

Why (And How) to Upsell AdWords to SEO Client

Daryl Rosser: Hey, guys. Daryl Rosser here. Welcome back to another episode of the Lion Zeal Show. In this episode, I'm sitting down with Ed Stapleton and we're discussing why and how you can go out there and upsell AdWords to your SEO clients. See, there is a lot of money in upselling AdWords and there's a lot of benefits for your clients when you actually go out there and do that. Honestly, I believe that a combination of organic rankings, the SEO, plus pay traffic, is huge. I think you absolutely should be selling both and in this interview, we're breaking down how exactly you can go out there and sell both and why I believe and Ed believes you should be selling SEO and AdWords together. Let's get into the interview. I hope you enjoy the content.

Ed, thanks for joining me on the show today, man. It's very awesome to have you here.

Ed Stapleton: Thank you. Glad to be here.

Daryl Rosser: For anyone that doesn't know who you are, do you want to introduce yourself or what it is you do?

Ed Stapleton: Sure. My name's Ed Stapleton and I'm one of the co-owners of Clicks Geek. We're a white label pay per click agency. We specialize in AdWords and lead generation campaigns.

Daryl Rosser: I don't know where to start. There's so many different topics I'm pretty interested in. We were talking before and you said that you used to be an SEO guy before you got into the pay per click stuff. Is that right?

Ed Stapleton: Right. That's correct. I had SEO clients. I had lead gen sites. I had kind of a mixed bag of everything everyone gets into when they get into SEO. I was in all of your typical courses, all your typical groups and was doing my thing. I ended up hiring the guy who would eventually become my partner, Rob Andolina, and he was a specialist in pay per click. Being from the SEO side of things, I thought pay per click was too expensive or didn't work or was dead and Rob kind of slapped me around and proved the complete opposite. I ended 3X'ing one of our clients in just a matter of a couple months and it really showed me the power of Google AdWords when it's done correctly. I was always of the belief that it was just too expensive for local businesses, but when you have a well-structured campaign, you've got a landing page that converts very well, the AdWords is a beautiful platform that you can do some really cool things with.

Daryl Rosser: Awesome. I'm curious then, you're a bit biased now, I think, but SEO or AdWords?

Ed Stapleton: Both. I don't have one or the other. I'm a big believer in balance and I always say this to people, to potential clients, to potential partners. "Think of your business as a stool. You don't want a one-legged stool, so you don't want just SEO that could get wiped out. You don't even want SEO and PPC, a two-legged stool. That doesn't work. Try to get that third leg in. How else are you generating leads? Do you have an email campaign? A cold email campaign? Are you doing direct mail? Are you doing cold calling to set appointments? Can you get that third leg? Can you get that fourth leg? Can you get that fifth leg just to make it more and more stable?" I don't believe in SEO or PPC. I believe in both and then some, although I'm a lover of pay per click and its ability to scale. There's definitely something to be said about ranking in those top two or three positions, though.

Daryl Rosser: Absolutely. Are you guys just doing AdWords or Facebook ads, or YouTube, or-

Ed Stapleton: We specialize in AdWords. We do a little bit on the Bing platform. That's if a client of ours has tapped out the Google market or click offs are just prohibitively expensive, we'll shift over to Bing, but for the most part, we're all AdWords. Facebook, we refer out to a couple different people. We don't touch it. We don't do any SEO. We don't do any web design. We are solely focused really on lead gen campaigns with AdWords.

Daryl Rosser: Interesting. Would you recommend people that are going out and selling SEO to upsell pay per click or AdWords or anything like that? Or do you think they should focus on one?

Ed Stapleton: Yeah, absolutely, especially if they like to sleep at night and not have a client breathing down their neck. They just sell that deal and the client comes back two or three weeks later and is asking, "Where are my leads? Why is my phone not ringing?" AdWords is a nice supplement to that or complement to that in that we can get the phone ringing pretty quickly, get the foot off their throat, give them time to do their thing.

Daryl Rosser: What does pretty quick mean, by the way? On average, would you say, how long from starting that campaign to first leads?

Ed Stapleton: That's a great question. It depends on the market, the niche, and the client budget, but most of our clients get leads within the first day or two.

Daryl Rosser: Nice.

Ed Stapleton: If not ... some within the first hour that it goes on. It really just depends on the size of the market, depends on the budget that they're going in with, but at least the first week at a minimum. That's the nice thing about AdWords and PPC together. They're a powerful combo. AdWords is a short-term, medium, long-term strategy, whereas SEO, if you go after some long tail, it could be short-term, but it's usually medium- and long-term strategy, so it's a nice one-two combo for them.

Daryl Rosser: What about the guys that have objections with pricing where they're going to sell SEO for \$1,000 or \$2,000 and then they're like, "How can I sell AdWords at an extra \$2,000 plus whatever the management fee is for that as well?"

Ed Stapleton: Sure. That's a great question and I would say to work backwards and figure out a potential return for the client and think in terms of value that you provide as opposed to ... think of it as an investment as opposed to a cost. It's only a cost if it doesn't work and it doesn't provide anything for the client, so just work backwards. In my case, what I do with a lot of our partners or potential partners, we have to recall in a game plan what it's going to look like. I'll hop into the planner.

Usually, I'll do a Streamcast recording and just talk out loud like we're doing right now and just work through the numbers and say, "Okay. Here's your click cost. Can we work backwards? Can we get a cost per lead that's 'X'? How many leads can they get for this number?" Then kind of just work backwards just to make sure the numbers make sense, that they're going to get a good enough return to justify the spend and then whatever fee you want to add on top of it. At the end of the day, it's got to make sense for the client. Think that way first instead of just saying, "How can I get more out of the client?" Think about first, "Does this make sense for the client?" and then work backwards.

Daryl Rosser: Sometimes, I guess, there's going to be clients that come in that just don't have the budget when you look at their competition. Is it just too much? They're not willing to invest that much? They don't have enough budget?

Ed Stapleton: Yeah, absolutely, and some of your credit repair ... I mean, a lot of your high cost per click niches are that way. The personal injury. It could be factoring credit card loans, personal injury, even foundation repair in some cities is just super expensive and when you back out your cost per lead or if they come in with too low of a budget, what happens is you just don't get enough clicks on a daily basis for it to make sense for the client and they're just going to have a tough time competing and they'll be spinning their wheels and it'll be a slow death on the campaign and a lot of pissed off people.

What I like to do is just kind of stop that from the onset and just say, "This isn't a good idea to move forward," have them save some budget for a couple months and then we can have another conversation when they've got more budget or you just go in and say, "Okay. Instead of running five days per week or seven days per week, let's run two or three days per week." Compress that budget so you've got a high enough daily budget so you can get multiple clicks per day and then go that way. There's different ways to do it, but again, it's got to make sense for the client.

Daryl Rosser: Absolutely. I'm curious, then, you'd mentioned about upselling AdWords or anything like that. Let's say I've got an agency right now. I'm selling SEO. I'm getting a client or two on my arm, so I'm kind of smallish. What would I do? How would I add AdWords as an upsell, as an additional service? Is that in my initial package when I'm selling you SEO? Say, "Hey, you can also add AdWords with it," or do I just automatically bundle it as one option? How do I sort of integrate that?

Ed Stapleton: There's a million different ways to do this. I get that question a lot and it really just depends on what you're comfortable with, how you want to structure deals. If you're a solo SEO and that's what you specialize in, it could be a, "Oh, yeah. There's also this and let's talk about this." It could be a package deal. It could be, "We're a web design firm and we're building out your website and after the website's billed month one, here's your SEO and your PPC package." We have some guys that are just pay per click specialists and they go into a niche and they want to be that niche guru and they charge two or three or four times what we're charging. They go in with very high positioning, so there's really a million different ways to go about it. It's just really what you're comfortable with and again, what makes sense for the client.

Daryl Rosser: What would your sales process be for selling stuff like this?

Ed Stapleton: It depends on the niche, depends on the situation, but most-

Daryl Rosser: It's always-

Ed Stapleton: It's never a simple answer. I'd say do a needs analysis. Figure out what their goals are and then kind of work backwards to see if AdWords is a potential solution for that. If they're looking for a handful of leads, look in Google Planner. Look in the high intent keywords. If you're in the roofing industry, for example, don't look for shingles. Don't look for anything not related to roofing contract or roofing service, roofing repair, things like that. You want really low down the funnel type keywords. See what the volume looks like and then just work backwards and make sure there's enough volume there to produce the result that the client's looking for. I wish I had a better answer for you, but it really depends on every situation.

Daryl Rosser: How do you know if it's enough volume for what a client's looking for? Is there rough sort of maths?

Ed Stapleton: Well, our click through rates vary from about two percent on the low end all the way up to ... they've gone as high as 50%. That's definitely an outlier. That's rare, but more often than not, they're in the five to 10% range is where we're shooting, or I should say three to 10% range. If you think about what that means, that means that 100 searches happen and only three to 10 people actually clicked on ads, to put things in perspective. A lot of people don't actually think about that number. That's a pretty staggering number and why it's important to not forget about SEO because there's a lot of search line left on the table there. Once you do those numbers, you just work backwards and see if there's enough search volume within that market to get enough of those three to 10 people in there to get an active campaign. That's quick math.

Other quick and dirty math I do if I'm on the spot would be ... let's say it's a divorce attorney and there's 100,000 people in the area. I say, "Okay. It's 50,000 people are old versus children. Of those 50,000 that are active, how many are married? Let's lop that down to, let's say, 30,000. How many are happily married? Let's say it's

15,000," so then I kind of just work through the numbers that way and just say, "Okay. Numbers are going to be a little bit too small." That's just simple stuff that I do. Other times, I just know because I've done it enough, so what I find myself doing is just popping into the keyword planner and just talking out loud, walking through my process just so my web-able partners can see exactly how I think about a potential campaign.

Daryl Rosser: Got it. Do you have rough sort of maths for ... you know roughly how many clicks. You're guessing three to 5% or whatever that was. Do you know roughly how many people that will visit the site will call up on a local level?

Ed Stapleton: Sure. We use landing pages in all our campaigns. I'd say maybe one or two out of 100 have a decent enough site that's built for lead generation that will convert the AdWords traffic that we need. Our landing pages convert anywhere from 20 on the low end, or I should say 10 on the lowest end in certain niches, but generally speaking, for most local services, it's in the 20 to 60% range, so that means two to six out of 10 people will become a lead when they get to the page.

Daryl Rosser: Awesome. What's the difference between a landing page, for anyone that doesn't know, and just sending them to your homepage?

Ed Stapleton: Sure. When you send traffic to your homepage, what you tend to see happen is they're clicking inner links. They're clicking any number of things. They're just not doing exactly what you want them to do and you paid good money for that traffic to come to your site. We want to give that traffic the highest likelihood of converting into lead for you, so what you do is you build a one-page website. It could be several pages, but if it is several pages, there's no menu. There's no option for them to click other links and it's got headlines. It's got your social proof. It's got calls to action. It follows the general direct response methodology for copywriting.

We use Instapage. You could use ClickFunnels. You could use Leadpages. You could use any number of other platforms. Instapage is who we use. Platforms like that allow you to do some split testing as well, so let's say this headline's not drawing the conversion that we wanted. We could swap out a headline or let's say we want to add more social proof on this one. We can do that and do some split testing, but generally speaking, that's what a landing page is.

Daryl Rosser: That's a core part of your campaigns, I guess?

Ed Stapleton: Absolutely. It has to be. It has to be because you have a couple levers for geometric growth in a campaign. The keywords you select. It's the copywriting that you do at the ad level and your conversion rate. Let's say you bumped your conversion rate on a landing page from 10% to 20%. You've now doubled the production of that campaign at half the cost and that can happen with small tweaks. That could be just adding better cost action on the page. That could be a change in a headline. It could be any number of things, but now let's say you take that 10% and get that to 30 or 35, 40%. You're doing some really special things on the campaign and you're doing them at a fraction of the cost that you were doing previously, so my thing is,

is if someone doesn't want to use landing page, they're just handcuffing you out of the gate and they're not giving you all the tools at your disposal to perform the best for them. We're a pay per click agency, but at the end of the day, we're responsible for generating leads more than anything else. They don't care how beautiful the traffic is, how beautiful the keywords were that drove the traffic.

Daryl Rosser: You sure?

Ed Stapleton: If those aren't converted to leads and the phones are ringing, they don't give a shit. You've got to have a landing page. It's for your own good 99% of the time.

Daryl Rosser: Is there any quick wins you've learned from doing copywriting in your ads and tweaking landing page and stuff that can be applied to SEO, that SEOs could use?

Ed Stapleton: Yeah. I'd say-

Daryl Rosser: Put you on the spot.

Ed Stapleton: That's a great question. No, that's a great question. I would say the beautiful thing about an AdWords campaign run for a couple months is you get all that data that Google now blocks in that "Not Provided," you can go into the keyword section, the actual search terms that drove the clicks to the landing page and you can look at what people are actually searching in the market. It's a beautiful thing to be able to go in and write long tail blog content to shift around headlines to see what the market's actually searching because I'd say 80 to 90% of its long tail stuff and it's completely different than what the planner's showing you and you don't get that information in analytics anymore. It's all not provided, so I'd say if for nothing else, just having that data alone is a pretty powerful thing.

Daryl Rosser: I'm not much of an AdWords guy personally, but for just the data alone, that's why I love it. I would just run the ads for a little bit initially and then instantly, you have a rough idea how well the keywords convert. You know exactly which keywords to target and everything, which is perfect data just to take then and just run the SEO campaign.

Ed Stapleton: Right. I agree.

Daryl Rosser: Awesome, man. I'm curious about how did you get into all this stuff? Where do we start?

Ed Stapleton: After college, I got into corporate sales and marketing. I think like most, I didn't like it. Always dreamed of doing something different. Didn't know how or where or what that would be. Long story short, I ended up starting a business from scratch with my father. I was in that business for a couple years. We did well. I really enjoyed it, but I read a book called "The Monk and the Riddle" that kind of rocked my world and that led me down, I think, the path like most, going to the four-hour work week and just going down that rabbit hole. That's kind of one of the ways that that led me into digital marketing. I just went down this twisted, convoluted path

that led me here.

Daryl Rosser: How long has it been from getting into digital marketing itself?

Ed Stapleton: I'd say 2011ish. I'd have to look because I read the book going to a friend's wedding. I read the entire book on a flight and just sat at the wedding. I was like, "Oh my God. What the heck?" That book kind of just shook me to my core and made me rethink things. That was definitely a turning point.

Daryl Rosser: And your first firm was SEO, or was there something before that?

Ed Stapleton: Prior to that, I had just generally speaking, marketing in general, digital marketing, marketing consulting, direct response marketing. Thinking about just ways to grow businesses, so looking at how businesses produce leads, how they handle the leads. I started more on the offline side of things from the consulting standpoint, and then shifted into digital soon thereafter.

Daryl Rosser: Interesting. Is there a lot of potential businesses still not doing offline marketing properly?

Ed Stapleton: Absolutely. I think everything after the sale, every ... I'd say the vast majority of businesses don't do anything with their database. We have some clients that have been with us for several years that have generated thousands of clients that don't do any email marketing, don't do any newsletter, don't do any follow-up or anything. I'm just like, "You can continue to pay us and I'll happily perform and take your money and that's fine, but you're sitting on a goldmine of buyers in your market that have purchased and are happy with you that if you just market to them alone, you could cut your expenses pretty dramatically because you now, instead of going to the market, you've got a pool of people that already know, like, and trust you." I think there's a massive opportunity with offline still. With local, with regional, national businesses, I think marketing in general, there's a massive opportunity.

Daryl Rosser: There is. I notice ... my family have a local business and I'm just looking at the things they're not doing. It's like, "Why?" Same thing, the database. They've been running for several years and never follow up at all with any of their past customers. They don't follow up with anyone that doesn't buy from them. There's so much missed opportunity that I should probably do for them, but they don't really want to. They don't really care.

Ed Stapleton: Right. Any sale that you get after that first sale is that much more profitable. Your real acquisition's on the front end and it makes that first sale that much less profitable, but if you just market to them on the back end. It could be as simple as a 12- or a 20-email sequence that goes out over the course of the year. You're just staying in front of them, saying hello, wishing them happy holidays, providing some sort of content depending on the niche, asking for referrals. Just stay in front of them and I think there's definitely gold in that. I think there's gold in providing that as a local marketer to these businesses as well. If you don't want to do it, hire a

contractor, a copywriter. There are tons of them out there that could produce an email campaign for you pretty cheaply.

Daryl Rosser: I think it's probably one of the easiest ways to make money for our business, just fast, right? You just go in there. They're already got their list. You're just leveraging what they've already got and making them more money from it.

Ed Stapleton: Right. One of the guys you've interviewed, John Logar is a master at that. That's one of his big things. Before you go pitch him on getting new clients for them, pitch them on working their existing base. Get them quick wins so that they get to know you and like you and you build some credibility with them and then from there, pitch larger services as well. He's big into database marketing.

Daryl Rosser: I love that. That's really cool. What happens? You're doing this stuff. How did you transition from that into doing SEO?

Ed Stapleton: I think it was a natural progression, people asking for help with it. I think I got lost in some bad groups early on and didn't find my way for a while. Then I ended up in, I believe it was Source Wave first and then OMG. Just learning and learning and learning and doing a lot of things wrong out of the gate. Just fell fast, fell often, and keep failing and get better at it and get better at it and try to get some quick wins. When I went digital, I'd say I first went into the SEO side of things. I still love SEO. I still dig it. I still keep up with it. It's still something I'm very interested in. It's just not something I offer as a service.

Daryl Rosser: Sure. What sort of year was this when you got into the SEO stuff?

Ed Stapleton: I'd say ... I'd have to go back and look, but maybe ... we've been in business three years, so I'd have to go back and look, but probably two years prior to that. Two and a half years prior to that, something like that.

Daryl Rosser: That was good times, man. I went in 2013. It was fun times. How did the agency come about after that? You obviously switched again from SEO to pay per click.

Ed Stapleton: Like I was saying earlier, I met my partner. I actually met him first by purchasing leads from him. He was generating a lot of local leads and I would buy them from him, go out and sell them, and I can't remember if I just bought them or we did some sort of rev sharing on the backend, but we were talking about some of my clients and we got to talking about potentially offering pay per click to one of them and what he did with that client just dropped my jaw. It was very, very impressive and my jaw just hit the floor and I was like, "I did not even know that was possible for a local business to do that with AdWords." We still have that client to this day. That guy is-

Daryl Rosser: That's awesome.

Ed Stapleton: Still rocking and rolling and doing well, but the thing that really struck me was that he loved the backend of the business and I loved the front end of the business. He

loves putting his head down and then banging out campaigns and landing pages and that's his thing. He loves that. I don't like fulfillment. I don't like fulfilling the work on the backend and I didn't like it with SEO as much as I did with just talking with people and seeing if there's a deal to be had and if it makes sense of coming up with the strategy and the copy and things like that. That's the stuff I love, so it was a very nice mix between the two of us. They say that the best partners are people that complement each other, not two people that compete on one skill. We end up talking for a while and ended up just deciding to partner and start a business together and that's how Clicks Geek got started.

Daryl Rosser: That's awesome, man. I'm a big fan of partnerships. I was actually ... you kind of ruined my next question for me. My next question was going to be about how you guys work together and how kind of just complement each other, but you kind of just answered that.

Ed Stapleton: Gotcha. My bad.

Daryl Rosser: No worries. It's good, but I'm actually curious, I guess, if you could expand kind of more on that. How does that partnership kind of work together today? You guys have a team now?

Ed Stapleton: It's actually just three of us. It's my partner, it's myself, and we have a full-time developer that does some projects for us and does landing pages, does the technical stuff behind the scenes. He's over in the Philippines. Ryan has worked with us going back since I started consulting, so he's been with us for quite a while.

Daryl Rosser: Wow. Can you say roughly how many clients you guys are managing?

Ed Stapleton: I don't know the exact number. I'd say it's probably in the 60 to 70 range. That's partners. Partners have multiple campaigns, so I'd have to look to get the actual-

Daryl Rosser: You guys are white label, so partners.

Ed Stapleton: Right.

Daryl Rosser: That's not bad with three people. Are you guys working a lot?

Ed Stapleton: We do. We have good internal systems, so we're very good with onboarding people. When a partner comes to us and says, "Let's rock and roll. We've got somebody to go," we produce the onboard email, get that over to them. Once we have the onboard email back, that person's live or ready to go live and market in roughly two to four business days. Our turnaround time is very fast, so that means we can take work and get it through the production pipeline very fast and we only do onboards Monday through Thursday, Friday being ... the entire day is just optimizing campaigns. AdWords is not something where you're in a campaign every day, especially on a local level.

There's just not enough data rolling through the campaign. If you're a \$30,000,

\$50,000, \$100,000 a month campaign, maybe you be in it a couple days a week or a handful of days a week. That makes more sense, but when you're dealing with microbytes of data on a local level, if you're spending a thousand, 2,000, 3,000 bucks, it's not a lot of money in an AdWords campaign. You really only need to be in there on a once-a-week basis unless there's a problem, unless impressions are low or unless click through rate is low. That's really how we're able to take on a significant workload and really, we're only at a fraction of our utilization rate, I'd say. I think we can do a lot more than what we're currently doing, just based on how we structure things, how we move things through our production pipeline and how we spend Fridays only optimizing.

Daryl Rosser: On the topic of partnerships, because I think it's a very interesting topic ... I think a lot of people could do so much better for themselves if they did partner up with someone that complements each of their abilities. How do you kind of divide up the work? Like on Fridays, as optimization days, you said you're more a front end guy. Are you involved in that still?

Ed Stapleton: A tiny bit. I like digging into the search list and helping with negative keywords. I like that side of it. It's nit-picky and I like it for some odd reason. I don't know exactly why, but that's as far as I do on the actual campaign side other than looking for campaigns that need a little extra push and I find them. Rob is the whiz on the backend. He is the best I've ever seen with pay per click and his campaigns. He builds things right from the outset, so you don't need a ton of work ongoing, other than the split testing, the bit adjustments, the negative keyword list. We audit, I'd say, five to 10 campaigns a week for potential clients and we've only come across one campaign that we thought was at about a level of Rob's ability. I don't mean to be cocky. It is what it is and it's something we're proud of. I think it speaks to his abilities and his skillset and how he builds campaigns up.

Daryl Rosser: For anyone out there now that wants to find their own Rob for SEO for pay per click, for anything else, as someone that's found a great partner, how would you suggest finding them for someone else that wants to?

Ed Stapleton: That's a great question and I'd say Rob and I both stepped in shit. We both got lucky. We just ... I think sometimes when ... I don't know. We met each other at the right time, the right circumstance. We were both hungry and wanted to do more than we were currently doing and our personalities grew, our skillsets grew. I think a lot of it has to do with right place, right time, being prepared, seizing an opportunity. We saw complementary skillsets and we just went for it and then there's high levels of trust there. How would I do it again? Honestly, I don't know. I don't have a good answer for you because I don't know...

Daryl Rosser: It can't be manufactured, you're saying, right? You can't just miraculously just set up today.

Ed Stapleton: I've tried it and I've tried it a couple other times where I'd go out and sell deals and someone would handle the backend SEO of a deal and things just never took off like this did and some failed. Some did okay. Some did eh, but nothing to this

extent, so I don't really know. I don't know. I still think that the stars aligned, however silly that sounds, but that we met each other at the right point in each of our lives. We clicked and we went for it. I don't really have a good answer for you.

Daryl Rosser: No. That's fair enough. I think the key point is, is that you weren't just sitting around waiting to find ... you weren't like, "Oh, I can't fulfil it. I will just sit around and wait until I find that partner." You were going out there and doing things anyway, right?

Ed Stapleton: Right.

Daryl Rosser: And then eventually, when you found someone, it just kind of worked out.

Ed Stapleton: Right.

Daryl Rosser: That makes sense to me. In terms of, I guess, management and stuff because you guys are both ... is it 50-50 partners?

Ed Stapleton: Mm-hmm (affirmative). Correct.

Daryl Rosser: Is there ever any sort of issues where one of you wants to go in one direction, the other wants to go in another, or even just of a decision sometimes, is there any difficulty sometimes?

Ed Stapleton: Every decision we do, we make together. We both agree on it. There won't be a decision where I want to do one thing and Rob wants to do another, so we split. We don't do that. We are very focused on what we're doing. We have goals and we're laser-focused, but we're very clear. We have clarity in what we want to do, so if those detract from our focus, then we don't do them. Early on, there were times where we wanted to go in this direction, we went in that direction. We went in this direction, went in that direction and things just didn't work out and the more laser-focused we got, the more clear things became. The distractions start becoming less and less because you're focused on that goal, that single-mindedness. Does that make sense?

Daryl Rosser: No. Yeah, it makes sense. Is the big lesson you've kind of learned ... you guys have scaled up from nothing to now having 60ish partners. Is there any big stepping stones or things that have kind of changed in how you guys do business or think about things in terms of scaling up over those ... my question, am I wording that right?

Ed Stapleton: Yeah. That's a good question. I'd say know your lane. Know what you're good at. Do what you're good at. Don't do things you're not good at, because they'll just get you into trouble and headaches and say no to things that don't make sense to you. We learned early on that we no longer wanted to do e-commerce campaigns. The amount of time it takes for us to successfully operate an e-commerce campaign is many times more than a lead gen campaign, so we said, "Okay. From a time investment standpoint, these don't make any sense for us because we're not

charging more or we don't even think we'd be able to charge more and still win the deal." We just said, "You know what? That's it. We're done. No more eCommerce campaigns." There are a handful of other niches that we just refuse to work in because they're a pain in the ass. They detract from what we're good at.

Daryl Rosser: Can you name them for anyone else that wants to do this stuff?

Ed Stapleton: Yeah. My partner cut his teeth in the insurance industry managing very, very large insurance campaigns and he just ... if you don't have a big, big budget in that market, you're just not going to be able to compete with a lead gen company or a national company. Let's say you're in Topeka, Kansas and you have 1,500 bucks a month. It doesn't matter if you're there because that lead gen company that's spending \$150,000 a month or pick a multinational insurance company or a national insurance company. They're going to go into that market too, so it doesn't matter just because you're local, so for us, we just stay out of the insurance market. We stay out of e-commerce. What are some of the others we stay out of? Did I list them? We have a niche guy. We have a blog post that we put together that basically lists out all our favorite niches.

Daryl Rosser: Cool.

Ed Stapleton: Those are in our lane. Anything lead gen related, service-based businesses, local, regional, national, those are in our lane. Those are what we focus on.

Daryl Rosser: And just because it's faster and easier to deliver results?

Ed Stapleton: Yeah. From a return on investment for us and a return on investment for the partner and for the client, so they have high transaction values or a recurring nature to them. They have local search volumes. They have decent click costs that aren't absurdly, prohibitively expensive where it'll just grind a campaign to a halt and just won't make sense. They're campaigns that we perform well in and that make sense for all parties involved because we're thinking ... if you think about it this way, we're a white label business, so we have to think of not only our reputation, but our clients' reputation as well. It's important to set the boundaries of what you're willing to take on, because no matter what, shit rolls downhill and if the client's not happy, they're not going to be happy with us. We have to keep the partner's reputation in mind as well whenever we do deals because at the end of the day, they're the ones that are going to get impacted first before us.

Daryl Rosser: Absolutely. In terms of that white label stuff, how do people price? How do you guys, firstly, and then how do your partners go on and add a mark-up to that or anything?

Ed Stapleton: Sure. That's a great question and our pricing's pretty simple. It's ad budgets below \$4,500 a month are \$450 and then budgets above \$4,500 a month are 10% of ad budget. If it's a \$10,000 a month campaign, it's \$1,000. If it's a \$3,000 a month campaign, it's \$450, so really straight-forward pricing. In terms of how our partners price, again, it's a situation where there are a lot of different ways to do this. We

have some guys that want to become the guru in XYZ niche and they'll go in and charge two or three or four or five times what we're charging. They don't necessarily tie it to ad budget. They just tie it to potential return for the client and exclusivity and things like that, so they may go in and charge 1,500 or 2,000 bucks or \$2,500 and only need an ad budget of, say, 1,500 bucks or 2,000 bucks.

Daryl Rosser: Oh, wow. Sometimes charging more than the ad budget itself?

Ed Stapleton: Oh yeah. Absolutely. Absolutely. If you go into a lot of the sub-medical specialties or sub-legal niches that are low cost per click and not as competitive, you could get an enormous return for the client, look like a hero, charge a significant amount, and do it on a very small budget.

Daryl Rosser: Interesting.

Ed Stapleton: That's one way. Another way is the web design agency or digital marketing agency that is offering web design, social, email marketing, SEO, and pay per click, doing some sort of package deal. They may upcharge our rates 10, 20, 30, 40%, 100%. It just depends on their ability to sell it, the client's ability to get a return on investment. It just needs to make sense for the client. Don't be too greedy with it. Then there are situations where it's an SEO that packages us together. For them, we have a lot of SEOs that just pass our costs through.

Daryl Rosser: That makes sense.

Ed Stapleton: They don't necessarily make money on it, because for them, it's a peace of mind thing where they're allowed to do their thing and they don't have the client breathing down their neck saying, "Where are my leads? Why is my phone not ringing?"

Daryl Rosser: That's what you said.

Ed Stapleton: "Why's this taking forever to work?" They're at least-

Daryl Rosser: And it does take time, right? SEO can months.

Ed Stapleton: Absolutely. And no matter what you tell them, they don't remember that after that second payment hits. They're like, "Well, excuse me. It's been 30 days. Where are my leads?" They don't remember that. SEOs, they can either do a pass-through or some charge a couple hundred bucks. Some charge \$750 on our \$450. Some charge \$1,000 on our \$450. It really, again, just depends on their ability to sell, the client's ability to get a return. It just depends. There's a million different ways to do this.

Daryl Rosser: Let's say I've got my SEO agency now. How do I know if the clients I'm bringing in will qualify to be able to work with you guys? Is there certain things I can look at to kind of save you guys the effort?

Ed Stapleton: Sure. I'd say most markets need about \$1,000 a month ad budget. I mean, there are

some markets that could do fine with less than that. Some markets need \$1,500, \$3,000. It just depends on the click cost. If you pop into the Google keyword planner to see what your average suggest click cost is, that'll give you an idea. Just keep in mind that's historical data. That's not up to the minute accurate and some of your other research tools don't necessarily provide up to the minute data on click cost as well. That could be quite skewed, so just looking at search volumes, looking at click costs, and say, "Okay. Can we put together a campaign? Is there enough there?"

There are other situations where there's a tiny bit of search volume and you just want to be that dominant player in that market, so you'll advertise there. You'll not end up spending a ton, but you're at least there and you're taking up that space. You're blocking a competitor. AdWords is a tricky thing to price out and to figure out campaign budgets because a lot of it is ... people have to take into account that it's a live auction bidding process. I won't know what exact click costs are until we're into a live bid, into a live auction, so we may say, "Okay, \$50 a day is a decent place to be," but after a week or two, impressions are low and clicks are low. I might go back and say, "Okay. We really should bump this to \$75 or bump this to \$100. Can we do that?" They say, "Okay. I don't have the budget for it. Let's maybe compress down and do four days a week as opposed to five days a week," so you try to figure out some sort of workable solution for them.

Daryl Rosser: And how do I tell my client that? If I'm going to go out there and get a client today, do I have to tell them that, "Hey, sometimes we don't know exactly. This is what our data shows us so far, but until we really run it, it's going to have to vary," like you just said?

Ed Stapleton: Yeah. I think honesty's the best policy in that front. I see some people that put together these fancy proposals that show estimated traffic and all of that, but I don't really buy it because much of what we see is long tail and there's no way to account for long tail in the planner. Even if you use a third party analytics tool, in my opinion, I don't think they produce enough of the long tail stuff to really put together a proposal like that. I'd just say, "Listen. Here's what I suggest for budget based on what I'm seeing."

One other thing to take into account is Google works on daily budgets. They don't work on monthly. We'd just extrapolate out what that monthly is so we can wrap our heads around it. I say, "Okay. I suggest \$75 a day. If click cost is \$7.50, somewhere in that range, we can probably get five, 10, 15 clicks a day, somewhere in that range. Based on that, we should be able to get you X amount of leads per day," and kind of just work backwards. Knowing that we're not competing in a vacuum and there's competition out there that do silly things. We have to take that into account.

Daryl Rosser: And you guys are up to like 60 partners now. You obviously started from zero. Completely different topic change, but how do you guys go out there and get that style? How do you bring in the first few partners?

Ed Stapleton: I don't know. Flail around? We've done every lead gen method under the sun. Cold email, cold call, direct mail, SEO, referrals, networking. I think every method isn't right for everybody, but you have to figure out what you're comfortable with doing and then throttle down and go as hard at it as you possibly can.

Daryl Rosser: What is the single most effective for you guys? And if it's referrals, what's the next?

Ed Stapleton: I'd say referrals and networking, getting into groups and networking, being valuable and providing information. Now, having said that, it's a little bit different for local businesses. Offering services in the marketing community is very different than offering it in a local community. I still think that there is nothing hard than marketing a marketing business. I think marketing a roofing company is very easy.

Daryl Rosser: So easy.

Ed Stapleton: It's so much easier than marketing a marketing company. You have to figure out what you're comfortable with and then attacking it. Do you like networking meetings? Do you like cold calling? Do you like referrals? Direct mail? Cold email outreach? It really just depends on what you're good at and what you're comfortable with and then just trying to scale that as best you can.

Daryl Rosser: All of them have kind of worked for you?

Ed Stapleton: All have worked and haven't worked and we've spent a small fortune trying to figure out what it is that does work. For us, appointment-setting works. Cold email has worked decently for us.

Daryl Rosser: Well, here's an interesting question, then. What are you still doing today to acquire partners?

Ed Stapleton: I'm going to be a little secret on one thing. I don't want to ... I'm going to be a little secretive on what our main tactic is, but I'd say-

Daryl Rosser: Can you give us a hint?

Ed Stapleton: I cannot, but we ... I would say cold email or cold call would be ... I mean, if you think about it this way, HubSpot, the largest inbound marketing software out there, the 800-pound gorilla in the room, they have an outbound sales team.

Daryl Rosser: I know.

Ed Stapleton: That all their job is to ... all they do is-

Daryl Rosser: The irony.

Ed Stapleton: Cold call and set appointments, so that should tell you something. If you look at all of the \$100 million or \$50 million, \$200 million marketing companies in this industry, they all have outbound sales teams, so that should tell you something.

That should tell you the importance of being able to generate that lead, set that appointment, and then go in there and sell that deal. I think in our industry, sales is the most important skill there is because that will allow you to scale up your business. There's always people willing to provide the backend service at a decently low enough rate so you can make your margin. I mean, that's where we fit in, but that goes for any of the other numbers. For example, you have a link service. Perfect example. Sales is the most important skill, I think, in business, being able to make that money appear out of thin air is a very, very important thing.

Daryl Rosser: Yeah. I understand with you. There's always space of cost for the guys that don't want to do sales, but being able to go out there and get people to pay you money, you can never lose with that.

Ed Stapleton: Right. We're actually headed to ... Rob and I are going to Atlanta in April. We're going to a conference called "OutBound." It's by four different authors. Sorry about that.

Daryl Rosser: No worries.

Ed Stapleton: All four of their books, we've read and loved. One's Jeb Blount, who wrote "Fanatical Prospecting" and "Sales EQ," two excellent books. OutBound, I'm very excited for that. It looks to be an awesome conference and really just, for us, I think it's going to be a doubling down on the outbound side of things.

Daryl Rosser: That's awesome. Any tips for guys that want to get into sales? This is probably the last question. Tips for guys in sales or books or things they absolutely have to learn as soon as possible?

Ed Stapleton: Books-wise, I actually have one of them here. This book is one of my favorite. Is that come out of reverse?

Daryl Rosser: "Power Phone Scripts." Yep.

Ed Stapleton: Yes, this book is awesome. It's by a guy named Mike Brooks and it's full of ... sales is a system. You're only going to get so many rebuttals that are different. Most of them are all the same. It's a matter of coming up with those answers, memorizing those answers, and then basically having them in your memory ahead of time so that you can, in a fluid conversation, just relay those answers. This book is full of them. It's got, I think, 400 or 500 scripts in there. Just tailor them to your business, to your specific offering, whether it's web design, whether it's SEO, PPC, whatever. There's stuff for overcoming pricing objections. There's stuff for voicemails. There's stuff for cold calling. There's stuff for it all and I think this helps demystify a lot of sales. Sales is not this charisma thing. Sales is very much being systematic with how you answer questions, how you progress through a conversation, and I think it's a very helpful book. "Fanatical Prospecting" is another awesome book. Anything by Brian Tracy. Brian Tracy's "Psychology of Selling."

Daryl Rosser: Brian Tracy, yeah.

Ed Stapleton: That's an awesome book. One of my favorite quotes he has in the book regarding sales is "Some will. Some won't. Oh well. Next." It just instills the mentality of "it is what it is." Some will buy. Some won't buy and move onto the next one, just don't beat yourself up. The majority of people you talk to are going to say "no" and that's just the nature of beast. Just move on to the next one. Behind this here is our sales calendar. Just have some sort of in your face reminder of keeping yourself accountable to the day and keeping yourself accountable to the week and to the month. It comes down to a really simple formula. Set appointments, have sales conversations or have conversations, and deals will close. Do enough appointments and your business will dramatically change.

Daryl Rosser: Dude, 100% with all of that. I think a big mistake a lot of guys get into the agency space and they're like, "Well, I don't have any clients." It's like, "How many appointments have you had in the last week?"

Ed Stapleton: Right.

Daryl Rosser: It's like, "None."

Ed Stapleton: Right.

Daryl Rosser: "How many conversations you had?" "None." It's like, "Well, I think you found your problem." They'll not speak to enough people and then also that their fear, especially for the SEO space, of actually speaking to people and doing sales. Because for me, I was the shy, introverted guy. I still kind of am. I'm still an introvert.

Ed Stapleton: Daryl, I hate this. This is too much for me, man. This is a fearful thing for me to come and do this interview. I don't like this. I don't like public speaking, but you do it. You push through that fear and just-

Daryl Rosser: Exactly.

Ed Stapleton: Know that it's just inside your mind. It's not a real thing. It's not actually happening. It's just in your brain.

Daryl Rosser: You push yourself through it and then you have the systems for the sale, right? It's not about being naturally ... like you said, you're not amazingly charismatic or anything like that. You just follow the process.

Ed Stapleton: Right. Exactly. I mean, the Mike Brooks "Power Phone Scripts" book is awesome. There's Tom Hopkins, "The Art of Successful Selling," I think it's called. I can send you some links. That's an awesome book. "Fanatical Prospecting" is an awesome book. "Sales Simplified" by Mike Weinberg is an awesome book. "The Only Sales Book You're Going to Need" by Anthony Iannarino is an awesome book. There's so many of them. Just find one that you like and just read it over and over again and keep listening to it. Another great person to go to is John Logar, who you've

interviewed.

Daryl Rosser: Cool guy, yeah.

Ed Stapleton: Yeah, he's awesome. You want to get pumped up about your business? Go to one of his events or listen to one of his webinars and that guy is awesome and he's all about setting sales appointments and having sales conversations and just upping your activity so that you ... luck just doesn't happen. Luck comes from putting yourself into situations over and over again and getting in front of people. Another thing. We're putting out a sales guide, probably shooting for the end of December, but one thing I hate more than public speaking is writing, so it's taking me a little bit of time to write, but I set a goal to have it out by the end of December. That'll go through all the ways we generate leads-

Daryl Rosser: Awesome, man.

Ed Stapleton: A process for selling PPC.

Daryl Rosser: Dude, just do an audio recording, send it to a transcription service, and have them fix up the edit afterwards.

Ed Stapleton: Okay. I can do that.

Daryl Rosser: I actually like writing, but that's how I'd do it if I didn't.

Ed Stapleton: Gotcha.

Daryl Rosser: Cool, man. I appreciate you joining me. I think there's a huge lesson to be learned from how many books and stuff you named at the end, in that you actually ... you love sales and you focus on this and you're actually learning about it constantly. You don't just miraculously be amazing at sales. You study this stuff.

Ed Stapleton: Oh, you have to. I don't identify as a salesman. I never saw myself as that, but the more I learned about it, it's how you grow a business. You have to have these conversations to be able to grow your business and to have the things in life that I want and I want for my family and my wife and my baby. You've got to be able to go out and sell and produce value for clients. You just dive in and you learn, you learn, you learn. You listen to stuff like this. Your website's awesome. Your blog and your videos are awesome. There's so much good content on there. I'd say we've had a handful of our clients as interviewees.

Daryl Rosser: That's awesome.

Ed Stapleton: Personal development is where it's at. You've got to just keep learning.

Daryl Rosser: Absolutely. Well, man, I appreciate you joining me today. Where can people find you if they want to reach out to you possibly and check out your agency as well, your services?

Ed Stapleton: Sure. Hit me up on Facebook. Just actually send a message, though, because I have a list of, I think, Indian and Russian spammers that I have. I'm sure like most people, they're so ... just shoot me a message on there with a friend request or clickgeeks.com. C-L-I-C-K-S-G-E-E-K.com and if you sign up for our email list, we'll send out the sales guide whenever it's ready.

Daryl Rosser: Awesome. It's been awesome, man. Thank you for joining me, again.

Ed Stapleton: Absolutely.

Daryl Rosser: Hope you guys enjoyed and I'll see you guys in the next episode.