



Interview with

Jeff Siegel

Issue 22

Yanik Silver: Welcome, everyone. This is Yanik Silver with another Maverick member that we're going to be interrogating and grilling, finding out a little bit about their business and how they got started and how they got to where they are now.

With me on the phone is Jeff Siegel. Jeff, how you doing?

Jeff Siegel: I'm doing pretty well, Yanik.

Yanik: Cool. And so you and Isabelle have a product, I guess your main product, in the fitness world and diet space called www.TheDietSolutionProgram.com. Is that right?

Jeff: That's correct.

Yanik: Cool. So we'll be talking about a couple of things from there. Give everyone a little background on yourself and how you got to where you are right now, if you don't mind.

Jeff: Ok, I'll try to keep this brief, but it might be long. If you've heard it already, bear with me. I'm getting pretty good at telling this story.

So Isabelle who is my partner and I have a product, The Diet Solution Program. Actually we have a new product now called What To Eat While Pregnant. They're both an all-natural diet and nutrition program that we sell online through Clickbank.

Isabelle and I are friends from college. We went to college many moons ago and kind of got into a lot of personal development stuff together.

We went down separate paths when she went into nutrition and fitness; whereas, I went into IT consulting. So I have basically a technical and management background.

What happened was about a little over 2 years ago she called me up and says, "Hey Jeff, I wrote this nutrition manual on how to teach people how to eat healthy. I've been trying to go around to conventions and conferences to sell them. I sell like 10 at a time. I sell like 20 books a month, and it's killing me, but I met this great guy (he's another Maverick, Craig Ballantyne) and I joined his mastermind even though I had 3 cents to my name."

He basically said Isabelle I sell fitness books online. You could do the same thing with your book and sell it as a diet book because they have a major audience.

So she calls me up and says, "Jeff, I don't know the first thing about doing anything online, so can you write a website?" And I said, "I can write a website. No problem."

Neither of us knew anything about internet marketing at the time, but I knew I could write a website, and she had a book. So let's do it.

Yanik: What year is this?

Jeff: This is in 2008, April of 2008.

Yanik: Ok, that's very recent.

Jeff: Yeah, we're newbies on the block. Luckily we had some good connections. Craig certainly set us up with guys like Mike Geary and Vince Delmonte and other Mavericks, and things really took off.

So I actually flew out to New Jersey because I live in Colorado. I like telling this story everywhere.

I said to Isabelle, well you wrote the book. You're the mastermind behind the content, but let's have a partnership.

You take 70 and I'll take 30. She says no let's do it 60/40. I was like this is the best negotiating I've ever done.

Yanik: (laughs)

Jeff: So then we got the website going, and we started getting sales. Mike Geary from the Truth about Abs was our first big push, like our first big joint venture.

He ended up finishing the book, and he just blew us off for a while. Nothing against Mike. I'm sure he gets tons of people who write books and maybe he got back to us a month later.

He was like, you know what? You are the first person who actually teaches every single one of the principles that I believe in, and this is amazing. I would love to promote your book. That was pretty great.

So he was the first person, and we had the website up, which they said would take about 3 months. We actually got it done in about 2.5.

Basically we went around to everybody that we saw selling ebooks, and we kind of copied their long sales page.

At the first push, Mike's got a big list and we had hundreds of sales coming in. We were like, woo hoo we can retire. This is great. This is awesome.

That lasted for about a week, and then all of a sudden it just started to diminish. We ended up selling about 10 books a day. We even had negative days. We were like what happened?

I started changing the website every week trying to find the latest trend in long sales copy. Nothing was going right. We were selling 10 books a day.

We'd have these joint ventures, and we'd push for our list and we were making a little bit of money but definitely not anything great. I'm like, you know what? I need to quit my job, and you need to quit your job. We need to do this full time.

I believe in it; I know you believe in it. We had a rock start partnership because she's awesome. But I'm like I tell you what. If I quit my job, we have to 50/50.

“We ended up selling about 10 books a day. We even had negative days.”

And she was like Jeff, quit your job tomorrow so 50/50 let's get this thing going.

So I didn't quit tomorrow, but it was pretty soon thereafter. And then we still were working on stuff for about a year making a little bit of money here and there but not making a huge impact until actually about this past November, so only maybe 9 months ago or 10 months ago.

I actually bought a program on how to write video sales letters, and that was our first tipping point. So I took this course, and we designed a video.

I said you know what? I came from the corporate world. I am excellent at PowerPoint. This course teaches you the video sales letter should not be a talking head presentation. It should be basically a PowerPoint that you talk over.

So we took this course. We looked up some other information. We kind of put our own spin on it, and we got it out there. All of a sudden we were selling 20 copies a day instead of 10.

We were like – we doubled our conversions. This is fantastic news. What I didn't realize was what that also did was it changed us from not converting on cold traffic, meaning advertising on Google and other online sources to actually converting on cold traffic.

I got a call from an affiliate. The day before New Year's last year, so this is December 31st, he said hey I'm making some sales on Google, but my affiliate tracking is not working. Can you help me out? I said I can help you out.

I'm like woah, woah, woah. Did you just say you're converting on traffic advertising on Google? He's like, yeah, what's the big deal? Can you show me how to do that? He said sure.

So her and I together started generating about 200 sales a day. That lasted about a month and a half and started building momentum.

A bunch of big affiliates started catching on and then by February we were selling over 1,000 books a day.

Yanik:

Ok. Well let's definitely break into some of that. It's a great story, and I think a lot of people can really resonate with that of getting started small, seeing some results with working with a couple of people who are endorsing you.

You get really excited because they got a list, and you're so happy that you finally broke through to them, but then it sort of peters away because you don't have a consistent traffic source.

Let's take the first part it – the ability to get Mike Geary in. For anyone listening to this, Mike was by the way, our very first interview for Maverick Business Insiders. It's kind of funny.

Mike has The Truth About Abs – very successful with his ebook. And of course in the fitness world, he's fairly well known.

He gets hit up all the time, like you were mentioning. Any advice for people on approaching potential partners or anything like that, Jeff?

Jeff:

Sure, that's a good question because now we're in that same position. People come to us all the time. They're like hey I have this great program.

Yanik:

Jeff, hey, let me stop you one second. For some reason every once in a while you fade out.

Jeff: Sorry about that. Let me reposition my hands.

Yanik: Ok.

Jeff: Ok, let's give that a shot. So we're in a similar position now.

Isabelle basically has to bear the brunt of this, but people come to us all the time. They say hey we have a great product. Will you promote it? We'll cross-promote, but we only have 10 people on our list. And we're like well ok. Let's see what you got.

And really, I was talking to Isabelle about this this morning. We need to know a bunch of things – what's your hook? What makes your product special and different than things that we're pushing currently?

So let's say we have this tight little fitness family with your basically the top 10 or 20 people that sell ebooks and other kind of programs on Clickbank.

Yanik: Right.

Jeff: So like, hey what's different about yours? What's new? Why are people that are part of our audience going to want to use your program? That's definitely a huge thing.

Yanik: That is a really big thing. I'm always a proponent of that and pushing that.

Let's talk on that for one second and circle back to the partnership if you won't lose your train of thought because for you guys where you're in a huge marketplace.

The dieting, healthcare, fitness sort of marketplace – there's so many competitors out there, and I agree. You have to be different. What do you think your hook is that made you guys stand out?

Jeff: I think it's mostly our all-natural approach. It's different than the standard whole wheat bread, soy approach. We actually are the opposite of that.

We're like - processed stuff is bad. You need to eat carbs, but not the carbs that you're thinking of.

Everybody is hooked on the things from the media like low fat is the right way to go. We're like – no, no, no, no you don't understand. There are different kinds of fats. Some are really important. Some you want to avoid.

There are really good carbs that you want to eat, and there are plenty that you want to avoid. Then we go into processed foods are bad, some salt is good, and soy is bad. A lot of other programs are completely the opposite of that.

That brings me to my next point. Your program has to kind of jive with our program.

So we've been approached by a lot of people that say promote our program, but we advocate x, y, and z like soy and skim milk and orange juice. We're like no, no, no our program says completely the opposite of that.

There's no way we could tell our audience, hey you do this program too and maintain our own

“What makes your product special and different than things that we're pushing currently?”

integrity. So it's not a problem if there's a couple little hurdles.

We're not huge proponents of vegetarianism, but we see there are merits to it. So I think Craig had come out with a vegetarian program, and basically what we'll do there is we'll say hey we like this program because of these 5 reasons. But also watch out for these other 3 reasons. If you take those into account, then this is still a great program and add it to what we call your nutritional library.

We throw that around a lot because it's a good way for people to say oh your program is not the only thing out there that works. Different things work for different people.

You know, kind of build this nutrition library or fitness library or whatever your niche is. Take the best of all the worlds and use it – whatever is the most effective for you.

Yanik: Those are great points.

Ok, so circling back to getting your first partner perhaps. We have to have a hook. We have to have something that hopefully jives with their philosophy, so we're not kind of willy nilly picking people out of a hat to promote for us just because they might have a big list or a big name in the industry, right?

Jeff: Right. The third thing I would be instead of sending somebody your program because your program probably takes several hours to read and implement.

Send them a summary of the book, of the strongest bullet points and why your program will jive with whoever's program that they have.

Make it really easy for them to want to talk to you further. And then send an email out not too often – maybe once or twice a week until they get back to you because you know what?

Our email inboxes are so full that things get lost so easy. Don't take offense if people don't get back to you immediately. Try to get in touch with them.

Also, go to events and conferences and try to meet them in person. Meet them at the bar and say hey I have a program. I think your program is great. Go through the same spiel with how your program is like their program.

Don't walk up and do a hard sell. Strike up a conversation. I really believe in the stuff that you do. I've been following you for a long time. I've been putting a program together like yours. Here are the neat things that I did. What do you think?

Yanik: Yeah, I can't overemphasize getting to meet people in person with our internet totally connected world. There's something about when you meet someone in person that you click in a different way if you guys have a good relationship.

Jeff: Yeah, totally agree. I would say a lot of our success is attributed to people that I've met at conferences and in person. Even if I had to travel to their house, even if they're in another state and I say let's get together. I'm willing to do that, and a lot of times they're willing to do that.

Once you have a little bit of success, everybody wants to share. This isn't one of those closed businesses where everybody is holding things close to their chests.

People want to share their success and their strategies, even across niches, and say hey what are you doing that's working?

What are you doing that's making you more money and have the ability to help more people? I want to do that too.

Yanik:

Yeah, that's a great point and that comes from your own internal – I don't know if it's your own philosophy.

I think some people look at everyone else as scarcity minded because they are too, so they think well no one's going to promote me, or I'm not going to be able to work with any of my competitors.

If you have that abundance mentality, it definitely helps. It's something that I agree is prominent in the internet community and prominent if you think that's possible for you.

Let's circle back a little bit. Actually a follow up on this because it's important, and you touched on it a little bit, Jeff.

Once you start getting some success, then you can almost leverage it with other partners or people that you can meet and so forth. What's your thoughts on that?

How do you proactively do that? You had Mike Geary promote you, you know, so he's a bit of a bellweather and touched on other people in the fitness industry.

How did you leverage that, and leverage in a good way not an unethical sort of way?

Jeff:

Right, well getting back to the whole conference thing. I have to tell you when I first started going to conferences, and I tried to go to as many as possible, I was very intimidated talking to people, especially Mavericks.

I remember I was at Underground 5, and that was our first Underground. I was totally like we're going to belong to Maverick. I don't know when, but we're going to belong to it.

There were like Mavericks rolling around like Susan Hill, and I met her at Underground 5. It was just hard to converse with these people because I didn't know what to say. I didn't know what to ask.

Let them do all the talking. Little droplets of information will just leak out, and then all of a sudden you're starting to collect a list – a list of things that somebody told you and then you can go over and when you're in conversation you can contribute to somebody else. It just snowballed.

Once you have your list of all these things, hey so and so is doing this. So it doesn't have to be you. It could be oh I heard in this seminar or I read in this newsletter that this person is doing this.

You have all this basically ammo that you can use. Once you're sharing with other people, they will start opening up.

It's almost like tit for tat – as much as I give you oh well I'm going to be that much more open with you.

Yanik:

Yeah.

"Once you're sharing with other people, they will start opening up."

Jeff: And then the conversations become much less intimidating. So by the time I think I went on Mike Filsaime's cruise this year, that was pretty much kind of like a turning point.

Hey we're having some success. I talked to a lot of people. Now I'm going to start talking some more.

It was much easier to talk to the Mavericks, and that's basically the turning point for me where I was like ok I'm talking with all these Mavericks.

We're talking on a level that I feel like I'm contributing as much as they're contributing back to me.

Now I'm ready to say let's make this Maverick thing happen. And of course we still had to meet the criteria. So I was like ok how are we going to do this?

Oh well let me commit, and I talked with Tim Warren, who is – I don't know his official title, but he basically manages...

Yanik: Yeah, he's the Community Membership Director.

Jeff: We came up with what's called a commitment plan. Jeff, you are going to meet the criteria by x date.

I think it was 6 months out, and I was like ok we're going to do it. We ended up meeting in about 3 months. We just rocket shipped.

I have to say again it is in part due to all the relationships that we made.

Yanik: That's great. Let's talk about – you said one of the turning points was that you got started getting direct traffic from Google.

Was that before or after you went to the video sales letter? I can't remember now.

Jeff: It was after the video sales letter.

Yanik: Ok, we can talk about the video sales letter first because that was a big breakthrough for you.

If you guys haven't seen this, a good percentage of people now are going to these PowerPoint presentations. You can see yours at www.TheDietSolutionProgram.com. So you can see that.

How's yours different from – I definitely see some different things on your landing page because it's not just... some people would just have the PowerPoint presentation at that's it. You know?

That's the only thing you can do there. You guys have – it looks like you have some articles attached to it or maybe that's when you click into it a little bit, but it's more than just the presentation.

What was your thinking around that? What were the tweaks that you made?

Jeff: Ok, so we definitely – I know what you're talking about – we have a different organic home-page than we have our video sales letter.

With an affiliate of ours, we send people directly to the affiliate sales letter.

We've definitely been doing the Google dance, especially since we're in the diet space – what things are acceptable and what things are not acceptable.

We've been Google slapped and unslapped. It's actually been going back and forth 3 or 4 times now.

Yanik: So the page www.TheDietSolution.com – that's your generic what you send Google traffic to?

Jeff: No that's where we send organic traffic to. So if you wanted to send page traffic, you'd send it, like if you click on that link at the top. It says burn fat now or something like that.

Any of those links will take you over to the video itself. It opens up "helloo". I get made fun of all the time for that, but I love it. It's like oh you're the hello guy.

Yanik: (laughs) Right, ok. So this is the page. So the burn fat, right now it's g.aspx, so if we clicked on the video then this is the page right now that you're sending pay per click traffic to or affiliate traffic to?

Jeff: Exactly, yeah.

Yanik: Ok. So let's talk about the differences between the pages and then why you have to do that. Then we'll get into the video sales letter.

Jeff: Ok, well, we created organic home pages for SEO purposes, and we – you know, Google, and we love Google. I know a lot of people kind of talk down about Google, but really when Google's your friend, amazing things happen.

So build a good friendship with Google because you will come out way ahead in the long run.

So we built that organic home page for SEO purposes, and hey let's have some content.

We're actually re-doing it now today to make it even more friendly and nicer looking.

You don't need to be sales-y. Organic traffic – they want to be there. Paid traffic, you have to kind of reel them in, so we send them directly to the video so that they're engaged right away.

Yanik: Ok, well let's hold one second right there. On the organic page, the stuff that's going to give you rankings, is that around your blog or your articles and the recipes?

Basically, it's the content, right?

Jeff: Right, exactly.

Yanik: Ok. Any tricks on that that you've found that have helped you guys get good rankings?

Jeff: That is a good question. I would say I don't know any tricks.

One thing that we are going to do, and we haven't had it implemented, so probably by the time this interview goes out it will be there.

"We send them directly to the video so that they're engaged right away."

The articles at the bottom of the screen are going to be based on our content section. The way our site is built we have a blog, but we also have a content section, which is also WordPress.

So in the content there's articles and recipes, and on that home page it's going to kind of an aggregation of the most popular, the most current articles and recipes and stuff.

So you'll be able to see the top 5 with little snippets and pictures. Whatever the latest and greatest stuff, you'll be able to see that.

Google loves when things change. So you always want to keep changing your information every few weeks or every week. Then they say – oh your webpage isn't just old and stale, it's alive. We like things that are alive and up to date.

Yanik: Are you using any sort of keyword research tools to figure out what the best blog posts are to be writing or articles to be writing?

Jeff: We used to do that, and we have actually outsourced that all to another Maverick – Shelby Larsen with Content Divas.

She is now in charge of all our keyword stuff. She's awesome, too, so reach out to her. Feel free. Yanik – there's a free plug for Shelby.

Yanik: (laughs) Nice. Ok, cool. So if we look at the actual video – the “hello there” video, hold on let me get to that. Can you do an impersonation?

Jeff: It says, “Helloooo, my name is Jeff and I have a ton of diet and weight loss information to give you.” And then I say something like that's not a picture of me. That's actually Isabelle.

Yanik: Right. (laughs)

Jeff: She's much cuter than me, and she's holding a baby.

Yanik: Yeah. (laughs)

Jeff: That's actually one of the tricks that I picked up from the video sales letter program is start with what they call a pattern interrupt. So it's something related, but not exactly what you're talking about.

Mind you I'm not one of these psychology experts that understands this stuff that well, but we thought hey show a pretty girl, who is Isabelle, and showing a baby.

So it's kind of like hey who is that person? What's going on? We actually tested that against a picture of Isabelle just kind of posing, and the baby one won out.

Yanik: Yeah, that's cool. That's a good test. That's pretty interesting. Ok, so you guys have real pictures in your video, and it's not a talking head video.

It's more of a PowerPoint. Some people – a couple of my buddies – they're like don't have any pictures in your videos but only have just words for the PowerPoint.

But obviously this is working well for you.

Jeff: Yeah, I've definitely heard that philosophy. I was told in the very beginning – hey you guys did this all wrong. Isabelle and I actually started to redo it with just the black text on the white background that looks like it's part of the webpage.

Then this whole thing happened where we just started skyrocketing. It turns out our conversion seemed better than a lot of these guys that just have the black on the white.

Some of the things that we did – so add a background. We have a lot of animation, so there's a lot of pictures flying in.

It's limited by the capabilities of PowerPoint, but a lot of the pictures fly in and fade in/fade out and bullets fade in and fade out. Then we have pictures of ourselves.

I'll give you the very abridged formula that we used. I'm pretty proud of our own spin on it.

We have this pattern interrupt, then we go and make this big hairy promise, which I think is lose 3-10 pounds in a week and then consistent weight loss after that.

Then 10% of your body weight in the first month, which although I'm not going to say that goes within the FTC guidelines because their guidelines are pretty ridiculous, we definitely think that's well within reason.

We have tons of people telling us right on. I've lost 7 pounds in the first week following this. We've even had people telling us hey we've lost 10 pounds just by the information in your video. Then we went back and bought your program because we were so amazed.

So that brings me to my next thing. After we introduce ourselves and say hey here's some credibility why you should listen to us.

Mostly we focus on Isabelle because she's really the brilliant mind behind all the content.

Then we go into about 10 minutes of real content – solid content - things that people are misinformed about especially through the media, and say hey here's this. You probably think this, but it's really this.

And we go into things like if your liver is in charge of helping you lose weight, but if you eat all this processed food and your liver is also in charge of metabolizing a processed food, so it can't do two things at once. So do you kind of get our point here? You have to stop eating the crap in order to start losing weight.

We go through a whole bunch of things like that. It's really over 10 minutes of just content. We're not selling anything. We're just like hey here's some information that's really going to turn your world upside down from what you think you know about being healthy and just absorb it.

Then when we get done with that, we say ok we told you all this information. You are probably totally overwhelmed, but no problem. We have a program for you – how great is that? You know, come buy our program.

Then we do the standard countdown by the 100s because we learned from you early on.

I don't even know where I read this, but always give your customers 10 times the value. What-

"That's why they're going to want to buy your program."

ever you think the value is, take 1/10th of that and make that the price.

So we say this is valued at \$500, but we're not going to do it at \$500 or \$400 or \$300 or \$200, you know? It's only \$100, but wait! I have something else to give you. Ok, it's only \$50. And people are like, oh I would have taken it at \$100.

So you kind of sell people that way. Then at the end you just say if you want to buy it now? Go for it, but if you still have some questions, we'll answer some questions.

Then you kind of come up with their questions and overcome their objections right in that video. Well what if I'm a diabetic? Well, no problem if you're diabetic. The program is perfect for you. Things like that.

That really is the formula, and you can probably apply it to any niche. I know we're currently working on another product for golf – same formula.

It's a friend of mine, so it's a fitness for golf product. It's no problem; you can apply it to almost any niche.

Yanik: Nice. Ok, so this PowerPoint sales letter – I mean, what's your process ... That formula was brilliant. That was great.

I mean, is it literally we can just grab some PowerPoint, put some words on there, add a couple pictures, and we're pretty much good to go?

Jeff: Uh, yeah.

Yanik: (laughs) Ok.

Jeff: I'm not going to lie to you. I would recommend buying a course because I definitely gave you a generic outline of what to do.

There are a lot of psychological tactics. There's a lot of copywriting kind of things that belong in a video sales letter.

I'm going to tell you right now that video sales letter copy is very different than long sales letter copy because I think Isabelle and I as a team are actually pretty good at video sales letter copy. We are actually pretty terrible at long sales letter copy.

Remember that year that went by that I changed the website every week and we were like why isn't this doing any better? A lot of people come to me, and I kind of help them with their video sales letters.

Basically it's getting everybody from one slide to the next, making a smooth transition.

I mean the concepts are in there from the long form sales letter, I mean, maybe in my mind it is, but getting people from one slide to the next to kind of stick with you and where you're going.

Basically drive everybody home while building a lot of credibility. So first you've given them your credentials, and then you've given them a lot of solid content.

Now wow you have all this credibility, and that's why they're going to want to buy your program.

Yanik: And what do you think the biggest difference is in your head anyway between the long form and these video sales letters aside from what you're talking about, just making sure each slide kind of helps keeps greasing the chute and moving them through?

Jeff: Yeah, I think and I use the term lightly. You're basically forcing a form down their throat with the video sales letter.

With the long sales copy, they have the ability to kind of skip to the end, and that's cheating. Oh I'm going to skip and see the price and then maybe go back and skip around and read the things I like.

But in the video sales letter, they're forced to see for each one of these things, I have to listen and be engaged and keep going and I want to.

And that builds up momentum within their brain to keep going til the end without skipping around and seeing the end before you can actually build up to it.

Yanik: Interesting. So you think you need to put more content into a PowerPoint presentation/video sales letter, or just more hooks to keep them going?

Jeff: You know, I think some people definitely go the hot button route, and it works. But that's not the way we like to do it.

But hey – this is marketing, and I truly believe that some people need help to be helped.

I strongly believe that we are helping people by delivering a product that's going to teach them how to lose weight, have more energy, have a longer life.

I think it's great that we help people, but you still have to convince them. So using sales tactics is important.

I think Filsaime said it once – he's like you have an obligation as a marketer if you have a product you believe in to get it into their hands, not by ripping them off but convincing them that it's worth it.

I mean sales tactics in a good way. Going back to the emotional hot buttons, just don't overdo it.

Build up credibility by showing what you've got. Show them how you're different and great.

Everybody's got something special about them that they can show off. I think you should just use that a lot along with some emotional hot buttons but not overdo the emotional hot buttons.

Yanik: Yeah. Ok, cool. So let's talk about the – ok so the big breakthrough now is this video sales letter that doubled your conversions essentially. And then you started driving direct traffic from Google. What was it – just that?

Jeff: I just learned a way to drive traffic on the content network. All that means is we create image ads and then

Google will allow you to advertise them with search network, which is you search for a term

"Everybody's got something special about them that they can show off."

and the advertisements are on the side versus the content network, which is Google has AdSense on millions of websites and so your ad will pop up.

Let's say on Help.About.com. So then you'll see our ad.

One tip for ads – we've tried all different things, but simple ads have worked the best. I mean like ads that are kind of hand drawn.

Yanik: Yeah – is that you guys or is that someone else?

Because I've seen that one a lot. There's like the simple secret to like losing belly fat – I don't know what it is.

But there's one drawing I've seen all over the place, and I can't remember where I've seen it recently.

Jeff: Well there's one that people call the shrinking lady. It started out as a lady in a bikini and now she's clothed because a lot of people complained about the bikini. That is not our ad. I think some of our affiliates use that ad.

We came out with some ones that look like a silhouette or actually look like the characters on the bathroom door and they shrink. Basically showing – change a few things about your diet and you'll take off weight.

We try not to give numbers specifically or like make promises in the ad because we would probably get... people would be all over us for making false claims and outrageous claims. But basically keep it simple.

Some people have done before and after pictures. Make sure if you do them, they're your own because I know people have been sued. We haven't been sued, but I think Mike has been sued.

Affiliates who use before and after pictures they just grab from anywhere and it turns out to be someone from The Biggest Loser, and they got really bent out of shape, which I don't blame them for.

Unfortunately you have to take responsibility for your affiliates, who you may or may not even know. So you need to keep on top of that.

As far as ads, keep them simple, you know, simple animation. We tried some real cartoony stuff, but it didn't work well.

You got to keep working at it, just like with testing your websites, split test your ads and get them out there.

Optimize your campaigns so it looks like you're making money. Pour more money into them than the ones that aren't, and don't give up right off the bat if you're not making sales in the first day or two.

Even if you have 1,000 clicks, keep going. You will get the clicks, and you will get the sales eventually.

Yanik: Ok, so advertising with the content network, it's essentially a banner, right? It's a graphic image?

Jeff: Right, so you can text or image ads/a banner. They have a whole bunch of different sizes. The

content network – once you enter the content network, you're pretty money.

The problem is in the diet space, at least, like I said earlier Google gets happy and unhappy with you.

So right now we're actually slapped, and we're working on it. We're very close to being un-slapped. We're working with Google to try and get a permanent un-slap.

The problem is you get, in the diet species, you get lumped in with a lot of more devious people like Acai berry continuity billing stuff that we all don't like very much.

"You have a million people doing bad things."

Yanik: Right. What's your process to work with Google? A lot of people think they're kind of unapproachable and no one can talk to them. They're arrogant, don't really care.

Jeff: Well, ok. So on one hand, they are difficult to approach.

We definitely have connections through Clickbank and through some of our most major affiliates that have led us to a relationship with a Google rep. So it did take a while. It's worth it to be persistent.

Everything in this business is about persistence. If you haven't heard that from anybody before, you're going to hear it a million times in the future. Be persistent and don't give up.

It took a while, and it took big numbers to get to that relationship. Whereas when people think Google is smug and evil, take it from Google's viewpoint.

You have a million people doing bad things. They can't address everybody. So it's much easier for them to say hey we're just going to shut you off because somebody along the way is doing something bad, and we want everybody to keep using Google and see good things.

So there are different ways to resolve that. You could whitelist your website and only use affiliates who you know are doing good things, and you can be really careful.

I know Google's policies are also pretty vague. I would love for them to be more specific. I will try and update our affiliate site with some information on how to avoid a Google slap.

I know some of the things that we've changed in the past – Paul's working on the video instead of layering the video, just play straight through is important.

They're really against outrageous claims, and I think ours teeters on the borderline. They're obviously well within our reason.

If you talk to any person saying hey you can lose 3-10 pounds in a week if you go from a diet of eating sugar and processed foods to eating fruits and vegetables and meat that's healthy for you, anybody is going to say yeah no problem. You can lose 3 pounds in a day if you plan your food right.

But of course that goes against FTC guidelines, which say you can only lose 2 pounds per week.

It's difficult to play that line, but I think we're sticking to our guns because we decided it's too many people saying you can totally do that.

So now we have to back it up with scientific studies and building a Facebook page where all these people have testimonials.

So you can put testimonials on your website, and that's great, but Google says – oh you could have faked all that.

But Facebook, you can't fake Facebook. So get a Facebook fan page and have your fans say, oh totally lost weight.

Every once in a while we'll get a person who says does this program really work? And then 10 people will comment on it. Oh absolutely! I've lost 25 pounds in 2 months. And I've lost this, or I've lost this and it's a little slower than I expected, but I haven't lost weight in 20 years, so this is awesome.

Everybody's different, but as long as you're getting good testimonials on Facebook, which you really can't fabricate, then eventually you can turn Google's eye toward that.

You can say look here are some real people with real results. We're not some fad or phony program.

Yanik: Yeah, so that's actually really cool. Let's talk about that for a moment – the Facebook fan page, how you guys are doing that. How do you populate in this?

I just checked it out, and it looks like www.Facebook.com/TheDietSolution – is that right?

Jeff: Yep.

Yanik: You've got 9,000 people that like this. Are you just using your existing email list to drive people there every once in a while to let them know about this and let them interact there?

Jeff: Yep, we do that.

In addition to that, on the thank you page even before we give them the downloads, we say – hey join our Facebook community and interact with other users. I'm not sure if it's community or family or something.

Make people want to be involved because they want to talk to other people. They'll take your word for it because they just bought your program and you built up all that credibility in your newsletter.

Now they want to talk to people who are actually involved now or going through the paces. So tell them to get on there.

We have a few people on our Facebook page that started answering questions for us. Like somebody will post a question like a nutrition question, and then somebody else will jump in and say no no in this chapter of the manual it says to do this. So follow that.

Or hey check out this recipe on the site because I made it the other night and it was great.

Yanik: Yeah, that's pretty exciting when you get the community working for you and they're all together here. This is something to pay attention to and take a look at.

Anything else that you want to mention about the Facebook fan page about getting that going?

You guys populate that with different content or anything like that?

Jeff:

We put content on it, but now we're trying to actually drive all of our content back to our website either through Facebook or emails.

Our emails are shorter, and we just have a link to the article or the blog post on our site.

So same thing with Facebook. We'll start – hey we just threw up a great article on our site, come check it out.

You know also a lot of people are talking about monetizing Facebook. So a lot of times now when we promote things, we also make posts about them on Facebook.

A lot of people are checking Facebook more than their email. Facebook email probably comes through a lot stronger than all the ESPs that people use.

Using Facebook to make money is a great way as well. We hired somebody to make us some Facebook templates.

The tabs at the top I think we have an introductory tab where it has a video and Isabelle talks through the video – hey sign up by clicking on the Like button and these are all the great things you'll be able to do on the Facebook fan page.

It was really cheap. I think it was only like \$150 to get somebody to design this additional tab. I think it's called Welcome Tab. If people are not members, they go to the Welcome Tab first as opposed to the Wall.

Yanik:

Interesting. Yeah, that's pretty cool. We're getting a little bit short on time, but you've got a lot of great stuff to share.

Let's talk a little bit about – as we're talking, Jeff, I've actually been for the last 2 months trying to eat a whole lot better. I've probably dropped about 10 or 11 pounds. So it's a good time.

I actually picked up your program as we were talking here. So that got me through into your order process.

So talk about that because I'm a big believer in upsells and cross-sells and so forth that really add to your bottom line.

It looks like you guys have an interesting funnel that people go through after they've paid the \$47 that they think they might be done, but what happens?

Jeff:

Sure. Right after you purchase, Clickbank has a one-click upsell. What that means is people can say – oh I want this additional item and put this in my basket, but Clickbank already has the payment information, and they don't have to put their credit card information again. So that really helps increase the conversion.

So the first thing that we do is we say – hey we have this Fat Loss Accelerator package. It

“Using Facebook to make money is a great way as well.”

comes with 3 more ebooks, and I think we had a book we put together, which is a salad book.

It's a salad recipe book because everybody associates eating salads with being healthy, but how many different ways can you make salad? Well, we came up with 100. It was all user driven content.

So we actually ran a content and said submit your favorite salad recipe that's Diet Solution approved, and we're going to put it in a book and we're going to give it to everybody. Everybody that's on our customer list, we're going to give it to you.

We turned around and sold it to our subscriber list. I think what did we do? I think we picked 100 winners and maybe we sent them a hard copy or something. We did something special for them.

So yeah we got like 100 different salads. We had to modify a few just to make sure they were Diet Solution approved. We got 100 in a book, so we got that.

We created an enhanced meal plan, so we had meal plans as part of our program, but we put some meal plans in there.

We also attached recipes, so we made another 2 ebooks. Then we had a whole audio collection.

So this was our first upsell, and we charged \$60 for it. Our main program is \$47, ok.

Now we're offering something that's actually more costly than our initial program. A lot of people take it – almost 20%, which is pretty good.

If people are like no thanks we don't want that, then it goes to a downsell.

It says, ok we understand you don't want all that for \$60. How about we remove the audios because maybe motivational audios are not your thing, but you probably want the salad book and the enhanced meal plans. How about we do that for half price?

And then they say – well that's pretty good. I think we capture another 10% of people who take that upsell.

We have one last upsell, and it's some workout programs that we actually got from Craig.

I've been pushing Isabelle to make some new workout programs because she is by trade a fitness expert, but we have so much going on.

But, you know, Craig's generous. He gave us some of his programs, and we actually just sent him the users. He gets to build his list, and I think 10% of the people take that as well.

Yeah, Clickbank allows a combination of 3 upsells/downsells, and you should take advantage of every single one of them.

If you don't have them, strike a deal with a JV partner. Whatever the deal is – whether you give them 50% or many people for their list or whatever.

But it's definitely a win-win situation, and it definitely adds a lot of revenue and affiliates are super happy because it adds additional money to their sale, so they can promote harder.

Yanik:

Yeah, this is great. You know, watching your processes – it's masterful. Even on the final

thank you page, there's even an offer for vitamins and that you're giving them a free bonus as a nice additional bonus to Justin Canone's book.

So I assume that turns into some sort of reciprocal arrangement for you guys, too.

Jeff:

Yeah, he gives us money when people take his free book, he sends us money because the book leads into his continuity programs, which we also get money on.

We also offer the hard copy on the download page. We say hey some people don't like digital products. They want the hard copy.

Then they go through another website of our fulfillment guy and it says – hey you can get the hard copy for \$20.

Some people get upset and send into customer service, not a whole lot, but then our customer service people say, no you don't understand. The whole program is \$67, but we broke it up so that more people could afford it. Oh \$67, no problem.

When they see it the other way of it being an additional \$20, it's like oh I can't believe you're charging me \$20 more instead of saying it that way, say it like oh the entire program is \$67. We had to break it down, and then they're like – oh I get it now. Here's 20 more bucks.

Yanik:

(laughs) That's great. Talk about – so I think you shared a ton of great stuff in the make money part that we cover in Maverick in our philosophy.

Let's talk a little bit about having more fun and wrap it up with creating an impact and giving more.

So what your philosophy and with Isabelle too about getting out there and enjoying life as an entrepreneur and the freedom that comes with it?

What makes sense to you guys around that part?

Jeff:

We live and breathe having fun. Just reducing the commute to zero. I mean, 8 seconds... it takes me 8 seconds to go from my bedroom to my office is absolutely amazing.

I travel so much, I'm pretty sure I'm not even home 50% of the time.

Every conference or event we go to, there's always some amazingly fun element, and we travel all over the place.

I travel all over the world. I think Mike Geary and I live – we both live in Colorado, and I see him more out of Colorado and maybe even out of the country than I do in Colorado.

Yanik:

That's funny.

Jeff:

So yeah, the have fun element and being in control of your life and not being a slave to other people is just amazing. Isabelle and I definitely love that.

Our schedules are so topsy-turvy. Isabelle is such a morning person, and I'm such a night per-

“I’m not saying hire your friends, by all means, do not do that.”

son that we have these Skype video conferences all the time, but some of the most effective video conferences since we're on a 2 hour time zone change, she wakes up at 5 in the morning and I don't go to bed until 3 in the morning.

So sometimes we just have a conference call then for an hour, and you can unload everything. There's no distractions at that time.

We just get everything off of our chests and whatever. This is what we have to work on. This is what I think you're doing well. This is what I think we need to improve on. Here's what's going on. Those things are great.

Yanik: Actually one thing we didn't cover, Jeff, is working with a partner, which is an interesting dynamic in and of itself.

I've had a lot of partners over the years. Some have worked well; some haven't.

What do you think – obviously it seems to be working very well, what do you think is the key to that?

Jeff: Isabelle and I actually had a conversation about this a while ago because we were like hey what is so great about us?

Because we've heard such horror stories about partners, and Isabelle said it to me and I strongly believe it.

She's like you know what? When you want more for the other person than you want for yourself, things are going to work out.

I didn't realize, but that's what both of us do. We want each other to help as many people as we can, but I also want her to move out of where you are and move to a big house somewhere.

In the beginning you get out of debt and you know deal to not working on a job, have all the time you want. Isabelle's got a 1 year old right now, so have plenty of time to play with your 1 year old and travel the world and do whatever you want. That's been great.

We actually took on two of my buddies who we call them junior partners. I'm not saying hire your friends, by all means, do not do that.

But these guys, they used to work under me at the consulting company. Out of the hundreds of people that have worked under me over the years, these were the two guys that I was like these guys can add value to the company, and I know I can work with them because they've already worked under me.

I'm not saying you're going to have that kind of position, but we made them kind of a profit sharing kind of deal.

Now every month I'm like how am I going to get these guys a good amount of money – more than they used to make?

And then that's what I think of. If I focus on that, then whatever I make is well beyond that. So that's definitely some big points.

Also, when you deal with a partner, you just have to be open to criticism. And of course it's constructive criticism, but sometimes people get defensive. Often people get defensive, and you just can't do that.

You basically have to sit down and have a process. We have this process where we use this phraseology where we're like, "My experience of you currently is you're not really pulling your weight," or something like that.

And the other person will not even flinch. They will not even – what do you mean I'm not pulling my weight? And say – I know. I realize what you're saying, and then you immediately switch to ok how can we resolve this issue and move forward and be more productive or go in the other direction?

And it's huge because the second people get defensive, then you don't solve problems. And then second you start talking about how to solve problems, well you solve problems.

"It's not easy to give back."

Yanik: That's really good right there. Alright, so the last part is what have you guys done, or what's your philosophy on creating an impact or giving more and so forth?

Jeff: Well, ok, well first of all we joined Mavericks. A big part of our push to join Mavericks is so that we are kind of forced to give back more.

We want to participate in more Maverick events because when you're doing this, you totally get wrapped up in making more money. Making more money is addictive.

And then all the stuff you have to do. It's unbelievable. You think oh well (unintelligible). So you've read the book and you have the website, you're done right?

And we're like not exactly. Each of us do 1,000 things a day, and we have to do lists that go on forever.

Yanik: Totally.

Jeff: Yes, so Isabelle and I actually contribute separately to different charities. I kind of lean towards educating children. So I've been looking into different charities that do that.

We both together really have strong feelings about trying to solve the diabetic issue. We're actually looking into figuring out how we can contribute to that as well.

So everything's in the works, but we know this is a very large component of what we're supposed to be doing as entrepreneurs is giving back.

That really gravitated us towards the Mavericks in the first place because that's just such a huge component that we both feel strongly about but feel overwhelmed because it's easy to create a website.

It's not easy to give back. I think that's a challenge, and it's probably a challenge for everybody, especially when you're not making that much money.

And even when you are it's like – well you know my time, I can only dedicate to so many things.

It's kind of easy to write a check, but even so who do I give to? I feel like a lot of these agen-

cies are bureaucratic and this and that. You know, just give back.

Give back and then give your time, even if it's to new entrepreneurs or old entrepreneurs or your friends that call you up and say oh my god you have so much success.

Obviously don't let it over take you life, but feel good about helping people out and be open.

I don't hold back. I try not to hold back at all because I know whatever I do will come back.

If I tell people my secrets, they're not going to catch up. You're going to be on to something new like 10 steps later while they're still trying to implement what you told them.

So be open and help people out and do whatever you can. It all comes back. It's karma; we fully believe in karma.

Yanik: That's awesome. Jeff, you've shared so, so much. This has been great – really, really spectacular interview.

Is there anywhere that you want to send people to get more information about your stuff? Obviously you're site there with www.TheDietSolutionProgram.com, but I guess you're always looking for good affiliates.

Is there anything else that you want to let people know about?

Jeff: You can always go to our affiliate section www.TheDietSolutionProgram.com/affiliates or reach out to me. It's affiliates@thedietsolutionprogram.com and ask me some questions. Feel free. I promise I will get back to you at some point.

Yanik: (laughs)

Jeff: If I don't, send me another email.

Yanik: Awesome. Thank you so much, Jeff. I appreciate it.

Jeff: Yeah.

Yanik: And I look forward to seeing you soon at Covert Ops.

Jeff: Yes, I will be there.

Yanik: Alright, nice. Talk to you later.

Jeff: Yep. Have a good one.

Yanik: Bye bye.