

Members Only Privileged Information

LEGAL DISCLAIMER AND TERMS OF USE

You do not have resell rights or giveaway rights to any portion of the publication. Only customers that have purchased this publication are authorized to view it. This publication contains material protected under International and Federal Copyright Laws and Treaties. No part of this publication may be transmitted or reproduced in any way without the prior written permission of the author. Violations of this copyright will be enforced to the full extent of the law.

The information services and resources provided in this publication are based upon the current Internet marketing environment. The techniques presented have been extraordinarily lucrative and rewarding. Because the Internet is constantly changing, the sites and services presented in this publication may change, cease or expand with time. We hope that the skills and knowledge acquired from this course will provide you with the ability to adapt to inevitable Internet evolution. However, we cannot be held responsible for changes that may affect the applicability of these techniques.

Any earnings, income statements or other results, are based on our own testing and are only estimates of what we think you could earn. There is no assurance you will do as well as stated in any examples. If you rely upon any figures provided, you must accept the entire risk of not doing as well as the information provided.

Screenshots in this publication are from publicly accessible field archives. All product names, logos and artwork are copyrights of their respective owners. None of the owners have sponsored or endorsed this publication. While all attempts have been made to verify information provided, the author assumes no responsibility for errors, omissions, or contrary interpretation on the subject matter herein. Any perceived slights of peoples or organizations are unintentional. The purchaser or reader of this publication assumes responsibility for the use of these materials and information. No guarantees of income are made. The author reserves the right to make changes and assumes no responsibility or liability whatsoever on behalf of any purchaser or reader of these materials.

“What’s Working Now” Expert Panel on ...

“AWESOME APPS!”

Make Money - Save Money - Save Time!

Be a “fly on the wall” as we openly discuss the top-performing apps of 2019 (and different ways to use them) from three super-star EI members!



Hey Insiders!

Oh boy ... This GSD will put a smile on your dial!

After so many members RAVED about the last “Expert Panel” GSD (June 2019 on SMS Marketing), we thought we’d do it again ...

This time, we’re tackling a HOT topic, “Awesome Apps,” that’s bound to make life (and business) easier for you! And, hopefully, **generate more sales** (of course).

Sure, you might be using some, most, even all these? Yet, are you squeezing the most out of the apps?

Also, are you guilty of having an “App Graveyard” full of lifeless zombie apps? You know, the ones that don’t serve any purpose except sucking up the speed of your store?

Not to mention, draining your credit card each month?

Hmmm?

Fear not, my fanatic friend ... Use the suggestions (and WARNINGS) in this GSD to clean up your store. That way it’ll perform to its optimal level.

Also, if you’re not much of a reader, you can whip out your USB Asset Card (included on the inside cover of the Newsletter). We’ve included the MP4 FULL VIDEO INTERVIEW with our three “Member Experts.”



That said, let's roll out the red carpet and introduce you to ...

Our 3 Ecom Insider “EXPERT” Members

Expert #1: Seth “Machine” Manthei
Online & Wholesale Boutique Apparel Brand

Expert #2: Jeremy “Giveaway” Friedland
Online Essential Oils

Expert #3: Deven “App-Junkie” Davis
Online Designer Jewellery



Timeout: BIG shout-out to Seth, Jeremy & Deven for showing the true “EI-Spirit.” The way they’re sharing inside their business will help YOU and every member. It’s this kind of selfless generosity that makes EI the #1 Ecom community in the world!

WARNING: We don't want you to go "App Crazy" here. Please don't. You've gotta be smart and use logic. As you read below, we discuss a simple way for you to check if an app is worthwhile on your store, or not. The last thing we want is for you to spend money on apps that aren't beneficial for financially and time-wise. And remember, if an app slows your store down too much, you could be losing more sales than the app is making you!

Side note ...

Our BGS apps (that you have access too in our "App-Suite") are not discussed in this mastermind. We already know they're AWESOME and get results. That's because we've tested them under tens of millions of dollars worth of traffic, before giving them to you! This GSD is about other awesome apps ...

Enjoy 😊

Expert Share #1

~ SETH MANTHEI ~

Apps Mentioned:

- Sezzle
- Return Magic
- Bulk Product Edit
- Product Filter & Search
- Postscript.io
- Carts Guru
- Shop Message

Tanner: Okay Seth, take it away with your most Awesome apps ...

Seth: Okay. So, the first one that I prepped here was "Sezzle." I know there's been a lot of talk about these "buy now, pay later" apps. So, basically what Sezzle is, it splits your payment into four equal payments over six weeks with 0% interest.



So, it's a nice alternative for the customer at checkout if they want to split up their payments. I've been using this for about a month and a half now and I had no idea what to expect from it.



But so far, just some quick stats, 4% of my customers have used Sezzle at checkout, which doesn't seem very high, but the cool thing was 10% of my monthly revenue came from those 4% who processed through Sezzle. My AOV, the average order value, was 25% above my normal AOV with Sezzle. So, lot of bigger orders are coming through there, which is cool to see.

Tanner: Seth, what's your normal AOV?

Seth: So, I'm at right around 50 bucks.

Tanner So, you're now a \$75 AOV with Sezzle customers?

Seth: Yep. So, as far as onsite messaging with Sezzle go, I've seen this pop up a few times in the group ... It's basically just on the product page below the price, there's just a little message that we have that says *"4 interest free payments of X dollars with Sezzle,"* and that's a dynamic price based on the product they're looking at. That X dollars will change, depending on what product they're looking at.

Tanner: Then from a customer flow perspective, where does that show up? On the payment page, in the cart? Where do they actually do this?

Seth: Right. So, that actually shows up on the payment page and then it just says as its third option or whatever option is on there, just says Sezzle, pay over time, 0% interest.



So, as far as the storeowner goes, they charge a 6% merchant fee and they hold your deposits for, I believe, seven business days. You get all your money up front in those seven days. They handle any chargebacks or cancelled payments. They take care of all that. So, it's no risk to you as the store owner.

Tanner: Explain that again real quick. So, there's a seven day hold on every deposit?

Seth: Yep. Which is the money that's being owed to you.

Tanner: Now, are they paying you a lump sum of \$75 or are they paying you one of the four payments?

Seth: They pay you the full lump sum in that seven days.

Tanner: All right. So, let me clarify this for everyone. When a four pay happens, let's say it's 4 x \$25 payments, for a \$100 order, and I buy that from Seth, when Seth gets his money, he's getting \$100 minus the 6% processing fee. So, he doesn't have to wait or the recurring billing. Sezzle's taking the risk and following up with the customer to collect the payments.



Seth: Right.

Tanner: So, that's a huge thing to emphasize because obviously, cashflow is king. People don't want to have to wait. They're already hurting. They can't float \$25 payments for four months to get their money and ship the merchandise. So, this allows you to offer payment terms without the risk.

Seth: Right.

Deven: Hey, Seth, just a question about messaging. Tanner asked about where that option for payment shows up. We've had a similar confusion with some of our customers. We use "Afterpay," not Sezzle. But some of our customers, what I call affectionately, our 'old ladies', who are our demographic, just can't figure out where it is. So, I'm thinking about adding on any cart page or anywhere where there might be confusion or friction saying PayPal or Afterpay or Sezzle or whatever the case may be available on payments page, just so that there's no friction there.



Tanner: That's probably a good idea.

Seth: Yeah, real good idea.

Tanner: Something else we were doing like that was just PayPal. When we said "PayPal accepted," that was still causing issues. They're like, "Okay, but where?" Because they're still used to the traditional thing. So, we had to say where PayPal was. That showed a lift in the older demographics. Not so much for the younger demographics, but for sure the older.

So, Seth, what is the process like for you as a vendor to get hooked up with Sezzle?

Seth: Super easy. I think it took ... Oh. Sorry. I think, yeah, their customer service was fantastic. When I filled out the application, I was set up and running, I think, within two to three days.



They installed the code on the site, they took care of it, and it was really easy. They also have an additional thing ... If you sign an exclusive contract

with them, they'll drop that 6% merchant fee down to 5% and they'll do next day deposits as well.

Tanner: Nice. Exclusive meaning what?

Seth: Exclusive meaning that you agree for a one year period that you're not going to use any other "pay later" options, like Afterpay or QuadPay or whatever ...

Deven: Hey, Seth, is there a marketplace for Sezzle? I know Afterpay just contacted me today and they're doing an Afterpay Day where they're going to promote different stores to their existing customers. So Anyone who uses Afterpay, they'll send an email out and say, "*Hey. There's opportunities for 25% off on Roma Designer Jewellery on Afterpay Day,*" which is August 14th or 15th, something like that. So, the marketplace is another cool advantage if you've got options there.

Seth: Yeah. I just learned about that just a couple days ago. I'm glad you brought that up.

Tanner: **Seth, any other things you want to touch on Sezzle?**

Seth: I think that pretty well covers it. I've been very happy with it and it's proven to be worth having.

Tanner: To summarize, you're getting 4% take rate on it, but it's 10% of the revenue and it's increasing your AOV on people who use it by 25%. People who may not have purchased at all are now purchasing more than that would have purchased to begin with.

Seth: Exactly. Yeah.

Bret: **You sent out an email to your list too, Seth, didn't you?**

Seth: Yeah. Right. So, as soon as I installed it, I just put together a very generic email saying, "*Buy now, pay later, plus free shipping promo.*" I grabbed one of their stock graphics that they have. They have a merchant centre where they got all these graphics you can download for your marketing materials and I just plugged that into an email and did really well. So, I would recommend definitely promoting it through email.

Bret: **That'd probably be worthy to slot into the buy or die sequence, wouldn't it?**

Tanner: Absolutely.

Seth: Yeah. Buy or die, abandoned cart, that'd be a great place to throw that into.

Deven: I was going to say I'm adding right now, based on the idea I got from Seth posting in the group, splitting my abandoned cart by cart-size and anybody over a certain amount, I'm definitely pushing that split payments. I don't want to push it too hard with carts that are below \$50, but if you've got a cart over \$100 or \$150, I think that's a great place to push that too.



Tanner: Absolutely. That's one of our favorite things to do is splitting cart abandonment based on cart value. Just there's so much money by treating the higher valued carts differently.

All right, Seth. Take it away with your next one.

Seth: Cool. The other one I was going to throw in here was an app called "Return Magic." I use this to handle all of my returns and exchanges and it creates a hassle free process for dealing with returns.



What I really like about it is you can set criteria for, okay, we'll do free returns. As a storeowner, I'll cover returns on any orders over \$60. Anything below that, they would have to pay for return shipping. It creates a portal on your website they can go to and it integrates with ShipStation. So, they can automatically generate their labels and do all that right there on the site, which makes it really nice.

Jeremy: That's nice.

Seth: Yep. It's called "Return Magic." I believe Shopify just took them over recently.

Deven: Yep. They acquired them a few months ago.

Tanner: Nice. Yeah, that's a big thing for people. Returns are a hassle and nobody knows how to do them. And to track it through a regular support desk is pretty tough.

Does Return Magic integrate with Gorgeous?

Seth: That's a good question. I don't know offhand.

Tanner: **Cool. All right. So, "Return Magic." What else?**

Seth: The other one I can't live without is called, **"Bulk Product Edit."**

Jeremy: Oh, yeah. Love that one.

Tanner: So, explain why.

Seth: The name explains it pretty much, but if you need to make bulk edits across all your 100, or 1,000 products, if you need to change the copy or the price or the inventory or whatever it is, you plug in the criteria right there and hit go and, man, it works its magic.



Jeremy: The cool thing is you can use tags, right? So, let's say you sell tumblers and you have 5,000 tumblers. You can just say anything tagged with the word tumbler, discount 25% for the next whatever. Then it just does it within seconds ... For larger things, it takes a minute or two. But usually, it's pretty instant. But yeah. It's a game changer.



Tanner: **Okay. Yeah. "Bulk Product Edit." Now why don't you touch on "Postscripts" as well, since that's one of the ones you used instead of Carts Guru, right?**

Seth: Right. When it comes to multiple modality flows between SMS, email, and Messenger ... My SMS revenue is amazing. I wasn't going to touch on that just because I thought it was hammered on an earlier GSD (June 2019 GSD), but "Postscript.io" is definitely one of my top producing apps.

I was using Carts Guru and then I ended up switching. I had fantastic results with Carts Guru. The only reason I switched over to Postscripts was because they had the campaign feature so I could send out blasts to my list. So, yeah. I'm using them for abandoned carts, as well as campaigns, including weekly VIP mail outs, and man, I love it.

Tanner: Yep. You, Jennifer and Brad talked a bunch about that in the June GSD, with Jennifer using SMS BUMP and Brad using Carts Guru.

Seth: Yes, because if you're not building your SMS list and you're not sending campaigns out, start doing it.

Tanner: Now, Carts Guru at the event was demonstrating their campaign functionality. So, that's supposed to be a full-blown option now. I know it's one of the things they were showing everybody.

Any other apps that you can't live without that just make your life way better?

Seth: That's the bulk of it.



There was one more I wrote down that I'm just getting set up with right now and it's called "Product Filter and Search," because I was looking for a way to handle the filtering on the website and they got a really slick, slick way to do that. Their service has been awesome too. They've been helping me customize the look and feel of that. So, I don't have enough data really to go on that, but it's something I'm currently implementing right now.

Jeremy: **Is that supposed to work with filtering and with the search?**

Seth: Yes.

Jeremy: Okay, because I know at BGS, Casey was like, *"You can either have one or the other. You can have the product search or you can have the filter, but you can't have both"*

Seth: Yep. This app handles both the filter and the search. However, if you're doing InstantSearch+, this won't work in coordination with that. So, it's one or the other, basically.

Bret: **Seth, I know you're testing some groovy things with Facebook Messenger. Is it too early to report anything?**

Seth: Yeah. It's basically been since BGS Live. I know Devon, me and you sat down with Arjun there at "Shop Message" and he got us going on this way to incorporate Shop Message along with Wheelio because we both wanted to collect email as the primary thing there and then use Shop Message as a secondary tool collection. So, I've already been seeing some positive results off it. I don't know about you, Devon, if you've been seeing any results?

Deven: Yeah. It's interesting. I think I'm going to have to play around with the rules because I still am worried about just annoying the crap out of people. I don't want to be popup after popup. So, the collection is hard.



One thing that was interesting is that I turned on the module for browser abandonment. We're getting the best results out of that browse abandonment where people are going to a product page, they're seeing it, and they're not opting in, to my knowledge, again, makes me a little, like ... I don't know how that's happening? Magic? But they're getting messages and we're getting results out of it.



I thought SMS was, or I thought rather that "Shop Message" might be done after the pre-check option was over. But we're getting okay results out of it with this kind of workaround. So it's Email capture first, definitely Messenger second.

Bret: So, how does that look from a user experience?

Deven: So, we've got it set to defer to Justuno (not Wheelio). So, mine defers to Justuno as the first experience so that they're not inundated with Justuno and then a Shop Message popup. But there is a modal popup that will show there and then it'll go to a bottom left corner, do you want 20% off your order, here's a coupon code, and they opt in through that. But you can set it up, and Arjun showed Seth and I in the settings how to do it. But essentially, it would be a second time visitor or a repeat visitor is the intent there.

Bret: Okay. Got it.

Tanner: Awesome. Seth, any last minute, last things, final thoughts?

Seth: No. I think that pretty well covers what I had down here.

Next ...

Let's give it up for one of our **7-figure Ecom Award Winners ...**

Expert Share #2

~ Jeremy Friedland ~

Apps Mentioned:

- SYNCIO
- AppTrends
- Click Funnels
- Postscript.io
- Shop Message

Tanner: Take it away Mr. Friedland ...

Jeremy: Okay. So, the app lately that I've been loving is called "Syncio."

\$

So, how I've been using that is I wanted to have essential oils on my site, but I didn't want to have to pay for all these oils in advance. What I did was I found a company that has really good oils and I said, *"Hey. Do you guys want to have your oils on my site? Then I'll just pay you. I'll tally up all the orders every month and pay you a percentage."* So, it's a great way to have other people's products on your site that are in a similar niche.

\$

I think it can benefit the e-com insiders crew too because there's a lot of us that have not the exact the same niches, but they have niches that will complement each other. So, you can say, *"Hey. You want to carry some of your products on my site, or vice versa?"*

\$

What Syncio does is you both install the app and then you basically just create, it's like a web hook or something like that, and then you can literally download every single item on their store and it'll sync over all of the product descriptions, all the pictures, all the prices, all the tags, everything over to your store.

So, now you can carry their full inventory or you can pick and choose whatever items you want. So, these guys have some CBD items on their stores, but I don't want those items on my store because I'll get flagged by Shopify. So, I choose to have those off my store. So, that's been a really nice ... It took probably 15 seconds or so for all their inventory to shoot over to my store.

Tanner: **Once they're in your store, you can edit each description and whatever if you need?**

Jeremy: You can choose whether or not Syncio uses their pricing or you can change your own, because if they're doing a sale on their site or something like that for 40% off, you can choose, well, maybe I don't want to sell those oils for 40% off. I want to keep them full price. You can say, "Don't change the price on my site," whenever they change the price on their site.

Tanner: **Got you.**

Jeremy: So, you can do that. The other cool benefit to this app was I said, *"Hey, guys. I want to start creating some custom subscription boxes on my store. I know you guys don't do those. But can we game plan out some subscription boxes for the rest of the year and you guys can create them on your store, but keep them hidden? Then I can transfer them in my store and make them live."* So, they have all these subscription boxes that they created for me, custom subscription boxes for my customers that do not show up on their site, but that do show up on mine.

Wow!

Tanner: **Very cool. So, obviously, it syncs the products together. But also as an order comes in, it passes over to them, so when it ships from them and all that. How's that process work?**

Jeremy: Yeah. It ships from them. So, that's the cool thing is that it holds them in the app. The only pain in the butt part is you have to go in there and manually push the order. So, they can fix that issue. That'd be nice if you could just do "push all," but they don't have that yet. But the cool thing is, it does not share the customer email with them. So, you can choose to say, *"Do not share customer email,"* so that they can't market to your customers. So that's a pretty cool feature as well.



Tanner: **So, let's just walk the flow out real quick. So, an order comes in on your site for, say, Devon's product. So, the order comes in, you click push, and it pushes it over to Devon's store to be fulfilled, Devon pick, packs, and ships, the shipping notification comes into his store. Does it get pushed back to your store?**

Jeremy: Not yet.

Tanner: **Okay. But does the customer receive a shipping notification from Devon?**

Jeremy: No, because they don't have the email. So, if you chose to share the email, then it would get sent out. But if you choose not to, then they don't.

Tanner: Got you.

Jeremy: So, right now, what you can do is you can either say you're not getting a shipping notification, or whatever, or they can download the orders when you push them, once they're fulfilled, and then send you an Excel spreadsheet and you can do it that way.

Tanner: **Yep, and have a VA do something like that. But that's actually really cool because an example in the EI group is Klaus and Carrie. Right?**



They've been sharing products back and forth and now Carrie's actually going to be sharing her products with Barrett on Barrett's site. Now they can just sync inventory that way as well. Cool way to access a product line without having to actually deal with it.

Jeremy: Yeah. For sure.

Bret: **So how do you negotiate the profit share? Do you jump on the phone with them? Is there any guidance around that?**

Jeremy: Yeah. So, I jumped on the phone with them. It's basically based on volume. So, we actually did it two ways. The subscription boxes are kind of a CPA, cost per acquisition type deal. So, as I get more, they pay me more money per subscription box. But in the oils, the more volume I do in oils on a monthly basis, the more they're going to give me. So, we negotiate.

%

We actually set it up in basically chunks, and I'm forgetting the proper word for that, but basically like goals. So, he'll say once we get to this point, he'll pay me this. And when we get to the next point, he'll pay me this, etc. etc. So, they keep paying me more and more as the volume goes higher.

Bret: **Cool. Does that volume start off from scratch again each month? Or is it accumulative?**

Jeremy: Yeah. So, with the subscription boxes, that is whatever it is that month. Let's say, for instance, I have 100 subscribers or whatever, they'll pay me a percentage per that. If it drops down below that, then we'll go back to the other deal. So, pretty much goes that way.

Tanner: **That's got to be a win-win all the way around. Sliding scales typically work better for that kind of stuff.**

So, the other angle that could be used is another site you could approach are manufacturers that have your products, but don't do any kind of drop shipping or have the functionality to do that, and simply by setting something like that up, you could literally create a drop ship relationship that's trackable.

Jeremy: Yeah. For sure.

Bret: **I was just thinking of some members who've only just got one product line and they complain about product research. This is a quick and easy way to test, isn't it?**

Tanner: I don't know that it would be a quick way to test because you have to go do the negotiations with the company. So, you better at least know you want to make that effort and not waste their time, or before you. So, I wouldn't say it's a way to test products.

Jeremy: You're putting work on the other company, right? So, they want to make sure that you're going to have enough volume to make it worth their time to pick, pack, and ship your orders.

Bret: True.

Seth: **Jeremy, this could be a good solution too for if you have a retail store and a wholesale store within the same brand to sync inventory across and duplicate products across both stores.**

Jeremy: Yeah, and the cool part is, like I said, you can hide the stuff. So, if you don't want people to know you have a wholesale offer on your site, you can duplicate your items and keep them hidden and use that "bulk product edit" app, change the pricing to wholesale, and then share that with someone else. So, it's a great way to do that.

Tanner: **So cool. All right. Jeremy, what's your next one?**

Jeremy: My next app is actually "AppTrends," and that is an app for people that are currently using ClickFunnels to send traffic to. I know there's a lot of people that are sending traffic to their store via ClickFunnels or driving traffic to their funnel and then using the email sequences to send to your store.



But AppTrends is a great way to basically sync all of your Shopify products. So, you order, you send people to your click funnel page. They integrate with a bunch of different platforms now. But you can create bundles, you can create custom subscriptions, you can create a bunch of custom orders or bundles or whatever, and then create that bundle within Shopify and automatically fulfill the order in Shopify. So, without touching it.

It takes about an hour for the order to come through from ClickFunnels to AppTrends to your Shopify store. But it's a great way to start creating ... I use it to create subscription. So, I send people to a subscription funnel via ClickFunnels and that subscription gets fulfilled via AppTrends through the Shopify store.

Tanner: **Just for clarity, they are actually going to the ClickFunnels landing page, they're purchasing through ClickFunnels and your attached Stripe account, and then the order is being imported into ClickFunnels as a normal ClickFunnels order, and then through webhook, it's being sent over to AppTrends, which AppTrends sends it then into your Shopify store so it can be fulfilled.**

Jeremy: Correct.

Tanner: It also pulls the product data from Shopify into ClickFunnels so you're not creating separate products.

Jeremy: Correct. Yep. Exactly.

Tanner: **What's AppTrends' fee structure now? Are they still percentage per order?**

Jeremy: Yeah. They're a per order price. I'm forgetting what the price is. But it's been well worth it for me. I think one of the cool things that makes AppTrends different, if we're talking subscriptions, is that they've set it up now so you can do a 'pay-in-advance or payment plus free trials, because in Stripe you can't do that. But AppTrends made it so you can.



Tanner: Nice.

Jeremy: So, in my funnel now, I have a pay \$2 for this bracelet and sign up for our 14 day trial, and then when the 14 days is over, they become a subscriber at a fee. So, AppTrends has gone in between there and made that possible again, which is huge.

Tanner: That's killer, because that's one of the biggest limitations with subscriptions on ClickFunnels.

Jeremy: Yeah.

Tanner: **For clarity's sake, on ClickFunnels subscriptions, on Stripe subscriptions, you can either do a paid start subscription or a free trial subscription.**

So, it's either a \$0 trial, rebill in 30, or it is a dollar or whatever X amount, rebill in 30.

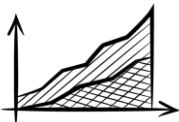
Jeremy: Right.

Tanner: The other caveat there is typically when you do a free trial subscription, it's best just to call it a dollar trial because Stripe still authorizes a dollar on their card to validate the card. So, a dollar charge will show up. It'll go away, but just in case they check it, it's better just to say it's a buck.

Jeremy: Right.

Tanner: Okay. That's cool. I haven't used that one in a long time. But I'm glad that one's still cranking.

Jeremy: Yeah, and they're doing some really cool stuff with adding variants. So, now you can say, *"I want to order a medium shirt in red."* So, they have custom coding now so you can create all the variants, because a lot of POD people weren't using it because they couldn't choose medium red, stuff like that. So, now they've done all that and they have a quantity chooser too. So, you can say, *"I want to order 25 of this color in this size."*



Tanner: Nice.

That's great for subscriptions, but also, if you have a business where your acquisition cost of a customer is higher than you can typically get through your store, so then you funnel them through a funnel, you have to acquire them and then use your store for all your backend marketing.

Jeremy: Yep.

Tanner: **Okay. What's next?**

Jeremy: That's it. Those are my few wins.

Tanner: **Okay. What are you using for your SMS?**

Jeremy: I'm using Postscripts as well.

Tanner: **Okay. You switched from Carts Guru to Postscripts, right? So when and why?**

Jeremy: I switched in about March and actually, Dan Nikas offered to set it up for me in exchange for me setting up a giveaway funnel for him. He walked me through the benefits of the numbers that he was doing with it and the ability to send out campaigns is huge. So, during BGS Live, I set up an automated offer to go out while I was up on stage and I was getting sales from that SMS campaign while I was up there talking.

Tanner: That's cool.

Jeremy: Yeah. So, you can set it up for whatever time you want it to go out, whatever offer you want, and it's really awesome to be able to send out that. It creates coupon codes for you as well. So, it'll go in there and actually create a coupon code for you, all that stuff. So, it's been a really nice moneymaker app for me, for sure.



Tanner: **Awesome. Cool. Then Messenger, are you not doing much with Messenger right now?**

Jeremy: I'm not doing Messenger right now because of the checkbox thing. But I am planning on setting up with Shop Message again. We talked at the BGS Live and we're going to go over some strategies for getting linked up again to start making it work.

Tanner: **Last question. Are you using Gorgeous?**

Jeremy: I am not, but I have it on my to-do list to set it up because I currently have some Romanian guys that are doing all my customer service. It's not a lot.

It's 500 bucks a month. But I know that I could cut that down big time by using Gorgeous.

Tanner: **Awesome. Any last minute thoughts, things that maybe you want to say?**

Jeremy: No. I've gotten a lot of value from this call already. I'm definitely going to be using some of these apps. So, I'm excited.

Tanner: Awesome. Cool.



Next ...

Another awesome **7-figure Ecom Award Winner**, and self confessed "App-Junkie" ...

Expert Share #3

~ Deven Davis ~

Apps Mentioned:

1. Automatic Discount
2. Shoelace
3. InstantSearch+
4. Yotpo/Loox/Judge.me
5. AdRoll
6. Gorgeous
7. Aircall
8. Simplr.ai
9. SEO Manager
10. ShipStation
11. Canva

12. Pingdom

Tanner: **Last, but certainly not least ... The app junkie, Deven! So, jump in, start with your first one, and we'll just take it away.**

Deven: Okay, sounds good. I have a couple of quick wins I mentioned. I'm pretty old school and one of the apps that I've used since I very first set up my store is called "**Automatic Discount.**"

There's some functionality in there that gives regular Shopify users the ability to emulate the Shopify Plus script functionality where you can apply logic to discount codes and apply them based on cart size or item in cart or something like that. So, we have some unique jewellery that we like to discount, we have some other pieces that we don't want to discount, and we use that to set up rules-based discounting.



I like it because you can auto apply a discount if that's what you're doing. If you're running a promotion, you can auto apply a discount during that promotion. Instead of somebody bouncing to go look for one of our discount codes somewhere on the internet, I give them a lower discount that's already applied. So, I've noticed that if "Honey Coupon" has my discounts or whatever, these other apps, I'm finding that if I auto apply a discount, I have fewer people that are bouncing and searching for that. So, that's one of the ways that I use Automatic Discount.



The other is there's a little link builder in there that will auto apply the discount code to a link. I use those in my Klaviyo emails all the time. So, for example, if somebody signs up, they're on my list, I'm offering a discount in that first email, I put the link in with the discount already applied so that there's no confusion. Again, part of it has to do with my demographic. I serve old ladies. Old ladies are my customers and they're easily confused and they think they're being 'taken' all the time. They think somebody's trying to steal from them, and they probably are.

So, I find again that if I auto apply that discount, it eases everybody's fears, and that's been a really cool tool for putting those links into Klaviyo. I know you can build them. I know there's a way that you can do it, but it's just easier for me to say, "This is the URL that I want and this is the code that I want," and it creates the code for me. So, there's one that I use all the time. Pretty cool.

Bret: That's awesome

Deven: Unless there's any questions about that, I'll go to the next one.

Tanner: No, that one was good.

Deven: Okay. I think for beginners, man, I just switched away from these guys. It was kind of ugly, but I still like them. I think **“Shoelace”** is one that gets overlooked for retargeting. We made a ton of money with Shoelace, and that’s one that I would throw out there. If somebody’s spending a lot of money, especially on Facebook ads, and you’re not picking up the pieces on the backend and you don’t know how to do that, that’s an easy one.



Tanner: Explain why specifically to a beginner Shoelace is good?

Deven: Yeah. So, retargeting can be messy. I like that they have a holistic kind of a journey approach where they’re saying, *“Okay. Day one through three, we’re going to show them this. Day five through seven, we’re going to show them this. Then if they don’t take that offer, we’re going to hit them again on day 14 through 20.”*

Well, actually, that’s all in an advanced program. So, I don’t think you get that many options with the inexpensive start. But they do have a journey that you can set up, and it’s a better user experience for your customer to not be inundated with the same ad 50 times. So, ad fatigue isn’t as big of an issue.

Tanner: Well, and it’s sequential.

Deven: Right, it’s sequential.

Tanner: The big thing I would say to sum it up would be that, sequential retargeting, if you know how to do it in your own ad account, go do it. The problem is most people screw up their retargeting stuff, whereas Shoelace automates the whole thing and at least you’re up and running. It may not be as awesome if you were good at it yourself, but it’s a billion times better than not having it set up at all.



Deven: Yep. That’s just it. Something is better than nothing. If you’re spending hundreds of thousands of dollars a month on ads, then you probably have something more sophisticated. But when you’re just getting going, that’s a great one.

Tanner: Absolutely. That’s a good one. Good point.

Bret: Good share, man. That’s awesome.

Deven: Let's see. **InstantSearch+**, I've loved. I've always used it. I had an interesting experience on the last day there was we were doing the workshop. Casey was talking about it and a well-known member who was sitting next to me was weighing it up, and being like, "Oh, should I do it? Should I not?" I'm like, "Dude!" He's like, "Do you use it, Devon?" "Yeah." "How do you decide to use it? What's your logic?" I'm like, "Well, first of all, I am an app junkie. I'll try anything, probably to my detriment."



But I was like, "Listen. How much is it per month?" He was concerned about the pricing, and I don't know how much it costs. I can't remember. I was like, "How many sales is that? What is that, four sales? What's your average order value? So, if you get four more sales in a month, it pays for itself. Then beyond that, it's just gravy, dude. It's a better experience for your customer." So, I wanted to throw that out there too how I evaluate which apps I want to use and which ones I don't and which ones are going to work on my store and which ones ... because I do have a tendency to try a ton of apps.

That's one of the pieces of logic that I'll always consider is how many sales do I need to pay for this? Is it going to provide a better user experience? Does it move the needle in conversion, in revenue, user experience? Then again, ultimately, is it going to get me four or five, 10 more sales a month? I hope so. If not, I need to do something different.

So, that's something to consider, especially, I think, for somebody who's new, there's so many different options out there and people get paralyzed with, "Oh, man. That's \$99 a month," which for me, I don't even think about, and I probably should. But for a lot of people, it's how many sales does that mean, and if I can go over that, it's money in the bank.

Tanner: **Yup, and that's a great point, especially since we're doing a GSD about "Awesome Apps," the last thing we want is members to go app-crazy without logic behind it.** And that's exactly what people will do. So, we, BGS in general, we prefer a minimalist approach to apps because there's so many shitty apps that do other things to the code and slow the site down and all of that kind of stuff.



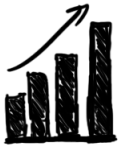
So, when we recommend an app, we're very, very careful about making sure we test it all the way first and all of those kinds of things. But the other thing is, is there's no way to try a new app without just trying it. So, if your store needs something, like what Devon's saying, number one, if we're recommending it to you, just use the damn thing because there's a reason for it. It's not because we're getting a commission on it. Like Devon said, if your average profit per sale is 20 bucks and it takes five sales to recover that month's costs, do you believe it'll make you five sales?

Or test it for a month and if it doesn't, then cut it. But the thing that Matt always says, to believe that your bank account is going to go up without first going down is bullsh*t.

We appreciate you sharing that part. Anything else on that one, or you want to move on to another one?

Deven: No, I think that one's good. I was going to talk about **Yotpo**. This is really, again, a basic necessity. In my mind, you choose a reviews-app and you go. I know there's different functionality and different things that different ones do. Again, I evaluated for me.

We used to ask for a lot of UGC (user generated content), like photos from our reviews. However, to be blunt, our people just aren't photogenic or tech-savvy, and we'd get elderly ladies using iPads trying to show their necklace, but the photos were not unusable. So, for us, we jumped ship on trying to get a ton of pictures. I know Seth's people are much more beautiful than ours. So, he's got it all over his site. So, we just go straight with a copy.



So, we like Yotpo. Again, one of the criteria I use when I'm evaluating an app is how many other apps does it integrate with to make my life easier? So, I love the Klaviyo integration that just came out and I'm using it. So, this is pretty cool for anyone who's not afraid of putting in a little bit of work, but you can pull a dynamic feed now from Yotpo into Klaviyo and it'll show the best reviews using their logic.

So, if I've got somebody who's in my abandoned cart sequence, this is where I'm using it, I'll throw this dynamic review feed in and just say people are loving this, read about it, and then get them to click back.

So, it integrates with Gorgeous, it integrates with all of the other apps that I use. The other thing I just started testing this week that we had gone away from is we're using **AdRoll** again for some retargeting and just high level stuff. They have a dynamic integration now with Yotpo as well, and it is sick.

Tanner: That's cool.

Deven: Yep, AdRoll out of the gates, it is producing huge for us. So, say somebody goes to a product page, they bounce, AdRoll's going to show them reviews that are dynamically added, they're going to show them--



Tanner: **And they're specific to the product the viewed, not generic?**

Deven: Yeah. Specific to the product they viewed.

Tanner: And AdRoll's content delivery network is pretty awesome for those kind of campaigns. So, that's killer.

Deven: Yep. AdRoll's pretty cool too. It's not an app, it's a service. But part of my issue with services like that, Cridio, AdRoll, is attribution, right? In the past, it's been a huge self-reporting attribution and very generous to their side, which I have an issue with.

Tanner: Of course. Yeah.

Deven: But they have now made an adjustment where you can define your attribution model, what works best for you, and work it in with them. So, we're running a test with that for now, but promising out of the gates.

Tanner: **Nice. Very cool. Now, obviously, everybody's using a review app of some sort. Yotpo happens to be the most expensive of the review apps. But it is awesome if it's necessary for what your needs are and things like that. Seth, which Review app are you guys using? Loox or Judge.me?**

Seth: I'm using Loox.

Tanner: Which has a lot of great functionality. Then Jeremy, which one are you on?

Jeremy: Also using Loox.

Tanner: Have either of you guys tried Judge.me?

Jeremy: No, I have not tried Judge.me yet.

Tanner: Okay. So, it seems like those are basically the big three, right? Yotpo is at the top of the crème de la crème and then you've got, I'd say, Judge.me and Loox are basically neck and neck, just depending on feature sets that you want. So, if you're looking at what Devon said and all of a sudden, you're like, *"I can't afford 800 bucks a month or 1,000 bucks a months,"* or whatever, because it may be that much. It may not be. It's all dependent upon volume and all that kind of stuff, but then look at one of the other ones and see which one has the functionality. But for sure, you need one of those three to leverage social proof the correct way.

Deven: Yeah. At the end of the day, whichever one you choose, it's what you do with the reviews too. The other point I was going to make about reviews is to get into those reviews. I'm always amazed at how much great copy we find in the review. We made a change to our bestselling product ad copy last year because of something we found in an old lady review where she



said, *"I love that I can slip this chain over my head and I don't have to do mess with the clasp anymore."*

I was like, "Oh. Light bulb." So, we wrote some ad copy for that and put it out to Facebook, and I think we did, I want to specifically 750,000 in sales on ads using that copy that we got from a review.

Tanner: That's killer.

Deven: Similar to post-purchase survey, similar to anything ... I mean, a review is a post-purchase survey, right? That's what a review is. So, using the reviews, putting them in emails, whether it's dynamic or not, man, pull those out and use them

Tanner: Yeah. Good point, for sure. Reviews are not just for your site.

Deven: I was going to talk about "**Gorgeous.**" So, Gorgeous, I actually didn't make it to BGS Live 2018 last year. I had signed up and I'm probably the slowest-to-the-game member maybe you've ever had in EI. I was a member for months before I did anything. It's probably my personality that I sign up for things, Right? It was months in before I realized that there was so much good stuff here.



But I did get on and I saw a deal for Gorgeous and I messaged them and said, *"Maybe, hey, could I get that deal?"* even though I wasn't there and they gave me a good way to try it. But man, I installed it and prior to that, we were running all of our customer service out of one email account, support@romadesignerjewelry.com.

Tanner: A generic email inbox.

Deven: Yep. It was nasty, it was crazy. I had five different people working, one full-time and four part-time employees doing customer service all working out of that email, and it was just a disaster. As we scaled, it got super ugly. We scaled pretty hard last year. So, it was like a godsend for us, honestly, to find Gorgeous. We installed it and we went through the demo and the setup, and almost immediately, once we put rules into place, once we were able to tag and sort those tickets, response time went down.

Wow!

Actually, I did a testimonial for them. I think it's somewhere on their Shopify review site. But the response time went down 45%, I want to say, which obviously makes people happier. Our customer service overhead for me as a business owner got cut in half overnight. I went from five people working in customer service to two full-time. So, I went from one full-time and four part-time people working in customer service, down to two full-time.




That's dealing with stuff outside of our just Shopify too. That's out Costco customer service, all of that too. But at any rate, I love, again, that it integrates. That's the name of the game for me. It integrates with so many different services that I already use. It integrates with SMSBump. It integrates with Shop Message. It integrates with Facebook Messenger. It integrates with Klaviyo. It integrates with anything I want to do. My rewards program. It integrates with ShipStation, anything that I'm using, Yotpo, so on and so forth.

This is actually another cool one. I'll throw it out there. It's kind of expensive, but if somebody's looking at phone services, I use "**Aircall**," and Aircall also integrates with Gorgeous actually really, really well. So, every phone call now is recorded, logged as a ticket, I can review them. I had to let a customer service agent go because I went back and listened to the recordings and they were being just terrible.

Tanner: **But stop right there. That's an actual point that people don't consider in customer service. Most people look at a ticket desk and from a customer service perspective, they just want to get the ticket desk empty. Right?**

Deven: Right.

Tanner:  Just to empty the folder, regardless of what they have to do. From a business owner perspective, yeah, you want them to be doing the fastest per ticket time they can, but you also want the satisfaction and making sure your customers are handled and the reputation of the business is upheld. With Gorgeous, it gives you all those metrics and optics, more so than metrics, the ability to look in, right?

Deven: Yep.

Tanner: So, I'm assuming, and go ahead and you can chime in on any of this stuff, but you said your response time went down, or got faster and better. But you also probably had less errors, less lost incomplete tickets or customer issues that aren't happening, probably have a higher customer satisfaction rating now, and the fact you found a customer support agent that needed to go.

Deven: Yep. What was interesting is I could track everything that she did. From a legal standpoint too, letting someone go, depending on where, Idaho's a right to work state, but-

Tanner: Where you are, yeah, makes a big difference.

Deven: So, depending on where you are, if you're in California, I know we have a lawsuit with a former employee in California right now and it's ugly if you're in California. So, we were able to say, *"Look. You're hiding tickets,"* and we were able to document all of this. She was hiding tickets, marking them done when they weren't done. We could go back and listen to her phone conversations because we have this integration with **Aircall**, and just document everything and say, *"Boom, boom, boom. You got to go."*



Tanner: Airtight case.

Deven: Yep.

Tanner: From the flip side of that, it also allows you to document your customers.

Deven: That's right. We do that actively. Actually, that's a great point that I had forgotten about. We have frequent returners. That's the nature of the business, jewellery especially. You want to try it. You want to feel it on. You want to see how it goes. But if we have somebody that's just abusive and they'll buy something and they'll return it, we have a pretty generous return policy, but we'll go through and use this and tag them and then export a list to Klaviyo and say, *"They're no longer on our email list. We're not going to send them promotions."* So, we'll actively cull the herd from abusive customers as well. That's another thing that we've been able to do with Gorgeous.

Tanner: **From one more side of anything, not just Gorgeous, but Gorgeous makes it easy, especially with the way it integrates with all the different apps, many people look at customer service as a cost, but customer service, if done correctly, can actually be an income producer for your company, another revenue stream. Are you guys doing some of that?**



Deven: Yeah. I was going to say, not only do people who call in but we incentivize our customer service people too.

Tanner: You should.

Deven: But we actually just started experimenting with this on Gorgeous where on some of the more popular product pages, and you can define it by URL too. So, if you want it on a specific product page, somebody's on the page for a certain period of time, you can send them a message saying, *"Hey, do you have any questions about this product?"* You would be surprised at how many simple sales we get out of that. Again, old ladies, right? Easily confused. *"I don't understand how the sliding mechanism on your adjustable chain works."* "Great. Let me walk you through it, then answer your question." *"Oh. Thank you so much."* Straight to checkout.



Tanner: Yeah. It's huge. I knew all these people talked about it, but I'd never actually witnessed it. I think the first time was about 10 years ago. A friend of ours in Florida named Joe Troyer owns a software company and they incentivize their customer service reps and I'm like, "Why?" He's like, "Let me show you." So, he and his partner, Ben, showed me their numbers. This is a multimillion-dollar per year company and the customer service sales, just that portion, was enough to cover the entire overhead for the company every month.

Deven: Wow.

Tanner: So, strictly by incentivizing. Yeah, they sold higher ticket products with subscription and things like that. But still, it doesn't matter. Even if it put a dent in it, and then, yeah, he paid his guys commissions. It wasn't full-blown commissions, but it's like, hey, you're on the phone ... You might as well make some extra money. And say, "Hey, you have this. You really should have the matching earrings too. Do you even know we have a tennis bracelet?" Boom.

Deven: Exactly. So, that's actually live in the moment. I have to say that I did struggle with the messaging onsite because we don't have 24 hours a day customer support. Although, there are options out there and we use them a little bit. There's a service called **simplr.ai**, S-I-M-P-L-R, .ai, that for a couple bucks per resolution will man your live chat on the weekends or during certain hours. So, we've used that. I wouldn't say it's for newbie starters, but if you've got a lot of business coming through ...



We make a lot of sales on the weekend. People shop on the weekend on our store and it's nice to have somebody there answering questions. You can predefine whatever you want to do. So, Simplr, it is an app, but it's actually a service. It's live, US based, native English speakers. I'll throw that one out there too.

Tanner: Another point on that is we get so used to the 9:00 to 5:00 or the Monday through Friday. Asking an employee, or a new employee or a new hire, or even an existing one, and say, "Hey, would you rather have Monday off and work Saturday? I never even thought to ask those questions for years until Matt said, "Why? Don't you like having a different scheduling" ... Oh, yeah. So, we start asking that now and we've found, not just your customer service, but in anything, when we need something covered, there are people who do want to work on a Sunday because they'd rather have Tuesday off. So, those kind of things can be accounted for as well. That service is handy too. It's just harder to train somebody that's third party vs. an in house person.



Deven: Yep. True.

Tanner: Awesome. What else? Any other apps or things or last comments?

Deven: No. Again, I'm actually going through the process of just cutting apps. I know I went through our P&L recently and I was like, "*Why are we spending so much on apps? It's ridiculous.*" So, I have to check myself.

Maybe one last one that I use is called "**SEO Manager.**" I use it, I get an email report every day with 404s and go and fix them, or have somebody else do it.



Also, "**ShipStation**" changed our business. One of my buddies runs a \$20 million a year supplement company, lives next door. They're very specific for old people supplements. So, got a very specific clientele.

As we scaled, I asked him what they did and how they did it, and ShipStation was his recommendation. They've been great to us. We do a lot with them. We just finished a costco.com feature yesterday and we all of that shipping and fulfillment out of that too. So, very robust, but works really great for Shopify.

Tanner: Yeah, it's great. And it's scalable, right? On demand, you can add stations, you can add all the different things you need. But also integrates well with everything from ClickFunnels to almost every shopping cart and platform out there.


Deven: Amazon. Yeah.


Tanner: Yeah. We couldn't live even now without ShipStation, even after we shut our fulfillment center down. We kept ShipStation because it can do so much. But that's a good one. That's another killer.

Anybody have any last thoughts, questions, anything related to what we were talking about?

Deven: I don't know if you guys want this or not, but I'll throw it out there. Again, I started just doing everything myself, and I think a lot of folks are in that boat. I'm always thankful when people throw me something. Tools that I use that aren't necessarily apps, but I use "**canva.com**" for my graphics all the time because I'm not a whiz in Photoshop, but I can make something that looks professional. I still use that multiple times a week to throw something together. Whether it's for emails or whether it's for my homepage lander, whatever it is, canva.com is one that I'd throw out there, not as an app, but as something I use-

Tanner: Yep. Canva's a good tool. Anybody else have a tool they use on almost a daily basis, something like Canva? Something that you use every day and can't live without. For me, it's a calculator ;)~

 Jeremy: I don't have anything. I was just going to say something regarding apps. I would say if you're one of those people like Devon that likes to use a lot of apps, make sure that you're tracking them. If they're not beneficial to you and they're not making you money, get rid of them. So, I'd say really pay attention to the apps that you're installing and how you're using them and if they're making you money or not, or if they're making your life easier, benefiting you some way. If they're not, there's no sense in having them on the store. They're just costing you money and they're slowing down your store. So, just run a lean as operation as possible regarding apps.

 Tanner: To build on that, Jeremy, that's a good point, I meant to say it earlier. But when you install a new app, before you install the app, go to "**Pingdom.**" Check your site speed. See where you're at. Install the app, configure it, set it up. Go back to Pingdom, see what's changed. A lot of times, especially if you use any of, a lot of the cold apps or, what's that retargeting one, Recart, those ones are just garbage in their code. They do cool things, but their code is bloated and broken a lot and it causes a lot of page issues, page load and page speed stuff.

Then if you do have a huge increase to your page speed, you need to figure out and start looking to your data to find out if that increase in page load is going to hurt you more negatively than the gain you get from the app. A lot of the time, that is a thing. Most people don't ever do that when it comes to apps. They just look in a dollar in, dollar out kind of thing. But the page load and errors, you look at your Google Analytics error reporting because when an app goes in, it's injecting code into your framework of your store code to make it work. That's how apps work.



Well, when they inject code, if your theme has broken areas that were working until this new code came in, now they may not work. Vice versa if the app isn't solid, but your code is and the app injects its code, now it's injected errors into your code and now you may have more bugs and errors popping up. So, you need to be using your Google Analytics data to check that stuff because, doesn't matter if your AOV goes up five bucks. If your page load goes up by two seconds, then you actually are losing 47 cents per visitor because you're actually losing way more than the \$5 boost.

Deven: Yeah.

Tanner: **Seth, last thoughts, final thoughts?**

Seth: No. Yeah. I learned a lot on this call, actually. That was good. Lot of good insight and I think I'd just reiterate, yeah, what Jeremy and I know Devon mentioned this already, but yeah, just really keep an eye on what you're installing, like you were saying, what you're installing. I just went through my list of apps too and started removing quite a few of them. You put them in there and then you forget about them and you realize, do I really need this? That's digging my card for another 200 bucks a month or whatever. So, yeah. Just keep an eye on it. But yeah. We've had a lot of great stuff here.

Tanner: **Awesome. Bret, wrap-up? Anything you have?**

Bret: No, it's been great. You guys just blew away our expectations. That was really solid. We'd probably have to do one every year, I think, Tanner.

Tanner: Yeah. It could be good, see what's changing and what's staying consistent. I like it. Well, guys, thank you for taking time out of your day. I appreciate it. You guys rocked it. THANK YOU!

####

We want to thank you Seth, Jeremy & Deven so much for doing this, because this is what EI's about. It's not about just us. It's the collective genius of the family, sharing and helping everybody grow, with the whole, "Rising tide raises all ships." We firmly believe that, and for any member reading this, be sure to show your appreciation in the FB group! Now go and GSD!

Tanner, Matt, Nic & Bret