list telling them to go to your blog and they can get the answer to the question.

That produces a relationship with your list where you build up that relationship, you're constantly communicating to them, you're keeping them warm, you're keeping them interested, and they know who you are. Then at the end of that 90-day period you've written 12 or 13 blog posts answering the #1 question people have on your topic.

Creating the product is easy at that point. All you have to do is go to your Google Analytics account and see what topics people have been the most interested in. I did this in January of this year. I've taken the very long path to this. There's a quicker way to go. I just didn't know there was a process to go through, but it took me about a year and a half to realize, "Hey, I probably need to create a flagship product of some sort."

That process for me was looking at my Google Analytics account and looking at my top 10 or 15 blog posts and categorizing them. There were three categories for me. There was how to build an email list, and we've talked about that. I talked about sales a lot, like how do you actually sell stuff. The third one was funnels or something. I forget what the third one was now.

I took my traffic numbers, and I don't have a crazy amount of traffic by any means at all, and I took my optin numbers. For a lot of those blog posts I'd created these content upgrades, these little PDFs or videos or whatever to give away, so I added up my traffic numbers and my optin numbers for each category and I analyzed that. I saw the most popular category for me was how to build an email list. That's the thing people had opted in for the most and I'd got the most traffic to it.

If the most popular topic that people want to know about is how to build an email list, then the topic of the product should probably be how to build an email list. So at that point I had the topic, and now it's how do I know what to actually create? I could create an app, I could create a course, I could write a book, I could do any number of things.





I wrote out two or three different product hypotheses, and that's a fancy way of saying it. It's just a 2- or 3-paragraph description of what the product is. For me it was "I think I might want to create a course." My gut was telling me a course would do well because I write really in-depth how-to type of marketing material, so maybe a series of those put into a course type of format would work well.

I wrote about a 1-1/2 page description of what that product would be. I said, "I think I want to build a course that would take you from 0 subscribers to 10,000 subscribers, and then would show you what to do when you got there. It would take you by the hand step-by-step..." I mean it took me just 30 minutes to throw it down on paper, and I did that for two other topics as well.

Then I just spent a day asking myself a series of questions about each one of those product hypotheses. "Would this be something that my audience would be interested in?" I know my audience and you know your audience better than anybody, so is this something that they would be interested in?

The second question was, "Is this something I can actually execute well? Could I actually help people do that or not?" For me with apps, I mean I've done it before but I can't build LeadPages. I can't build SumoMe. I know I don't have that skill set yet. I would like to get it one day. That's something I would love to do, but right now probably not. It would probably be a janky product.

The third thing is, "Could I make money from it?" Is this something that you can envision yourself making money from, and would you have fun in the process of doing it? Is this something you would enjoy? So can you serve people well, can you make money from it, and is this something you would enjoy?

For me the answer to those three questions came down on the course, so I took the product hypotheses of this course, which is just a 1-page Google doc describing what this course would be, and I created a little segment of my email list.

I just got 50 people from my email list and these were 50 people who had already raised their hand and said they were interested in the topic of list building. These were people who had opted into a content upgrade of some sort, or maybe they just read an email about email list building, but people who were somewhat interested in that topic recently.

I sent them an email, and it was an incredibly simple email, and we can include the swipe files for all this stuff in the show notes if you'd like. There's been a lot of people



that have just taken a similar model, which is stuff I've just compiled from a bunch of other people, and implemented it themselves and had good results.

The first email I sent was just a 2-line email in Gmail, so all this is not automated. This is all manual through Gmail. I just said, "I'm working on a new project. I would love to get your feedback on it. Are you interested?" So I sent that to 50 people and around 35-ish responded back and said yes.

With those 35 people I sent them an email and said, "Hey, thanks a ton for helping me out. It means a lot. I've got two things I need you to do. #1, would you please go read this description of the thing I'm thinking about building?" I just linked them straight to that Google doc and just had them go read the product description hypothesis thing I'd created.

The second thing I had them do was to fill out a short survey. In the email it says, "Read this product description, #1, and then #2 can you give me your opinion on what you think about it?" That link there just sent them to a Google form that asked them a couple questions. "What's your name? What's your email? Do you want to buy it or not?" which is a pretty key question.

Then the other 4 or 5 questions were "What did you like the most about it? If you could add one thing to the course, what would it be?" I forget the other ones. I think it was like, "Did you have any questions? What's some generic feedback you had?" We can link that up too, where they can actually read the survey. The most important question is, "Will you buy it or not?"

Out of those 35 emails for me, around 15 people said they would buy it. Immediately as soon as they filled out yes, I got a little Google alert to my email that said they had filled out the survey, they had said yes, and I sent them an email back manually through Gmail, no automated stuff. Make it really, really simple on yourself because this process is just as important as the results you're going after.

So I sent them an email back and said, "First of all, thank you a ton for taking the time to fill this out and to read all that." First is to thank them, and second is to acknowledge the feedback and the questions they gave you. People said, "Man, I love the course but what I'd really like is a Facebook community to go along with it."

I'd respond back, "Thank you for filling out the survey. That's a great idea. I didn't even think about a Facebook community," and I didn't. In the first version there was nothing about community at all, and the #1 thing people asked for was, "Can we have a



community so we can get together and talk with other people?" so I said, "Absolutely. I've added that already." I went back to that product description and added in a little paragraph about the Facebook community.

So the first part is to thank them. The second part is acknowledge their feedback. Answer any questions they ask on that form. Then the third part is to ask them to buy. "You said yes you would buy, so here's the way to buy." I'll give them a pre-order page where they can pay a discounted rate for the product, and I kind of made it appealing for them.

I framed it as, "You can get a pre-order version of the product. It's going to be a few months. I don't have an exact delivery date. I'm kind of estimating 3-ish months, but I'll keep you in the loop on that and you'll be a part of the creation process of this product. You can give feedback. You can see early versions of the product. You can be a part of it. You'll get a monetary discount and you can be part of the pilot program of it. I'd love to have you in. Here's a link to buy."

Your goal of this whole process is to get 10% of those people to buy from you. If you send out 50 emails, it's to get 5 of those people to buy. I do three different rounds of this. I'll do a group of 50, another group of 50, then I think I did a group of 100. I just wanted a larger sample size, and that group of 100 was just kind of a broad sampling of the list. It wasn't people that had expressed interest in email list building in the past.

The interesting thing is through this process, every time somebody asks a question you go back to that little product hypothesis page and you either add it in the Frequently Asked Questions section or you build it back into the product description itself. Every time someone asks for a feature request, if you decide you want it, you go describe it in there and use the words they used.

It's like a copywriting goldmine. You just take exactly what they say, put it in that product description, and you create this sales letter from their own words, which is incredibly effective. So that's the validation phase.

I'll do this in three rounds and you want 10% each time, and if you don't get 10% but you get 8%, use your gut. It doesn't have to be this precise number, but if you get 2% you've got some problem with the product. One word of warning. If you have a really high-end price, like if you're trying to pre-sell for \$2,000, you're not going to get 10% of the people to buy from you.

**Pat:** What price range are we talking about?



**Bryan:** I've found in the \$50 to \$500 price range you can get around 10%. The higher you get, the lower below 10%, but here's what I've found. This is really interesting. I've done this on two different products now. My latest product I pre-sold for \$400. I had a \$99 version and then every time I did a validation round I'd increase the price to see if that increased people's willingness to buy.

I did my homework well enough by analyzing, finding the topic they wanted, finding the type of product they wanted to fill that need, that 22% of people pre-bought the product at a \$500 price point.

You just want it to be around that 10% number, but if you hit the sweet spot with your list by doing this homework, if you just go back and spend the time – it's kind of like painting. The fun part of painting is painting the walls. The really crappy part about it is taping everything off. All of what we described in the first 30 minutes of talking is that. It's the crappy part, the part nobody sees, the part that doesn't make a sexy headline at all. It's just the grunt work, but it makes all the difference in the world when you get to the third phase of launching a product.

So you want to be around 10%. The higher your price, the lower you can get on that, but you'll know it when you hit it. You'll see the response of people and you should see that response increase as you do the different validation rounds because that product description gets better and better with the pain points that they're having.

So that's the validation phase. The creation phase is easy at that point. You just go build what you told them you'd build.

**Pat:** Can I ask you two questions in regards to validation? First, how much time after you get that alert that they fill out that survey and say they're going buy do you go back to them and say, "Okay, here's the page where you can buy"?

I don't know if it's just me maybe, but it almost seems kind of bait and switchy, or it could come across that way, if as soon as you get a survey response you say, "Oh actually, I do have a sales page for this. I know I said initially I was kind of just thinking about it or working on it." How do you balance that and being honest and having other people say, "Oh, you were just trying to get me to buy the whole time"?

**Bryan:** That's a great question. The key is just to be honest. It's all about how you frame that to them. I didn't respond immediately. I did a validation round a week, so I'll send the emails out on Monday, and my whole life isn't centered around responding to



the survey so it would usually take me a couple days to get back to responding to everybody. I would try to prioritize the people that said yes.

The interesting thing about their surveys is it can be really confusing because people ask for a lot of stuff and 90% of it you need to ignore. Anybody who said no you need to ignore completely, unless everybody that filled out your survey said no. Then you need to analyze your product a little better.

I mainly paid attention to the people that said yes, and I was just completely transparent and honest with them. Thanking them for doing it is incredibly important. Answering their questions and acknowledging them is important, and then inviting them to help you do something, because that was the original thing you asked them to do. "Hey, would you give me some feedback? Would you help me? I'm working on this new product."

You told them that you're working on a product. You told them that you want their feedback on it. A natural response to somebody when they say, "Yes, I would like to buy it" should be giving them a way to join. You're actually not taking their money right away. On a pre-order you don't actually charge them until the product releases, so you're not taking money from them.

I have found that only half of the people that say yes they'll buy will actually buy the product. So of the 15 or 16 people that said yes in that very first round, only 6 or 7 of them actually paid money at the end of the day. If people aren't entering their card number into a system, I've found it's really hard to actually trust the results you're getting.

You're telling them that it's not out yet. They know there is a participatory process, which I have found people really enjoy. Through doing this on 6 different rounds of validation for two different products I've never got a single complaint from anybody, due to just being honest with them, being out front.

Don't be a sleazy internet marketer. Don't ever come from that angle. Be honest, be transparent. People really appreciate that and those are my best customers I've ever had in the program. They're people that like me, that want to be attached to it, that want to help promote it, and you're just giving them an avenue to do that.

**Pat:** I absolutely love that, and you answered one of my other questions which is what do you do if you don't get anybody interested in your product, and you have to reassess what your product is. Then I have a follow-up question. You had mentioned





pre-orders. Are you capturing payment information up front and you're just not charging them, similar to a Kickstarter campaign?

**Bryan:** Yeah, it's kind of like Kickstarter. One of the easiest ways to do this is through [Gumroad.com](https://gumroad.com). You can have your product thing set up in a minute or two. It's really easy. It looks really nice. It's really slick. It's really simple. You can integrate it with Stripe, which sets up really quickly. Actually no, I don't think you can integrate with Stripe.

**Pat:** No, it's their own thing.

**Bryan:** Anyway, they have a feature in there called a pre-order. When you set the product up you set the pre-order date. If you don't know what the pre-order date is, just set it 6 months in advance and tell your people, "Hey, this is kind of what I'm thinking." Be transparent with them so they're not sitting there waiting for something you promised them. Set the thing 6 months in advance, then when people enter their payment information they're told, "This product is due to release on this date and nothing will be charged until that date happens."

If you get to that date and it's not ready yet, tell your pre-order people about that and then move the date forward so it doesn't charge. When that date comes their card will be charged, but nothing is processed until that pre-order date happens. The key is through that process not to take their money and disappear. The key is to give them I would suggest weekly updates on what you're doing.

Remember, these aren't people who are buying a finished polished product. These are people that are buying a process, so give them the process. Tell them, "Hey, my #1 goal for this week with the product is to pick the name," and make it a fun process for them. Come up with three names and put it to a vote and have people respond back. Make it something they're actively involved in.

Then next week is, "I'm coming up with the Table of Contents this week, so this is kind of what I'm thinking. Let me know what you think," and send an email out and tell them about it. Those will be the best customers you ever had if you do that. Spend 30 minutes once a week and write an email to them, and that kind of holds you accountable and gives you a little positive pressure to keep the wheels spinning.

Anybody who's been in the creation process knows it's really, really easy to procrastinate on each step and make a 3-week project turn into a 3-month or 6-month project, so that can kind of help you overcome that if you use it correctly.





**Pat:** I love that. I was listening to a podcast episode, Rainmaker.fm, and Brian Clark was interviewing Ryan Deiss. He was talking about how content marketing is kind of shifting into this thing where products that you're selling become a part of the experience overall of the brand. It's not just like here's your store and you have to buy the stuff. It's like the content is all mixed in together with everything else that's going on, and it seems like it's the same way here.

A good analogy that Ryan used was it's sort of like you go to Disneyland and you pay to go have fun on the rides, but then they get you after that experience in the gift shops. Just after they've had that great experience with you, people are there and they're buying things. I think he called it native commerce or native ecommerce.

It seems like you're providing this experience, and you had talked about the process. You're giving people an experience with your brand. You're not just building a list and selling them stuff. You're actually taking people through a journey with you, and that gets them more amped up and more involved and more supportive of whatever it is that you're doing.

**Bryan:** And they get to be a part of the story. That's why people go to Disney World, because they want to see Mickey and Minnie. They've watched the movies. They've read books, they've bought apparel, but they want to see them. They want to be a part of what's going on. Giving people a way to participate in a story is really fun.

One of the most effective things I did when I was launching my product is I did a list-building challenge in the middle of the launch. We did a 10-day kind of open enrollment, kind of like a college class where you have a spring and fall enrollment. That's what I did with the course.

During the spring enrollment we did this list-building challenge where I had people pick a random topic, and we posed two or three topics. One of them was paddleboarding for pregnant women, hammocking in Nashville, and I just had the audience vote via comments on "Which one do you want me to pick? Whichever one you pick, I'm going to build a list on that topic and launch a product in 48 hours." I just talked about the whole process through those two days.

We sent out a survey after people had bought and asked them, "What was the #1 influence on you buying?" and that list-building challenge was the #1 influence because it was a process they participated in. They were a part of the story that was going on and it made them feel like that was something they could do.



When you get into the third phase of launching the product there's two things you have to do when you're launching. If you've done all this other stuff correctly, you still have to be strategic when you're presenting the product and launching the product to your audience. The two things you have to do in that pre-launch period before you send them the link to buy is make it incredibly urgent for them to buy.

Think of when you get a speck of dust in your eye or something. There's really no optional waiting. You're getting up and running to the sink to wash it out. That's what you have to do in the pre-launch phase. You have to make it something that's urgent to them.

Most every topic that exists – take marriage counseling, for example, if you're a marriage counselor. That's kind of a hard product to sell. Who wants to voluntarily pay money to unpack their baggage and cry every other week? That's not easy to do, but a proper pre-launch, which could happen online or offline, these principles happen everywhere, will take marriage counseling from about the 800<sup>th</sup> most important thing on your to-do list to your top 10.

When you're doing your launch, the top 10 things on my to-do list get done every day. That's stuff like feed the dog, go to work, eat food. You have to get solving the problem that your product solves in that top 10 list, and the way you do that is by structuring that launch process properly, and you have to use that pre-launch sequence to do that, making it something that's incredibly urgent and also something that increases their confidence that they can do it. So make it urgent and make them confident that they can follow that path.

If you're listening to this call and you're saying, "Okay, I can see how I get 100, and I can see how I get 1,000. Then I can make my first product, then maybe I could launch it," then I've done a good enough job of making you feel comfortable, and you feel confident that you can actually do that.

The other part of getting you to buy is increasing the urgency for you to buy. Those two things have to happen together and they're key to actually getting people to move. Most people want to fix whatever problem, like I want to take better photographs but I've never bought a course, never been to a class, never bought a good camera, but on my list of things to do, I'd like to have good pictures of my kid. He's like 9 weeks old. I'd like to have good pictures but it hasn't risen to the level of importance enough for me to take action on it.



Increasing the urgency and increasing the confidence that they can actually do it are the keys to actual selling.

**Pat:** Let's finish up by talking about the launch sequence. We can probably skip over the building part and what the course is like right now because that's pretty self-explanatory. You obviously have to make it useable and actually have it generate results for your audience as well – navigation and all that sort of stuff. We could probably talk another hour about that alone, but let's talk about launching this thing.

How do we best launch? When you've built this list through the emails, and built interest, you've validated the product, you've collected pre-orders, how do you build that buzz and launch the crap out of it?

**Bryan:** Now you're ready to actually sell something. All of this framework that we're going over I just have experimented with and learned from a lot of people that are a whole lot smarter than me. Through testing out the sales process I've found a 3-part formula that works really, really well.

I used it when I launched my course back in May and it did almost a quarter million dollars in sales by using this formula, so nothing from my efforts but just taking a formula that works and installing it for me. So if you don't get anything else out, get this part out when you're selling anything. There's three things you need to do to increase the urgency and increase the confidence. The 3-part formula is problem, agitate, and solve.

Let's take the marriage counseling thing, for example, because that's a completely off-the-wall thing that is honestly hard to sell. Just Google right now *marriage counseling* and see what pops up. You'll get a lot of ads for marriage counsel consulting and a list of marriage counselors. There's a lot of people selling marriage counseling, which is the absolute worst thing to sell. What you want to sell is a better marriage.

If you think about the problem/agitate/solve model, and let's take an email sequence because this is the form that we generally sell in a line, you'll send a 3-part video series you've seen before, an email sequence or whatever that is. This happens on webinars as well. The first thing you want to do is to remind the subscriber that they have a problem.

Visualize this skill, the list of to-do's which we just talked about. In that top 10 is the action zone. That's where everybody actually does those things every day. Then everything below 10, so 10-900 on your list, is the procrastination zone.



The goal of this pre-launch series is to get solving your problem out of that bottom 900 and into the top 10, so the first thing you have to do to do that is describe the problem to them.

If you're a marriage counselor, what's the problem that people have in their marriage? Nobody wakes up in the morning thinking, "I want to go hire a marriage counselor." What they think is, "I want to have a better relationship with my wife. I want to not fight about money every time we talk about it. I want to actually be able to communicate to my wife without fighting with her."

Me and my wife actually do see a marriage counselor once a month, which I think if you're married go do that. It's really, really smart. It's the best thing we've ever done for our marriage. And having a better "relationship" is the third thing. Those are the three things you have a problem with in marriage.

So if you're a marriage counselor, what you want to do in that first email is to describe that problem. Tell a story about how Johnny came home and his wife came home complaining about something about work, or the husband came home complaining about something about work and they had a big fight.

Then Johnny went to check the bank account and there was no money in there, so he prints off 15 spreadsheets and takes them to his wife and shows her, and she gets mad because she feels like he's grilling her. "I'm not your coach, I'm your partner," and just describe that situation that every married couple has been in – a fight about their sexual relationship, about money, or about just not being able to communicate at all. Describe those pain points.

If you're a photographer, describe the pain points of taking blurry iPhone pictures, of not being able to look back and see your kid when he was 8 weeks old because you didn't take the time to take proper pictures of him, or your pictures aren't good enough to actually print out.

Whatever the problem your product solves is, that's what you want to touch on in that first email, that first correspondence, telling the story of how somebody had that problem. Don't make up a story. Ideally take your own story if you need to, which is what I did in my launch, or take one of your readers' stories and tell that, but make sure you touch on those pain points.



That gets it from like #900 to about #500, so it's rising up the level of importance. Now it's like, "Oh yeah. Man, I was fighting with my wife yesterday on the money thing." The responses you get back from that email should be like, "Did you read my mail? Do you know what's going on?" You should tell a personal story so much that it resonates with that audience.

The second email is to agitate the problem. Now they remember they have that piece of dirt in their eye. Now you need to get that dirt in their eye where it's so important, it hurts so much that they have to jump up and go do something about it. One effective way to agitate that – and I learned this from Derek Halpern – is by telling them what not to do. Don't tell them what to do yet, but describe the problem in the first part of your email, so paint the picture again.

Again, this would be stuff that just relates to them. This is relationship building. This is bringing up the urgency, bringing up the confidence. Re-describe that story again.

**Pat:** We're not selling anything yet.

**Bryan:** Not selling anything. This whole sequence was hard for me to write because I have a very high fluff meter, like when you have people who post pictures of rainbows and inspirational quotes I kind of throw up in the mouth a little bit. All that stuff is incredibly important, but I've taken such the opposite approach in what I do of extremely detailed Steps 1 – 1000 of what to do, that honestly I don't even know how to write inspirationally a lot of times, so this framework was really hard for me to implement and took a lot of just busting it out and actually doing it.

People buy from emotions, not from logic, and this series can be used in a great way to get people to take action on things in their life that they need to take action on. Most every married couple needs marriage counseling. Their relationships would be better, their kids would be better, and their parenting would be better if they had marriage counseling.

If you use this correctly you'll get people that are about to get divorced or are headed for that to actually go get marriage counseling. That's the great part of it, but you have to use that emotional side of it, and we'll get to logic in a minute. You have to use the emotional side in the first part to make it urgent for them. So recap the story and then tell them what not to do.

If you're in marriage counseling tell them, "What you don't want to do when your bank account is really low is print out 17 spreadsheets and go have a budgeting summit with



your wife for 17 hours and go line by line and grill her on everything that she spent for the last two months, because she'll feel like you're trying to be a parent to her. Don't do that. That's stupid."

Then go through what are the other things you shouldn't do. Come up with the mistakes to avoid, the things not to do. And you can go into small solutions, but don't go into much solving solutions at all. You just want to agitate that to where when they see that mistake they're like, "Oh man, I did that last week. I know I can't do that."

Then at the end of that email tell them, "Tomorrow I'm going to give you one small solution you can implement immediately to make your marriage better." That's Monday is your problem email. Wednesday is your agitation email, and by that point, that solution to that problem should be in the top 20 of the to-do list. It may be not quite in the action zone yet but it's risen from 900 to 20. It's getting really high up there.

Again, the responses to that agitating email – you should get a lot of responses from people who are really resonating with that message. That's where you know you've done a good job of that.

I'll share all the scripts I use and the emails I've sent. I sent almost 30,000 words throughout my launch, and you can just have all those emails and model them if you'd like, to see an actual example of this.

The third part is to solve the problem, so now you're on Friday. Monday you presented the problem. Wednesday you agitated it. On Friday now you want to give them a small solution to their problem. You want to relieve the pain just a little bit. What this does is show them that you're able to relieve their pain.

An example of this for marriage counseling – I love that example for some reason – would be on Friday, "We talked about what not to do. We talked about the problems you're having. We all know we could have better marriages so just forget all that stuff. What I want you to do today is one little exercise. Today when your husband comes home and he's complaining about his boss and going on and on and on, instead of trying to fix his problems like you always do..." or usually it's the guy trying to fix the girl's problems; we're always fixers. "Don't do that. Don't respond with 3 steps of what she needs to do. Instead respond with this," and you just list out the script that I'm about to say, and just say this verbatim.

"Let her finish her talking and then say, 'What I heard you say was...' and then repeat back to her in your own words the problem that she just presented to you. That's called





reflecting listening. Don't offer solutions. Just summon up the self-control not to offer a solution for one time in your life, and instead respond with this reflective listening exercise and just repeat back to her."

"What that's going to do for her is make her feel heard, make her feel loved, and it's potentially opening up a door where she's going to ask you, 'Okay, what would you do, Bryan?' Then once she's asked you for a solution, then and only then give her a solution, but most of the time don't. Just keep listening."

**Pat:** Right, so it's like a small win that you're giving to them to get some sort of result.

**Bryan:** Something they can do in less than 30 minutes. Don't tell me to go write a 10,000 word blog post. Give me a small win I can do. Tell them, "As soon as you do that, run back to your email, hit Reply and tell me how it went," so you get some action going on there and you get them sharing with you what's going on. You get them trusting in you that you can provide a little relief to their pain.

Now you've elevated this problem. It's in the top 10 list. You've given them a solution to the problem. Now on Monday all you have to do is tell them, "You know how last week we talked about the problems you were having in marriage – money and sex and communication – and how that was a problem? And then Friday you used the reflective listening exercise and it worked? Well, I have a product called XYZ and I have 72 other methods for having a better marriage, how to communicate better..." and go down the list of benefits that you provide and how to do that. "You want to join?"

At that point you're not selling marriage counseling, you're selling a completely different life. You've shown them that you can provide the solution. You've agitated it to where it's really important. Now they're thinking, "Man, if I don't solve this money problem we're having in the fact that we can't talk about money at all, I'm probably getting a divorce."

You painted that picture for them and they see the negative result, but they also see what success looks like in that "There is a marriage I can have." You showed them like the Michael Hyatts of the world who's a business owner and has a great marriage and has great kids. You've painted that picture for them as well of, "You don't have to go down the divorce route. You can have a great marriage and a great business at the same time. Here's a way you can do it. Implement these 72 strategies and you'll be good to go."



Then send them a link to buy your product. At that point they are primed and ready to buy. The speck in their eye has been agitated so much that they have to have a better marriage. They see the negative result and you've given them an easy solution, and you're a proven authority that can fix that solution because you've helped them a little bit already.

**Pat:** Love it. In terms of length of time in terms of building an email list from scratch to this point where you're selling something, how long would a normal person expect to take to get to that point? I know it's going to vary and things like that, but on average.

**Bryan:** Just some rules of thumb. You can get to 1,000 if you really hustle in 90 days. A lot of people take a lot longer, a lot of people take a lot shorter. There's a guy who did 3 marketing giveaways and built a list of 1200 subscribers in 30 days, so it depends on your aggressive level and your skill level and what your past is, so you can get to 1,000 in about 90 days.

I suggest the first product you build isn't some massive signature product. Build a small product. Write a 20-page ebook. Create a 5-video course. Do something that's easily consumable and you can create within 2-3 weeks, then do the launch sequence to that. That's what I would suggest. You can create that product in a 2-3 week period, so within 120-150 days of this podcast you can have an audience of 1,000 people, you can validate and create a product to them, and you can launch that to them.

One thing that always intrigued me when I was in the early stages was "What kind of revenue can I make? I built a list of 1,000 people and I don't even know, what does that mean?" so here are a couple kind of benchmarks for you. John Meese built a list of 350 people and did just over \$10,000 in sales. Another VideoFruit reader, Cathryn from BestSelf.co, just launched a product called the Self Journal. She built a list of 2,000 subscribers in about a 60-day period and launched this on Kickstarter and did \$28,000 in 28 hours.

I launched my first product, which was a coaching program, with 1200 subscribers and charged \$100/hour for it, so this wasn't even a product I had to create. This is a great way to start, depending on your exact topic, if it's coachable type of topic at all. I launched with 1200 subscribers and sold out the coaching program at \$100/hour in two hours.

Those are kind of some benchmarks for you. You can see some really large revenue numbers from a list of 1,000 subscribers. You can do \$2,000 to \$10,000 to \$20,000 to



\$30,000 in sales from a list of 1,000, depending on your topic and how focused you are from the very beginning.

Let me kind of give you some examples of what you could potentially expect. That helped me in the beginning. I remember going through Jeff Walker's book *Launch* and kind of cataloging all the examples he wrote in there, and looking at people like you and David Siteman Garland.

Every time you all talked about examples of people who had a certain list size and a certain revenue number I'd write them down just as a benchmark for myself so I could know what to expect, and I wrote a little calculator tool. If you go to [ListGoal.com](http://ListGoal.com) there's a little slider there where you can select how many subscribers you have and it will give you a projected revenue number per month for those subscribers.

ListGoal will also help you build your email list, which is a different topic, but they help you pick a goal for the next 60 days, stay focused on it every single day, and they give you coaching tips to do that so it's a cool little app that's free. It has a little calculator built into it as well so you can get some projected revenue numbers.

Once you spend these 90 days killing yourself to get 1,000 subscribers, what are the stinking results, because there's a lot of other things I could do with those 90 days.

**Pat:** Bryan, man, this has been awesome and epic and I've just kind of let you talk the whole time and you definitely delivered or over-delivered. Thank you so much for coming on here. This is going to be very inspirational for a lot of people, a lot of actionable advice, which are the types of shows that people love.

Where can people find out more information about you and the things that you have to offer?

**Bryan:** You can go to [VideoFruit.com/pat](http://VideoFruit.com/pat) and I put a bunch of bonuses on that page that you can get for free. We'll put a link to [ListGoal.com](http://ListGoal.com), all the swipe files and all that stuff where you can jump over and grab that.

I'd like to do something else, Pat. I should have probably asked you about this.

**Pat:** That's okay, I love surprises.

**Bryan:** I would love to take one person from the audience and personally coach them through this process of picking their topic, getting to 1,000, creating their first product



and launching that product. Go to the page where this podcast is posted on Pat's site and leave a comment and tell me what your niche is, like what is the topic you want to build your list around.

We'll filter through those responses, we'll pick one person, and I'll personally get on Skype with you at least once a month. I'll create a personal road map for you to follow, taking the principles we've outlined, the framework we've outlined, and giving you very specific things to do to do that.

You have to be somebody that's executing. You can't be somebody that starts down this road and 30 days later gets sidetracked and gets off, but I want to take one person through this process from your community. And maybe if that goes well we can report back on the results and kind of show if you take action you will absolutely see results, and kind of tell the story of that person – how they went from listening to this episode to launching a product that kind of changed their life and changed the way they look at business and the way they approach business, and they felt that success.

**Pat:** Let me add onto that. This person that we'll be choosing – we'll figure out how to choose them later, maybe it's just random – but go to [smartpassiveincome.com/session190](http://smartpassiveincome.com/session190) for Episode 190. We'll pick somebody and this person will hopefully implement the strategies and work with you, Bryan. Then I will invite that person on the podcast as well at some point in the future to talk about the process.

**Bryan:** And I'll feature them to my 20,000+ email subscriber list, so if you want a way to jumpstart your list, get working and I'll pimp you out everywhere. I'll tell everybody about you. Me and Pat both want to share success stories, and the best success story is somebody that listened to this podcast, executed, and got results, so we will boost you. We will hold you on our shoulders and help you spread your message.

Leave the niche, the topic that you're interested in building a list on in the comment sections. Me and Pat will kind of work through those, pick one person, and personally work with you.

**Pat:** Is this only people who are just starting out who have not created any web properties yet, or are these people who maybe already have something and they want to increase their email list?



**Bryan:** It's somebody in the beginning phases. I mean you could have a list of a small size, but I'd love to get a beginner. I'd love to get someone just starting out. Let me tell you, if you send that first email launching your product and you sell 3 copies...

The other day I set up some Facebook ads for the first time. I've just been curious and I'm always doing experiments and reporting results, so I set up a Facebook ad, created a \$7 product which is a 1-page PDF checklist, and sold a copy last Saturday, and it's crazy the euphoria and the excitement you get when somebody you don't know buys something from you, or you just create something and share it with the world and they get a benefit from it. It just changes you and changes the way you think about business and do business and serve other people.

I would love for somebody else to experience that, even if it's on a small scale. But I'd love to work with you personally and help you do that on a large scale.

**Pat:** Cool, so that's [smartpassiveincome.com/session190](http://smartpassiveincome.com/session190) and also [VideoFruit.com/pat](http://VideoFruit.com/pat). Bryan, thank you so much for coming on and delivering the goods.

**Bryan:** Absolutely. Thanks Pat.

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I hope you enjoyed that interview with Bryan Harris from VideoFruit.com. If you go to [VideoFruit.com/pat](http://VideoFruit.com/pat) you'll get access to his bonus materials that relate to this particular episode – his List-Building Checklist and Online Course Tool Guide, Online Course Creator's Manual, and Product Launch Playbook. You can check it out again at [VideoFruit.com/pat](http://VideoFruit.com/pat).

Bryan, thank you so much for your time and your wisdom and everything you shared today. This is one of those episodes that I know people are going to listen to again and again, and of course we have the transcript available and all the links and resources mentioned in this episode at the show notes over on the blog at [smartpassiveincome.com/session190](http://smartpassiveincome.com/session190).

Go over there, leave a comment and let me know what you think, and I would love to hear your feedback and I'm sure Bryan would, too.

I also want to thank today's sponsor, which is [99Designs.com](http://99Designs.com). For anybody out there who's doing any sort of design work who cannot afford your own special designer that works for you and does all that stuff just for you, I would recommend going to



99Designs.com because you can get a lot of great value at a very, very good price, and also a quick turnaround. Within 7 days you can get multiple different designs related to your need, and you get to pick the one that you like the best.

You can try it out and if you don't like any of the designs that come in from these design contests that you run, you get your money back, which is cool. Just head on over to [99Designs.com/spi](http://99Designs.com/spi) and you'll get a \$99 Power Pack of services for free that you can use and put toward your next design project.

I've used it a few times in the past myself, I know Tim Ferriss has used it too, and I know a lot of people in the SPI audience have benefited from it too. That's [99designs.com/spi](http://99designs.com/spi).

Thank you so much. I appreciate you and I really look forward to next week's episode. I hope you'll join me because we're going to do something that I haven't done before, and you'll actually get to listen in on a call where I was doing some coaching with somebody who was needing some help with his product launch.

We're actually going to go right into a recording of a coaching call that I had, somebody who had reached out to me and asked for some help, and I recorded it and he agreed to have it be played. You'll be able to hear how I give this person advice, how we work through some of the ins and outs of his business and what he was going through, and I think it's going to be a lot of fun. Go ahead and check it out in Episode 191 next week.

Until then, again the show notes for this episode are at [smartpassiveincome.com/session190](http://smartpassiveincome.com/session190), and Bryan's free materials are at [VideoFruit.com/pat](http://VideoFruit.com/pat).

Thanks so much. If you have a second and if you enjoyed this episode, please head on over to iTunes and leave a review. They do help with the show a lot. For people who are kind of on the fence after finding the description for the podcast in iTunes, it really helps them to click Play. Hopefully you know that this is great and you want others to realize the same thing. Please leave an honest rating and review on iTunes. I will be forever thankful.

I look forward to serving you in the next episode. Cheers. Thanks so much and I'll see you next week. Bye.

**Outro:** Thanks for listening to the Smart Passive Income podcast at [www.SmartPassiveIncome.com](http://www.SmartPassiveIncome.com).





## **Links and Resources Mentioned in This Episode:**

[VideoFruit.com](https://www.videofruit.com)

[BuzzSumo](https://www.buzzsumo.com)

[ListGoal](https://www.listgoal.com)

[OptimizePress](https://www.optimizepress.com)

[Gumroad](https://www.gumroad.com)

[Authority](https://www.authority.com)

[\*Ebooks the Smart Way\*](#)

[Smart Passive Income Episode 142](#): How Paying Attention Paid Off for Joseph Michael, the Scrivener Coach

[Smart Passive Income Episode 145](#): How to Become a Contributing Writer on Large Media Sites — From Bread Delivery to Content Delivery with Kimanzi Constable

[Smart Passive Income Episode 78](#): Rapid Audience Building For Accelerated Hypergrowth (From Scratch) – Landing Pages and Conversion Optimization

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