

My 5 Biggest Hyper-Growth
Lessons From
Supercharging My Marketing
Career To Semi-Retire At 26

— *Lesson 1* —

Profits trump all

- Test copy
- Test creative
- Test price
- Change timing
- Change traffic source
- Change medium
- Change technology

- Test copy
- Test creative
- Test price
- Change timing
- Change traffic source
- Change medium
- Change technology
- Mergers & acquisitions
- Cut product/service costs
- Expand distribution
- White-label
- Licensing
- Upsells & cross-sells
- Line extensions

Shocking AcmeSupps Deal

15% off sale + Fast&Free delivery
Free 2-3 day shipping from US

~8% click-through / \$24.90 CPA

AcmeSupps Easter Sale

15% off sale + Fast&Free delivery
Free 2-3 day shipping from US

~8% click-through / \$16.59 CPA

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Boxing Day Sale
New Years Day Sale
Valentine's Day Sale
Super Bowl Sale
Friends & Family Sale
Flash Sale
Month-End Clearance Sale
Customer Appreciation Day Sale
President's Day Sale
Black Friday Sale
Cyber Monday Sale
Cyber Week Sale
Weekend Sale
Back To School Sale
Groundhog Day Sale
St. Patrick's Day Sale
Singles' Day Sale

Boxing Day Sale

New Years Day Sale

Valentine's Day Sale

Super Bowl Sale

Friends & Family Sale

Flash Sale

Month-End Clearance Sale

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St. Patrick's Day Sale

Singles' Day Sale

Negative CPC

— *Lesson 2* —

X vs Y? Wrong question



Direct response snail mail

200,000 subscribers to 25m in 10 years.



Infomercials, then brick & mortar retail

\$0 to \$500m in revenue in 5 years.



Content marketing

\$0 to \$115.9m in 2014 revenue in 8 years.



Email marketing

\$0 to \$30.5m in revenue in 2 years.

Making webinars work

- Low rate of sign-ups
- Salespeople deemed leads to be “junk leads”
- Very rare a lead turned into a demo
- No sales. None. Nada. Zip.

Before

The image shows a form layout on a black background. It consists of a large white-bordered container. Inside this container, there are seven horizontal white-bordered text input fields stacked vertically. Below the text fields is a dropdown menu, represented by a white-bordered box with a downward-pointing triangle icon on its right side. At the bottom of the container is a checkbox, represented by a white-bordered square, followed by the text "Demo?".

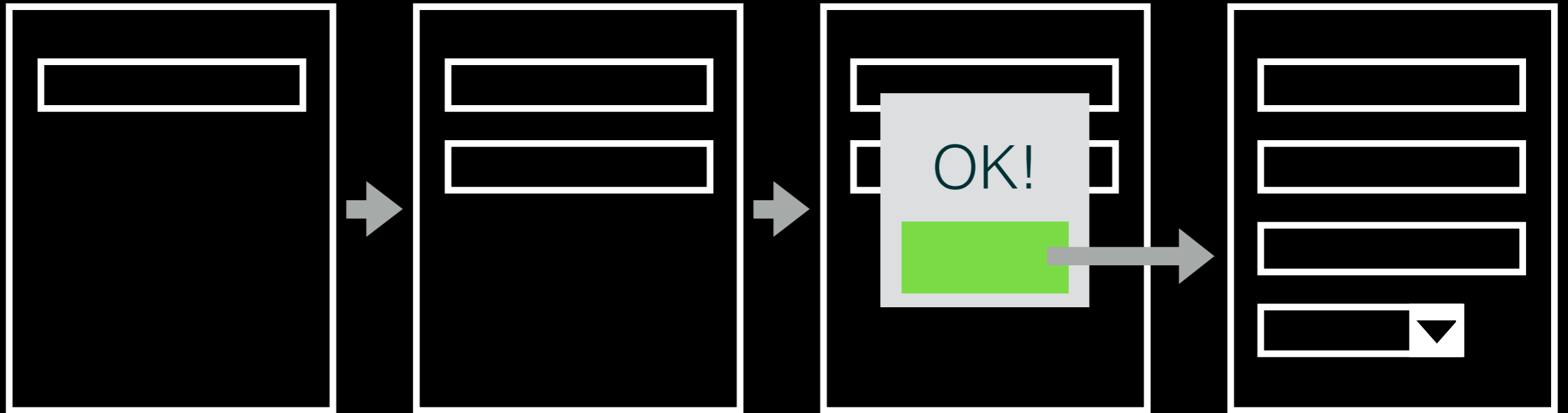
After

Email

Name*

Thank-You/Upsell

Demo?



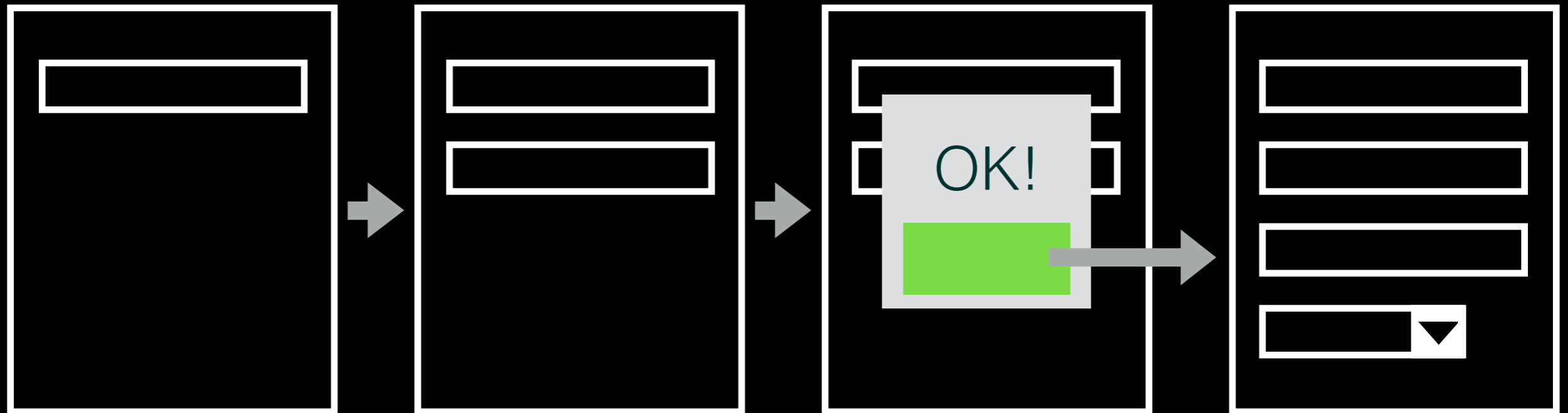
After

Email

Name*

Thank-You/Upsell

Demo?



1. Doubled webinar sign-ups
2. With SDR, demos scheduled left and right
3. Sales!!!!!!!

— *Lesson 3* —

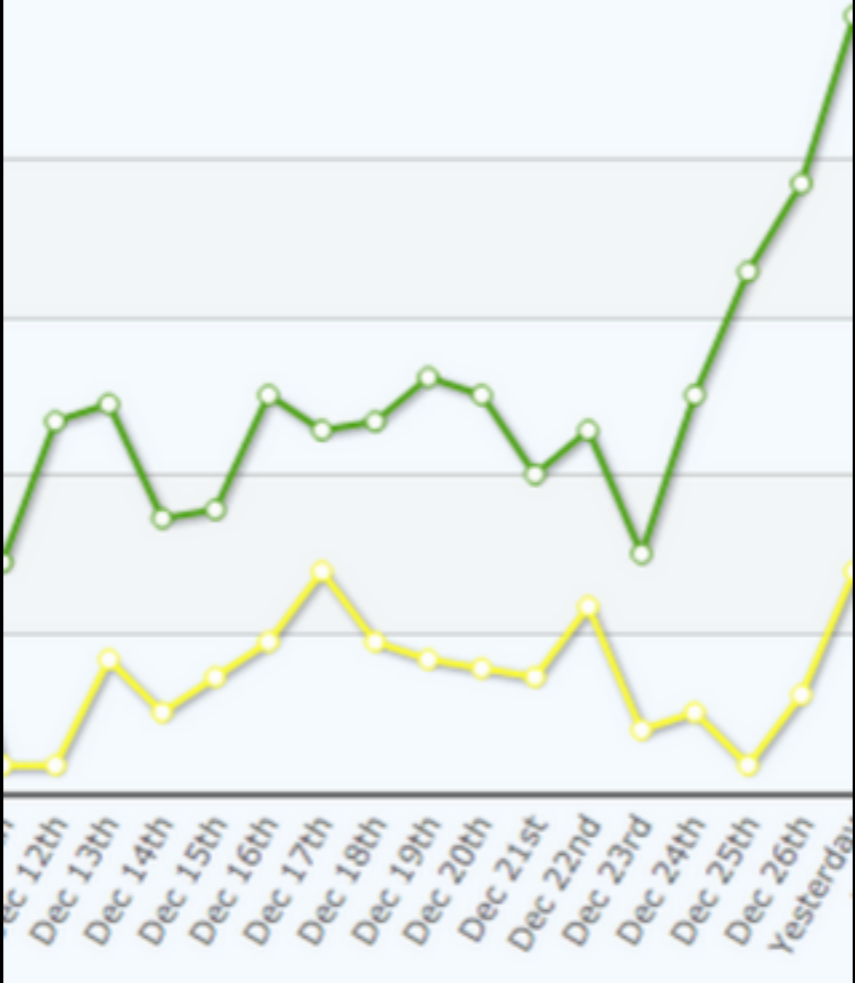
Right processes = hyperspeed

How to generate 100
marketing ideas with 6 non-
marketers in 6-10 minutes.

- 1-4: How few resources are required? 4=few
- 1-4: How does our gut feel about this being a home run? 4=great
- 1-4: How easy will this be to scale? 4=easy

— *Lesson 4* —

OK to be a copycat



Step-by-Step Watercolor | x

watercolorpainting.com/wcplessons/watercolor_lessons.htm

We're redesigning this tutorial section. You're viewing the old design [Try New Site Design!](#)

WATERCOLOR PAINTING.COM

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Home | Tutorials | **Step-By-Step Paintings** | Learning | Videos **NEW!**

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Sign up for this 100% free 3-Day Email Course, which shows select videos from our new Watercolor University. Watch an award-winning artist demonstrate techniques and paintings from start-to-finish on your laptop or mobile device.

(You can download all 3 days at once if you don't want to wait.)

- BONUS: Automatically get a free pass to view any class the 1st time you visit the University.
- BONUS: Be eligible for special offers, such as the Unrestricted, No-Risk Free Trial.

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Step-by-step Paintings: Look, read, do, learn


Lesson pages have upper left link (+) back to this page.

Introduction: Step-by-Step Watercolor Paintings

I remember spending a whole lot of my youth with my nose buried in art and watercolor painting books when I wasn't playing in the woods. I always seemed to learn more from step-by-step pictorial walk-throughs of paintings in progress than from reading descriptions of how to paint a particular subject or technique.

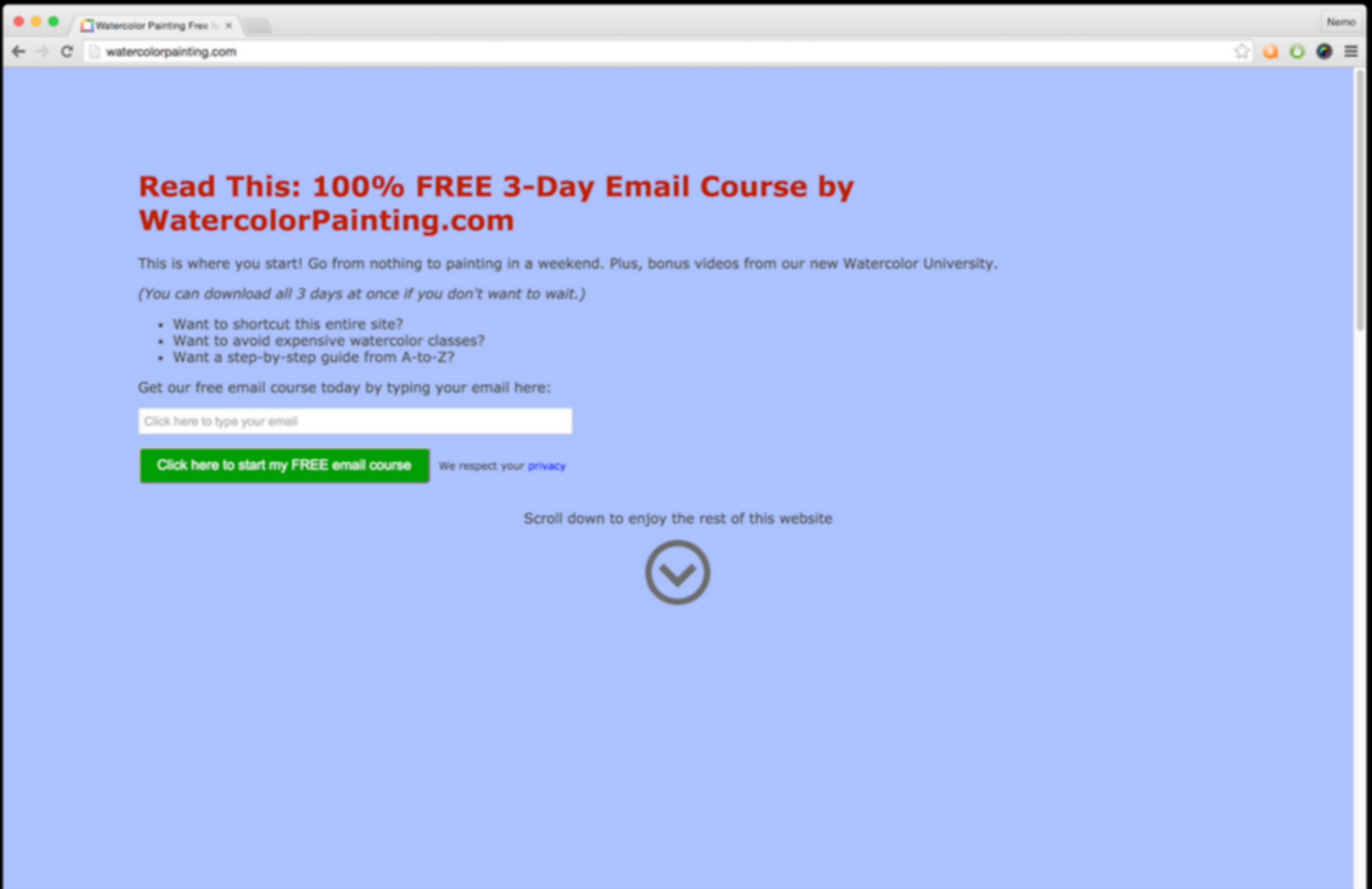
Being rather old school, I watched John Gnagy on television, I read American Artist magazine and could not get enough of seeing how other artists were doing what they were doing. I grew up with the haunting dynamic realism of Andrew Wyeth versus the lyrical world-affirming characters, colors, and brushwork of Dong Kingman.

Mixing histories, I've found various inspirations in the work of Norman Rockwell, Zoltan Szabo, Tony Couch, Ted Kautzsky, Tom Hill, Charles Burchfield, Edward Hopper, John Singer Sargent, Irving Shapiro, Frank Wilcox, Frank Webb, Edgar A. Whitney, Vincent van Gogh, and Tom Lynch. But a few among the many who have traveled these paths before us.



[Prepare to learn: Layer by layer](#)

Better than a pop-up



Bestest-est-est

— *Lesson 5* —

Work harder on making a
profit for yourself than
making a profit for others.

+ 1-234-CHU-NEMO

Text me your email address and questions