



**SPI Podcast Session #119 –  
Even More Conversion Strategies,  
Including The Minimum Viable Event  
(and How LeadPages Got to 25,000 customers in 15 Months)**

show notes at: <http://www.smartpassiveincome.com/session119>

**Pat Flynn:** This is The Smart Passive Income Podcast with Pat Flynn, session #119.

Because he's racing and pacing and plotting the course. He's fighting and biting and riding on his horse. He's going the distance. He's going the distance.

**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, who can cook a mean French onion soup, Pat Flynn.

**Pat Flynn:** So mean and so good. It's one of my specialty dishes. Anyway, I'm so happy you're here today. Thank you so much for joining me. An amazing, amazing follow-up episode today with Clay Collins from [LeadPages.net](http://LeadPages.net). As many of you know, because you've listened to the show for a while, [episode 78](#) we had Clay Collins on, and he gave us a ton of incredible strategies to help build your email list and increase conversions on your site.

So many people, including myself, have taken action on that and have seen results. That episode, as a result, has seen over 750 comments. I don't think I've ever seen a podcast, anywhere, with that many comments, but I wouldn't be surprised if this episode had even more.

Clay, as always, brings the goods. He gives us the good stuff, and he's also giving away some stuff for you, so make sure you listen to -- sort of in the middle of the episode we talk about a particular way to win something amazing, with about \$1000 value actually, that you can get, but also the value that him and his team are going to provide for you for doing something, some education, interaction, that you can get through the "Comments" section of this particular post.

So look out for that. You'll get all the instructions in this episode, but just so you know, the show notes for this episode, and in order to answer the giveaway, and also get feedback from Clay and his team, you can go to [SmartPassiveIncome.com/session119](http://SmartPassiveIncome.com/session119),



or even just "119" for your convenience. So [SmartPassiveIncome.com/119](https://SmartPassiveIncome.com/119). You'll get all the goods there.

As always, Clay has brought so many amazing things to this particular episode, and I can't wait for you to hear it, and I can't wait to hear what you think about it as well. So let's just dive right in. Let's get right into today's episode. This is Clay Collins from LeadPages.net.

What's up everybody? I'm here with our good friend Clay Collins from LeadPages.net. Clay, what's up? Welcome back to the show.

**Clay Collins:** Thank you, Pat. It's great to be here a second time, a two-peat.

**Pat Flynn:** Yeah, a two-peat. We've had a number of two-peats and even a three-peat in the past; however, nobody has come on the show before and has gathered so many comments on an episode. Your episode, episode #78 of the podcast, was the most commented and one of the highest and most downloaded podcasts, and I think from a just general feel from the audience, I feel like it was the most actionable.

People listened to that episode. They took action. I took action, myself, and they are seeing results from it. So if you haven't listened to #78, you should definitely do that, like immediately. However, you won't need to listen to that one first. You can listen to this one first, if you haven't yet, because we got a lot to talk about, Clay. What are some of the things we're going to be going over today?

**Clay Collins:** Yeah, we're going to go over kind of our No. 1 list-building strategy, what took us from 0 to 85,000 on our email list, and incidentally, this is the same strategy that's taken our company LeadPages from zero to over 25,000 customers. So we're going to be talking about that. We're going to be talking about what we've learned from processing over 4 million opt-ins per month, across our platform, looking at over a billion data points. We're also going to be giving away two enterprise copies of LeadPages, or two two-year enterprise copies of LeadPages. So those have a \$1000 value, and it's going to come with a really cool exercise that I think is going to help everyone out.

**Pat Flynn:** Yeah, that's going to be awesome. So make sure you stay and listen to the end to figure out how to win those. Those are high-value products, absolutely, coming from LeadPages there.



Now, just to kind of talk a little bit about what we talked about before, in episode 78, you know, a lot of strategies were mentioned. I think we went over, you know, a half dozen or even up to 10 different strategies to increase your list to increase the audience size that you have, and one of the most popular ones that was talked about, that I've implemented and seen great results from, was the use of the two-step opt-in process, and you know, since that show came out, LeadBoxes has come out, and a lot of people have been implementing this strategy.

And I'll tell you, when I redesigned The Smart Passive Income Blog, I implemented the two-step opt-in process almost across the entire board, and I have seen a bout a 25 to -- sometimes, on different pages, you know, an increase of, you know, in the hundreds of percent, as far as the number of people who are opting in. So do you want to talk a little bit about the two-step opt-in process? Is it still working for people today? I mean, you've got billions of data points. Is it still working well for people? And what is it for people who don't know what it is?

**Clay Collins:** Yeah, so the two-step opt-in process is basically what happens when you remove the opt-in form from your landing page and put it in a pop-up window or a click-up window that appears when someone clicks on a button. So rather than sending someone to a page where they immediately see the form fields that they need to fill out to opt-into something or order something, they see those form fields only when they click on a button that says "Sign Me up" or "Register Me" or something like that, and there's a number of reasons why this works.

The first reason why this works is because when someone goes to a landing page or any kind of a website where there's a form field to be filled out, they are making an immediate judgment about whether or not it's a giving page or a taking page, all right, a giving page or taking page, and when you go to a webpage and the first thing you see is a form that needs to be filled out, it looks like a taking page, and if you take those form fields and don't show them at first, but only show them when someone asks to be shown them, then you telegraph that you are giving and that you're not going to get to the asking until someone asks to be asked.

Another reason why this works is because it creates this kind of behavioral inertia. Right? If you can get someone to say "Yes" at a very low level of commitment by clicking on a button that says "Register Me," which everyone is going to be curious about and click on -- so if you can get someone to commit at a low level of commitment by clicking on "Sign Me Up" or "Register Me" or "Free Instant Access," then they're much more likely to commit at a higher level of commitment by filling out that form.



So there's this kind of very small barrier of entry to get people into this pattern of complying and behaving. Salespeople call it the "foot in the door technique." Right? If you can get someone to say "Yes" to a couple questions, then if you present them with a couple of larger question like maybe an ask to buy a larger product, they're much more likely to comply with that.

Also, when you have a two-step opt-in process, it really forces people to make a decision. When you go to a landing page or any kind of website that has a form on it or something to fill out, you can kind of ignore the form; you can browse around the page, see some things and then leave. However, once you've sort of get up enough curiosity to hit the button that says "Free Instant Access" or whatever, and you see that form, you have to make a decision, one way or another, if you want to close the pop-up or if you want to opt-in.

And by getting people to make that decision you drastically increase your opt-in rate, because of this very simple principle, and the principle is this: 100% of the people that do not make a decision about whether or not they want to opt in to your list will not opt-in to your list, but some percentage of the people that do make a decision will opt-in to your list.

So if you can get every single person in the world to make a decision about whether or not to opt in to your list, you would probably have a very, very low conversion rate, but you would probably have the biggest list in the world. So you know, those are a few reasons for why this works, but ultimately, I think it's just a lot more aesthetically pleasing and minimalistic. I don't like to clutter up my landing pages or my marketing pages or my website with a bunch of forms. I'd rather take them off my homepage, take them off the sidebar of my blog, and only show them when it's really time to show them.

**Pat Flynn:** Right, absolutely, and I'm in my LeadBoxes right now in my LeadPages account, and all of my LeadBoxes have a percentage above 65%, as far as the number of people who click that button and then register. So it's much higher than a lot of my other just normal sort of conversion rates on sites. When people click on that button, you're right, they have to make a decision, and they've already said "Yes," so you are continually adding to that "yes letter," as they call it, as well.

So it's been working. I mean, you can see it right now on The Smart Podcast Player website at [SmartPodcastPlayer.com](http://SmartPodcastPlayer.com), as you go to my homepage, you'll even see that



there's not even an opt-in form, or even a call to action to subscribe, above the fold, which as I know goes against a lot of rules, but even so, on that page, the number of people who subscribe, it has increased, because when people go down the page they'll see a button there to join the community, and they click, and then they continue on and subscribe. So it's just been working really, really well for me. So I want to say again, "Thank you."

I mean, that's just a taste of what you mentioned, you know, the list of strategies used mentioned in episode #78, and I wanted to kind of bring that back for people, in case they haven't implemented that yet. It's such a low hanging fruit for everybody, I think.

**Clay Collins:** That feature probably wouldn't be in our product without you. I think you were the one who first came to me and said, "Hey, I think pop-ups are cool, but I would really like some sort of window that comes up or appears when someone clicks on something, and you know, you've since become an advisor to LeadPages, and we've taken off like in busters, but thanks for the inspiration behind that idea. It's really serves our customers well.

**Pat Flynn:** Oh, no problem. I mean, my pleasure. I mean, it was actually very scary how quickly you implemented that after I shared that with you. I think, you know, LeadPages and you guys have always been great with understanding the needs of your audience, and especially for someone like me who's in, you know, this space. So thank you for that, as well.

Now let's move on to new stuff. I mean, let's talk about [LeadPages](#) in general first, and how you've built that business so big. I mean, it is just mind blowing to me just what you guys have accomplished in this very short period of time. I mean, talk about how the business is doing, and also, what were the big strategies to help grow this business?

**Clay Collins:** Yeah, great question. So LeadPages started in January of 2013, and since then we've added over 25,000 customers. It's been kind of a meteoric rise. It's probably the hardest thing I've ever done in my entire life in terms of sustaining that pace of growth. We now have about 75 people in our company, and it's fun, but also it's been kind of wild ride. I feel like I've kind of been strapped to a rocket ship or something like that.

But I really sometimes often trace our success back to our origins, and the origin of LeadPages really starts with a blog, and I know the startup community is fond of





referring to this notion of a minimum viable product, that you should create the minimum workable version of your product, and ship that, and then make changes to that product over time, based on feedback. And we certainly took that approach, but we started even earlier than that, subscribing to this kind of very lean methodology.

We started with what Brian Clark at Copyblogger calls "the minimum viable audience." So before there was LeadPages, before we had hired any software developers, I was watching Gary Vaynerchuk do Wine Library TV, and I was super jealous, because at the time I was writing these 2000-word, sometimes 3000-word, epic blog posts, and I was hoping to build a blog audience, and frankly it wasn't working that well.

I'd spent two, three, four days, writing these very long posts, and I'd really obsessed about saying things just the right way and making some intellectual point that I wanted to make, and people responded okay to that.

I kind of got an okay following, but I remember watching Gary Vaynerchuk, and he would just pull three wines off the shelf and just leverage 10+ years of experience in the wine industry and just comment on these wines, just like off the cuff, and it would take him like 10, 15 minutes to record an episode, no editing, and he had one of the biggest followings online.

And I was sort of reflecting to myself, "Well, what if I could do something like this to make content faster?" and so what I did was I pulled just -- in every blog post, I would make a video where I would just review a landing page that I had been involved in, and I'd talk about the creation of the landing page, why we decided to make it, how it works, why it worked, any kind of conversion rate or split testing numbers I had around it, and then we would give away that landing page template for free to the blog audience, and I started hearing people complaining in the comments.

They said things like, "Hey, how do I make this mobile responsive?" "How do I hook this up to my AWeber form?" "How what I run a split test on this?" "How would I post this to WordPress?" things like that, and at first I was kind of pissed. I was like, "What do you want for free? This is free. Like, I'm giving you this template for free," but then, you know, this like kind of flashed in my brain, and I thought, "Maybe we have the beginning of a product here that we could sell.

So I went to my audience and I said, "Would you be willing to buy this before I make it, to fund the creation of it?" and they were, and we ended up, you know, pre-selling it. We raised \$40,000, which wasn't a lot of money, but it was enough to hire a developer



and get started, and that was kind of the genesis. It was really our audience, and we built that audience by moving from creating blog content and having one giveaway in a sidebar, to creating a new giveaway in every single blog post that was 100% unique to the blog content and was fresh and completely targeted. Since then, that's really been the No. 1 driver of our audience, is that in every single blog post we create a lead magnet or an opportunity that is unique to that blog content, and when it makes sense, I like to kind of workshop how different people can be doing these in these blogs.

But if you look at Noah Kagan's blog, [OkDork](#), or James Schramko's blog, or Ezra Firestone's blog, [VideoFruit](#), or even the [LeadPages blog](#) -- we do this in almost every single blog post at [blog.leadpages.net](#) -- you'll see that almost everything we do comes with the 100% Unique Giveaway, and that converts so much better than sort of the general, you know, giveaway that's always in your sidebar.

**Pat Flynn:** Yeah, I mean, that sort of makes sense that that would work better, because people are going there to read that specific type of content, or whatever it's about, and if you were to give them something -- and I've sort of heard people coined this term as well; it's called like "upgraded content." You know, you're reading this content; you could subscribe to get even more upgraded content, relevant or related to that particular topic. It's huge.

I've actually tested this out recently in Smart Passive Income [episode #115](#). This is the one where, for those of you listening who have heard the show, where I had my executive assistant Jessica come on and talk about how we tackled my email inbox with 9000 unread emails, which is a whole -- I mean, you can listen to that episode #115 -- but in that episode I spent just a little bit of time creating a five-page or however many pages, a very small amount of pages, PDF file, a resource guide, sort of similar to some other tips you gave in #78, you know, to give a list of tools, instead of spending, you know, days or even months creating a 50-page e-book.

I just created a small, little PDF file with my top five recommended email tools, and I give that away using LeadBoxes as a mechanism, and there's other, you know, free ways to do it.

You don't need LeadBoxes to give away something different at the end of every episode, but it just obviously makes it completely easy to have the digital asset delivery, you know, so I don't have to do any work to make this happen, but I can tell you that almost 1000 people have opted in just on that page, just on that one particular episode,



because they wanted to get that guide, and that is also using LeadBoxes, which has a 65% conversion rate when people click through.

So it's done really well, and it was actually pretty fun to create a small, little giveaway and a guide, because, I mean, ever since January 2010 I've been giving away [eBooks the Smart Way](#), you know, on every single post, even posts that are not related to e-books. So to have this super-focused giveaway on this particular blog post was definitely working in my favor, and you know, you've mentioned another -- you know, many other powerhouses who are using this as well.

**Clay Collins:** That's awesome, and you make a really good point that there are free ways to do it, and so I really believe people should make progress by whatever means necessary. You're not always ready for, you know, every single investment that you might be able to make to improve your business. What we did do with LeadBoxes, which is part of LeadPages, is we made it really easy for people to create these unique giveaways that are custom to every post.

So typically if you want to give something away in a blog post and you're, say, using AWeber, for example, you need to go create a new list in AWeber, and you need to create a new form for that list in AWeber, and you need to create an email that goes out when someone signs up for that list that gives away this new, unique piece of content, and then you need to go embed that in a blog post during a pop up somewhere.

What we did with LeadBox is that, you know, we think is game changing, is we allow people to add people to existing lists, with existing forms, but LeadPages handles the giving away of the lead magnet or the digital asset. So everyone's added to the same sort of house list, or your blog list, or whatever, but every single lead box can be giving away different lead magnets. You can have 100 different posts, each which giveaway a different lead magnet, but when someone opts-in, they're added to the same form and the same list for each and every opt-inbox, and that literally saves between, you know, 45 minutes to an hour for every single giveaway that you want to give away.

**Pat Flynn:** Oh, I must be doing it incorrectly, actually, on that particular podcast episode I just mentioned, because I did create a new list actually, because I was worried about people who were already on that list who wanted to get that free item. So you're saying, you know, LeadPages, you know, maybe I did too much work here. LeadPages will deliver that digital asset to people, whether they are on your list or not?





**Clay Collins:** Right. So if they're already on that list, LeadPages doesn't care. If someone opts-in, it's going to give them that lead magnet. It's basically going to mail the lead magnet to the email address that someone used to opt-in. So AWeber might say, "Hey, this person is already on my list, but we don't really care, because we're going to deliver that lead magnet, via email, to the email address supplied, regardless."

**Pat Flynn:** Oh, okay. So one thing I would have to do though, however, when I'm going to distribute different assets in different blog posts, is to have a -- and I believe you can do this on most email service providers -- you can specify a page that people land on when they are already subscribed. So they . . .

**Clay Collins:** Yeah.

**Pat Flynn:** Okay.

**Clay Collins:** And LeadPages allows you to just easily override that. So in every single lead box you can just put in a custom thank-you page that you want people to go to. So even if, you know, AWeber wants to send them to an already subscribed page, you can just, you know, put in your own thank-you page.

**Pat Flynn:** Oh, that's huge, and one universal thank-you page for all your digital assets to be like, "Hey, thanks. Your digital product is being sent to you right now," or something like that?

**Clay Collins:** Absolutely. Yeah.

**Pat Flynn:** Huge.

**Clay Collins:** And actually, on that thank-you page is a good opportunity to invite people to sign up for, you know, to join your Facebook community, or sign up for a webinar, or what have you. We actually, inside of LeadPages, and it's something we use our self, but we have a combined thank-you page and webinar sign-up page.

So when someone opts in for a digital asset, they are emailed that digital asset, and the thank-you page is actually a page that says, "Hey, thanks for signing up. Everything we promised you is being emailed to you right now. While you're waiting, we recommend you sign up for this Thursday's webinar," and people then go ahead, and you know, we have about a 30% sign up rate of people that end up on that thank-you page, and end up signing up for a webinar.



So we've taken sort of an interaction that might just be a "Hey, thanks," we send you your thing, and we've offered people an opportunity for further engagement, which is huge, because so many people end the conversation right after the thank-you.

They just say, "Hey, thanks for signing up. I'm not going to engage you anymore, offer you anymore opportunities for deeper connection with me. I'm going to drop the ball, even though, you know, you found me among billions of pages on the Internet and stayed on my site long enough to give a crap about what I have to say, and not only did you give a crap, but you decided to opt-in, and I'm going to end the conversation right after I send you this thing."

**Pat Flynn:** Right.

**Clay Collins:** I think that's a mistake, because usually when someone ends up on your thank-you page they're kind of in this mode of hyper-responsivity. They said, "Hey, I like this site. Hey, I'm going to read some more. Hey, I'm going to opt-in," and they're usually in a mode of wanting as much as possible. I had that experience the first time I saw your website. I was like, "Give me more. I want to talk to this guy. I want to be on a webinar with him. I'm going to follow him on Twitter. I want everything this guy has to offer," and now, you know, we're working together.

**Pat Flynn:** Yeah, and your teaching me a whole lot about this stuff. So it's like you want to get that foot in the door, but when people are on your thank-you page their whole body is in the door, through the door, already, and by saying "No" or by just not having any more options at that point, you're basically kicking that person out of your house or out of your blog, and you definitely don't want to do that, and you can even go further if you have people go on a thank-you page and register for a webinar.

Of course, there could be a thank-you page for signing up to the webinar, which you can do even more stuff on. So I think that's something that we should definitely be paying attention to. Where the dead ends on your site? You know, a 404 page is another example of a page that you could be using to collect email addresses or give more. So any time there's a dead-end, you've got to make it not a dead-end.

**Clay Collins:** Yeah, I really believe that the thank-you page -- you know, a lot of people argue that a homepage is the most valuable page on your website -- I really think the page people go to after they've opted-in is the most valuable place on your website, because only qualified people end up there. Yeah, so that's my point of view.



**Pat Flynn:** Nice. Now, let's talk about it really quick, because we're on this topic of getting away unique stuff in different blog posts, and you don't have to do every single blog post, but I think you can be very strategic on giving away different kinds of things in different posts, you know, stuff that's relevant to those specific things, you know, upgraded content, like I said earlier. I notice, I think it was James Schramko, was it, who was giving away the transcripts for his podcasts in this way, is that right?

**Clay Collins:** Yeah. Really, there is no excuse, in my opinion, to not have a custom opt-in opportunity or lead magnet for every blog post. So if you're doing a podcast or if you're doing video you can have people opt-in for the transcript. If you've written a blog post, you could have people opt-in to hear you reading a blog post.

A lot of times what we've seen work, and this is not very intuitive, but this is probably the highest opt-in rate we've ever seen, is for people who write longer-form, kind of epic blog posts. You can offer people the opportunity to opt in on a blog post and get kind of an e-book of every single epic blog post on that category that's on their blog, kind of combined in one PDF, but there's so many things that can be done here.

If you are, like, a health coach, you can give away the recipes that you talked about at your blog posts, or you can give away a worksheet that's somehow related to the content that you had.

One thing that worked really well for us during the early days of our blog is we had a little calculator that people could use to estimate the profitability of an online campaign, and it was just done in Excel, but it got us thousands of opt-ins, because people wanted to opt-in to get the calculator that we were showing them how to use in the blog posts. So it can be something as lazy as simply a PDF downloadable version of this epic blog post, or it could be something more involved, like a worksheet or a calculator, or even just your blog post in another media.

So if it's video, they can get the audio and the transcript. If it's a transcript, you could, you know, do something like, I think it's called VoiceBunny, to pay someone to read it, and that can be downloadable. So even just switching up media formats can work as well.

**Pat Flynn:** Sure, I have some other ideas as well. I use the idea of talking about a particular topic, and then, in a giveaway, giving my audience my top recommended tools, and that worked really well.



**Clay Collins:** Nice.

**Pat Flynn:** You can also giveaway a case study, somebody who's taken that information that you've shared on your blog post or podcast, and has actually put it into practice, and the results that they've gone from it. Worksheets and checklists are always good, and of course you mentioned how lead started with all the templates you've been giving away.

**Clay Collins:** Yeah. So now I think might be a good time to introduce our contest. Are you okay with that?

**Pat Flynn:** Absolutely.

**Clay Collins:** Okay. So we wanted to give away two two-year -- I have to say "two" twice -- but two two-year memberships to LeadPages Enterprise. This comes with split testing, phone support, subaccounts. So if you want to have clients sign up under your main account, you can give them accounts that they can work with. It really comes with a whole host of things. It's our highest level and most exclusive level of membership. A two-year membership to LeadPages right now is \$1000. It will probably be increasing at some point.

So we're going to give two of those away, and here's what to do to win it. Basically, in the "Comments" for this podcast episode, link up to a blog post or some piece of content that you have on the Internet, and tell us the lead magnet that you would giveaway with that blog post or piece of content. So tell us, one, the lead magnet that you would give away. Describe it. Is it a worksheet? Is it a transcript of what you doing? Is it an audio version? Is it a whole bunch of other articles like that in a PDF?

So tell us, one, what you give away, and then give us the headline for that lead magnet that would be in your LeadBox, or whatever the copy is for giving it away, and Pat and I are going to look through all of those, and we're going to pick two winners in -- what were you thinking, Pat, like two weeks, three weeks?

**Pat Flynn:** I was thinking two weeks to get people who don't listen to the show, necessarily, the day it comes out, and of course, people are going to hear about this contest and want to share, so I think two weeks. And just to reiterate, so in the "Comments" section, this is going to be session 119, so [SmartPassiveIncome.com/session119](http://SmartPassiveIncome.com/session119), or even just "/119," to make it easy for you. Put



a link to an existing blog post that you have on your site, and then make up in your head what a lead magnet that would be great to give away for that particular blog post. You don't have to do it, but we're hoping that, you know, once you do this exercise, that you would be encouraged to do it. That's the whole point of this. So the blog post link of an existing blog post, what that lead magnet is that you're going to give away for that blog post, and then they headline that they would use to hopefully entice people to subscribe and get that delivered to them.

**Clay Collins:** Awesome, and I'm going to give myself -- and we have three copywriters on our team -- to actually go through your comments and actually leave feedback on your headline and your concept. I can't promise we'll get to everyone, but we're going to actually try to get to everyone who comments within this two-week period, and I tried to do this with our previous posts. I didn't get to everyone, but I also didn't have three amazingly-gifted copywriters on my team. So I think if we pick a few hours on a Friday and go through them all, I think we'll be able to provide feedback and critique to everyone, and maybe even get people some decent coaching in the "Comments" section.

**Pat Flynn:** Awesome, and the winners will be selected just by you and me, based on just, you know, however -- well, whatever we, each of us, feels is the best. I mean, there's going to be a ton of great ones, I'm sure, so it will be a little bit random, but I mean, we're going to look at the ones and see which ones catch our eyes and pick two people from there.

And last time, I don't believe we had DISQUS installed either. So that made it a little more difficult, and I think you had to login after each comment, or something ridiculous like that. Now we have DISQUS, so for you, Clay, and for your other headline experts there, it's going to be easier.

I didn't even know you can do that, so thank you, firstly, and secondly, for everybody listening, this is a huge opportunity for you. This is education, a workshop, free, and you might even get a copy of LeadPages for two years at the enterprise level, which is huge. So thank you for that, Clay. I appreciate that.

**Clay Collins:** Yeah, awesome.

**Pat Flynn:** So again, that's [SmartPassiveIncome.com/session119](http://SmartPassiveIncome.com/session119), or just "/119," and so I would recommend that you think about that now, since it's top-of-mind. Pause this





episode and do that, leave a comment, or you know, of course, you can just wait to the end, but we have a lot more to talk about, or a little bit more to talk about, right Clay?

**Clay Collins:** Absolutely. The next thing I want to talk about, which I think is so key, is this notion of "the minimum marketable event." So we went out, we had that minimum viable audience. From that minimum viable audience we presold them our minimum viable product, and after releasing that minimum viable product we iterated, we launched -- every single week we launched a new template or a new concept, or we launch a new feature for LeadPages, and so we really took advantage of this notion of "the minimum marketable event."

So a lot of times, software companies or coaches or info product producers or people in various niches, will wait until they an entirely new version of their thing before creating a marketing event. Right? They might wait, like, six months between launches as they've added a whole bunch of things, and what I've found is that if you start with sort of the minimum version of your product and are constantly adding new things to that product, your audience gets to be part of the story about how that product comes to be.

They get to really be protagonists in the narrative that is the evolution of their product. They get to see themselves asking questions and making requests for new features or for new things they want to learn from you, and they get to see that in the next week or the next two weeks that you've actually added those things.

So I actually prefer not launching every six months, and launching, like, 12 different things. What I prefer to do is have a little micro-launch, every single week, where we launch a new feature or a new aspect of what we're doing.

And it's kind of interesting, when I first started talking about pre-selling, everyone said to me, "Hey, Clay, this is really great for info products," because I was doing it with info products back in the day, "but I bet it won't work with software." I was interviewed on Mixergy, and so many of the comments in the episode were, "Hey, this is awesome, but does this work for software?" and I was like, "Of course it works for software," and now I'm in software, and I'll talk about these techniques, and people will say, "Hey, this is really awesome for software as a service, but I'm a coach," or "I'm in this niche," or "I do info products. Will this work for me?" and my answer is sort of a resounding, "Yes, you can have a minimum viable product and have all these minimal marketing events, minimum marketing events that you add to it."



So let's say you're a coach, and you teach people about sort of medicinal herbs. Right? So that's a little obscure. You could start off with a coaching program where you offer your time. Maybe someone gets an hour of your time per month to learn little tricks and health hacks and different herbs that they might want to use to help them lose weight or have more energy or fixed some sort of chronic ailment. So that might be sort of the very first thing. That's your minimum viable product, is an hour of your coaching.

The next week you might come out and say, "Hey, my coaching program, the launch of my coaching program, has gone incredibly well. I have added a Facebook group, a private Facebook group, that my clients can participate in to talk to each other and help each other out, and get sort of leveraged coaching from me." Right? That's a new blog post, and you could actually kind of highlight some of the things that you'll be talking about on different days. Like maybe Mondays you talk about energy; Tuesdays you talk about weight loss; you know, on Wednesdays you talk about something else, and you could break that down.

Then the next week you could say, "Hey, this coaching program is going so well. I give people an hour of my time. Last week we launched the Facebook group. This week I'm actually adding a bonus, and that bonus is I'm giving you sort of my encyclopedia of go to herbs for . . ." I'm just making this up on the fly, but basically, ". . . my go to Encyclopedia of herbs to help me with different conditions, and I made this nice little PDF. I've got pictures of each. I talk about sort of where you can buy these things, and I have links to them online, and that's available to my coaching clients." So you do that in the third week.

Then the next week you might add a monthly group Q&A call, where people can call in, and maybe it's not a one-on-one session, but you give a little talk or a lesson about something, and you start answering questions.

Then the next week you might add an info product or a course, and throughout this entire time, when you're adding new things, you're slowly raising the price when it makes sense. So maybe won't do it every single week, but maybe every two months. When there's substantially more value there, you might add something, and the whole time you're getting feedback from people on what they like and what they don't and what they'd like to see there, in addition to what you've already provided, and that's really the course of action that's worked really, really well for us -- is these little minimum marketable events, and these weekly micro-launches that give people an insight into the evolution of what you're doing, and allow them to be part of this story of how your product has evolved.



**Pat Flynn:** Yeah, I love the idea of the micro-launch, actually, because, you know, you could have just, in week one, done coaching course, and in that coaching course there's a Facebook group, which includes the bonus and a Q&A call, and then maybe down the road, sell an info product, but the fact that you are going minimal with this and have these little events each time, the people who are in that coaching group, from week one, they're going to see these as great bonuses, and probably you're going to be influenced by them to create even more things down the road.

But people who haven't gotten the part of your coaching course, or who aren't a part of it yet, they're going to see that you're continually adding value, and that these events, where you are adding value, become, I don't want to say, "excuses," but opportunities, actually, for you to resell whatever it is that you're selling at even higher value.

**Clay Collins:** Yeah, I think that's spot-on, that you said it much better than I did, but really this comes back to this notion of a reverse launch. So what we've traditionally done in digital marketing is we've built up a lot of anticipation -- you know, usually there's countdown timers, and there's lots of prelaunch content that leads up to the moment when your cart opens, and all the energy goes into getting people anticipating and waiting for your launch, and you expect a flood of revenue to come in and customers and activity to come, and then it kind of dies down unless you do something drastic, like close the cart and threaten a whole bunch of scarcity.

What I like to do is, instead of putting out a bunch of content and creating anticipation for this event, which is the "cart open" day, I like doing it kind of the opposite way. I like starting out with a very unceremonious launch, which isn't even a launch at all. It's that you put up your sales page and you almost -- it's not a big deal. Like you just -- you know, you might put out a blog post about it or have a pretty understated email telling people that your sales pages live, and then after that sales pages live, you follow it up with webinars. You follow it up with, "Hey, we . . ." with micro-launches.

You follow it up with promotions where, let's say you been adding something new every single week for two weeks, you might raise the price again, and you can offer people the buy before the price increases. You might decide that, oh, you want to do a launch with some affiliates. So you're constantly stacking value, but the emphasis isn't on that point of launch. It's on everything comes after that.

And what this allows you to do is test in a way that you can't with a launch. When people typically do one of these big Internet marketing launches, they'll get all their



affiliates lined up; they'll spend a whole bunch of money on content before the launch, you know, sometimes hundreds of thousands of dollars; they'll give away a whole bunch of prizes in anticipation of this one point in time where everything magical is supposed to happen, and what you lose with that is the ability to test.

If you start off with your sales page being live from day-one, you can test how the impact of different changes to the sales page affect your conversion rate. You can test and see which new things you've added to the product get more people to buy. You can test what works and what doesn't in a way that you can't when you just simply open that cart and close that cart after anticipating, because you really only have that one shot to make it work.

**Pat Flynn:** Right. It's like, you know, we always hear about these Internet marketers have seven-figure days, or you know, six-figure days, but it's like, "How much are they making after those days are over?" you know, as opposed to this reverse launch, which I think is really cool. Is this the right term for, a "reverse launch"?

**Clay Collins:** Yeah, we call it a reverse launch funnel. We made a 25-minute video at LeadPages that, you know, I don't know if it -- it's completely up to you, but you might want to embed it into the show notes or link to it, or whatever. It's on you to. But it's called "The Evergreen Reverse Launch Funnel," and that's what we refer to this, but there's a whole bunch of things you can do after you've launched, you know, your sales page.

And you know, we've heard about seven-figure days. And the hidden secret is that when you have those seven-figure days, often half of that is going to affiliate commissions, and for several months after that you have a fraction of the revenue that you're used to getting, because you kind of blew it all on this one moment in time. I'd rather have, you know, a five-figure day every single day of the week, then to have a couple seven-figure days, you know, per year.

**Pat Flynn:** Right. Right. Well, you did mention -- how many customers does LeadPages have?

**Clay Collins:** 25,000.

**Pat Flynn:** 25,000, and just so you all know, this is an amazing tool that, you know, there's a recurring payment every month. So freaking awesome! This is so cool. I love this idea. You know, I launched my recent software product, the first one I've had, The



Smart Podcast Player, and it's a very new world for me. It's very fun. It's very awesome, and I'm sure you feel the same feelings I do when it comes to software and development, in terms of, you know, your customers and stuff. You know, when people bought The Smart Podcast Player, I saw it on their websites that same day. It was just so fulfilling to see them getting use out of it, and I've gotten tweets; I've gotten people telling me how much it has increased the number of downloads they've had. I mean, when you hear that, like how does that make you feel?

**Clay Collins:** Yeah, it makes me feel like we're doing something right in this world.

**Pat Flynn:** Because you were in information before?

**Clay Collins:** I was, and I liked it a lot. I really, truly believe that the hardest thing in the world to sell is information. The margins are high; the return on investment is awesome; you can create a whole lot of income in a short period of time, but you also have to be very good at creating copy. You have to be very good at building audiences; you have to be very persuasive, and you need to sell by getting people to buy into you as an expert and, you know, getting them to buy into a whole bunch of concepts. So it really does take a lot of work.

But with software, it feels a lot more -- to me personally -- it's a lot more in line with who I am, because I get to see the concrete benefits of what's happening, and that's not to say that I think it's better for everyone. I think there's a lot of people for whom coaching and info products are perfect fit.

It probably wasn't the best fit for me, but I'm a huge fan. I buy info products every single week, and so I like it, but it wasn't my path in life.

**Pat Flynn:** Right. Right. Awesome. Clay, this is been amazing. I mean, I'm sure we could talk for, like, four hours . . .

**Clay Collins:** Yeah.

**Pat Flynn:** . . . and I'm sure people would love to listen to all of that, but we're at the 45-minute mark. I want to make sure to respect your time, but what else have you got for us?

**Clay Collins:** Yeah. You know what? I think we can pretty much -- I want to respect people's time at the 45 minute mark -- I wanted to try something different with this





podcast. I think we talked about some fewer concepts, but I really think a lot of this is going to come out in the coaching that were going to do and the comments, the entries that people are going to be giving. If nothing else, I want every single person who listens to this to create one specialized lead magnet for one of their posts, and use that to drastically grow their audience.

I mean, we have a business that's doing eight figures a year, and we've been able to do that with a list of, you know, 85,000. So if you can just kind of do the math on this, I've seen that for most people, a list of 10,000 people can be a million+ business, a \$1 million-plus-per-year business, and the first sort of stuff you can take on this journey is by providing more opt-in opportunities in your business, more offers to allow people to join your community, so you can get that minimum viable audience that's going to be the foundation for everything you do.

So if you want that two-year enterprise version of LeadPages, \$1000, go leave a comment. Link to something that you've created, that you can turn into a lead magnet, or even you haven't created anything yourself, find a post that someone else has created that you have an idea for creating a lead magnet out of, and give us the title; tell us what the lead magnet will be. I'm going to have my copywriters and I, in the comments, giving critiques. We're going to be doing coaching there, and I hope you get a lot out of it.

I guess I can do one more, if you think it's time, but I'm also fine with wrapping up here, whatever you think is best, Pat.

**Pat Flynn:** Well, I think we should just say, "Hey, we've got to get you coming back on the show again, hopefully within . . ." You know, I think it's been 40 episodes since we've had you. Maybe we can come on, you know, at 20, and we could talk about more strategies. I mean, there's a whole lot of things that are going to happen between now and then. You guys are collecting a ton of data points. You guys are coming out with new features all the time. I'm sure there's going to be even more information to share. So let's just leave it at that. I think there's a lot of great actionable advice, a lot of things to think about.

Last time, I believe, we ran to one hour and 20 minutes, which was a bit long. So maybe we could break this up into a few episodes down the road, as well.

So again, show notes and to leave a comment for entry. One entry per person, please. You can find that at [SmartPassiveIncome.com/session119](https://SmartPassiveIncome.com/session119). Of course, Clay is a part of



LeadPages.net. My affiliate link for LeadPages, if you are interested in going through that, is [SmartPassiveIncome.com/LeadPages](http://SmartPassiveIncome.com/LeadPages), and I'll link to the free webinar, replay of the webinar that you and I did together, which went really well. I'll also link to the previous episode, #78, again, at [SmartPassiveIncome.com/session119](http://SmartPassiveIncome.com/session119).

Any final words before we head out, Clay?

**Clay Collins:** No. I'm just super-grateful for The Smart Passive Income community as a participant, someone who's been following all along and now gets to work with you as our advisor at LeadPages. Thanks for all you've done to kind of advise us and shape the direction of this product, and thanks to everyone for listening. I look forward to seeing your comments, and I look forward to giving away, you know, two of these, and to having you as part of the LeadPages community after that.

**Pat Flynn:** Of course. Thank you, Clay, and if you're listening to this in the future -- so this is going to be posted -- let me get the date right now -- is going to be posting July 24th, which means you have until August 7th -- this is of 2014 -- to submit your entry, by end of day August 7th, 2014.

If you happen to be listening to this episode in the future, which I'm sure many, many people will, just like people are continually listening to #78, you can still, you know, go to the page, [SmartPassiveIncome.com/session119](http://SmartPassiveIncome.com/session119). You're going to see everybody's entries. You're going to be learning a lot from all the advice that Clay and his team is leaving for everybody else, and you know, feel free to submit an entry of your own. You won't be entered into any sort of drawing a contest, or whatever, but it's still good to practice all the stuff.

So cool. Thank you so much, Clay. Thank you to everybody who listens, and just some final words to wrap up right now.

All right, Pat here again. I'm actually in post at it right now, and man, I just actually listen to the entire episode again, and it is just chock full of great information, and I cannot wait to see would you guys implement, just like you did last time in session 78. I know you're going to make and do good with this information again, and I can't wait to read all your comments and see what everybody has to say, and what they're going to do for their particular giveaway for a particular blog post or podcast episode that you have already posted, and I can't wait to hear what Clay's team has to say to help you.



So take advantage of this situation, I mean, not only to potentially win these two-year enterprise-level accounts with LeadPages, but you know, this education that you're going to get from him and his team for the headline that you're going to create. I mean, this is stuff that people pay a lot of money for, and hopefully you could take advantage of this situation here within these two weeks.

So again, head on over to [SmartPassiveIncome.com/session119](https://SmartPassiveIncome.com/session119), or just [SmartPassiveIncome.com/119](https://SmartPassiveIncome.com/119). I was trying to make it easy for you, because I really want you to take advantage of this opportunity you have, and I just can't wait to see you on the blog. So I'll see you on the blog, and in addition to all that, I do want to thank today's sponsor, which is [99Designs.com](https://99Designs.com).

If you don't know what [99Designs.com](https://99Designs.com) is, or even if you do, you should take advantage of it, because we always have design things to do in our business, right? And unless you are an expert at Photoshop, you know, it can take a long time; it can cost a lot of money to get all these professional, high-quality designs done for our site, whatever it might be, from website designs to logos, the whole thing. With [99Designs.com](https://99Designs.com), it's exciting, fast and affordable. Dozens of designers will compete to deliver you the best design, and it's 100% money back guarantee, and literally, there's over 300,000 graphic designers there. I've used it myself in the past to get a lot of logos designed, a lot of webpages designed for other clients, and it's just a really quick, one-stop shop for all of your design needs.

So all you have to do is go to [99Designs.com/SPI](https://99Designs.com/SPI), and if you do that, you'll get a \$99 power pack of services for free. Again, that's [99Designs.com/SPI](https://99Designs.com/SPI).

Thank you all, again, so much for listening in. For those of you who listened to the last episode, #118, and that little bit I did at the beginning, I got a lot of great comments about that, and if you left me a comment about that, I really appreciate it. Thank you so much for all the support.

And yeah, again, show notes, resources, entry to the two-year enterprise-level LeadPages accounts, and education from Clay and his team at [SmartPassiveIncome.com/session119](https://SmartPassiveIncome.com/session119). Cheers. Take care, and keep taking action. That's what I love about the SPI community: you all take action, and there's no way to see results unless you do that. So keep taking action. I love you guys. I'll see you in the next episode. Peace.



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