The Art of Passive Income Podcast
With Mark Podolsky, AKA The Land Geek

Today's Guest: Daniel Daines-Hutt

Transcript

Mark: Hey it's Mark Podolsky the Land Geek with your favorite nichey real estate website www.LandGeek.com and I'm really excited for today's guest, because he really can help us with something that I know a lot of people seem to struggle with which is marketing and sales and working your list.

But before we talk to our guest, I'd be remiss if I didn't properly introduce my cohost the 'brain', the 'professor', the Land Geek Flight School Sherpa; Scott Todd, from ScottTodd.net, LandModo.com and most importantly if you're not automating your Craigslist and your Facebook postings PostingsDomination.com/TheLandGeek. Scott Todd, how are you?

Scott: Mark, I'm great. How are you?

Mark: I'm amped.

Scott: That's a nice kind of pawn there, isn't it for our guest?

Mark: It is. Our guest is the CEO of AmpMyContent.com, Daniel DainesHutt, in Auckland, New Zealand. Is that right, Daniel?

Daniel: I'm actually down in the Bay of Plenty, which is just about an hour from Auckland, but it's on the beach so a little bit nicer.

Mark: All right. So Daniel Daines Hutt, who has now lost all complaining privileges, is a self-confessed marketing nerd. He has a background in direct response advertising but ironically he's a content marketer that people know him for and he had the top 10 content of all time on Inbound.org and top content of 2017 and 2018 on GrowthHackers. His viral posts generated $3 million in client requests in two weeks and of course he is living the dream on the ocean. Daniel Daines Hutt, welcome.

Daniel: Thank you so much for having me, both of you and I'm excited to kind of nerd out and give any advice I can that helps your audience.

Mark: Yeah. Let's kind of rewind a bit and just for everybody that doesn't know the terminology, how would you describe content marketing? What is content marketing?

Daniel: It's literally about creating content assets that help you communicate with your audience. So, it's been going on for years. So, did you know that diamonds were never traditionally the actual ring of choice when getting married? It was through content marketing that they had a lot of diamonds and [00:03:07] [indiscernible] they used content marketing to make that happen. Same as the Michelin Star Restaurants and things, it was actually a guide by Michelin tires of restaurants on the roadways because if people would go in and drive into restaurants they would wear their tires down and get more customers and it may have evolved over time. So, it's not something that's brand-new but it's about creating assets to help your business.

The reason I like it, if you ever worked in sales or retail or anything like that you have the same conversations again and again and again and so you can actually put those conversations into content to help you make sales. If you do it from an SEO perspective, you can get traffic and things like that and if you're a bit of a nerd like I am, you can also run paid traffic to it to have those conversations for you so you can create passive sales and things like that.

Mark: All right, great. Scott Todd?

Scott: Hey, Mark. So Daniel, you know, basically is this any different than kind of educating the marketplace like you know using your knowledge to educate a marketplace on maybe how you're different or like, what I'll do sometimes is if I'm selling land in a particular area, I might do educational videos on that area or educational content, it's a lot like you said. Like the stuff people ask for all the time. Hey, who can use for a surveyor? Oh, use

this or that. So is that really the leverage point? Is that you ideally create this content, maybe you run some ads towards that content and it kind of generates people's interests in what you have and then you start to grow your list from that.

Daniel: Totally. They're so many additional benefits. So, again it has those conversations for you. If we want to try and sell anything we need to have trust, there has to be belief that the thing is of value to the person, there has to be some kind of [00:05:19] [indiscernible] if you're working online people don't just go anywhere. So, having those assets like you said, which is the best surveyor to hire and things like this, it builds trust in you and reciprocity to move forward. So, even if that person doesn't even work with you they'll recommend you to their friends and things like that. And it's just about again, it's trying to automate specific interactions that we're having so we don't have them all the time and at a scale with groups of people that we couldn't talk to every day if we tried to, because there are only so many hours in the day.

Mark: Yeah. Absolutely, and Scott and I both are all about automation and scale and being as effective and efficient as possible. So that being said, if we just reverse engineer it what would be some of the worst advice you see or hear given in your area of expertise of content marketing?

Daniel: So my viewpoint, my manifesto is quite controversial to what a lot of people will do. A lot of people churn out high volumes. So, if they think of content marketing, they think of it from an entertainment point of view or we're trying to get SEO benefits so they create as much content as they can, as fast as they can. The issue here is that with copying businesses that are a different business model.

So, media sites they get paid for eyeballs on adverts basically, so they want the same people to come back again and again and again and so, they'll write a hundred articles about a topic just to keep entertaining you and bringing you back. Now, if we're reading those media sites and that's the examples that we see, we start copying that but the thing is it doesn't get traffic, it doesn't get new traffic, and it doesn't convert.

Most websites will convert 2% of their audience into a lead. My lowest revision is 17% and my highest is 83%. So, pieces of content now that are converting readers 83 out of 100 become a subscriber. When 2 out of 100 subscribers become customers, you now have a flywheel to actually bring people in and convert and things like that.

So, my whole thing is it's a lot of people, a lot of freelance business owners are time poor and so, if you don't have a lot of time to invest in this you will better off promoting the content that you have than you are creating new content. Simply because of the additional benefits they go out to new channels; you build links that builds organic traffic. You're having the same conversation with people who are like your current customers rather than going out and having a different conversation with the same person. If that makes sense?

Mark: It does. So you're taking one piece of really strong content and you're going to repurpose it for lots of different channels or market segments, is that correct?

Daniel: Yeah, and sometimes it's not even repurposing it, it's simply just getting it out there in front of more people. So, I have some content that converts into customers really well. Rather than writing a new piece or repurposing the piece, I just need to get in front of more people who are like my current customers and if you can do that at scale or if you can do it profitably it means we can have that passive income model kind of thing.

Mark: Right. So, what are the elements of a good piece of content where you can convert at such a high rate where the average is kind of a shotgun approach, like you're going to hit somebody but it might be only 2%?

Daniel: That's it, and I think it's because in some industries the search terms is so high that people are happy with that. Because if you're getting on average 100,000 visitors 2% is pretty good right, you're going to make enough sales to live off of. But if you're not the market leader or you're not dominating or if you're a small industry like, say you are selling land in a particular town and there is only a small population and only a small population wants to buy and things like, you need to be more effective at what you do.

So, I would like to say that we're some kind of evil geniuses but it's not, I make a lot of mistakes and I also read from a lot of people who are smarter than me. So Jonah Berger, he wrote a book called *Contagious: Why Things Go Viral, Why We Work as a Society and Why We Share Things*. From that, we can figure out why content gets social shares, but that's all well and good, but if you want to get traffic that gets links and conversions, we also need to look at content that does that.

So BuzzSumo is a website, a content website, they did research of over a million articles and they looked out of that such a small percentage actually had links. So, by looking at these pieces of content that are the most

effective, most effective at shares, most effective at links and not adjacent things, we start to notice a correlation and overlap between them and it's usually content that has authority and trust, content that builds value, content that builds reciprocity, things like these.

If we simplify that it is content that is usually 1000 to 3000 words, content that is actionable. So, it actually gives advice and it shows how to take action. Content that is well perceived so it doesn't look cheap things like that, which is easy enough it just means adding images and things. Content that has a next action to take. So, if you use like a specific opt in method it adds value to the content. It sounds complex, but really it isn't and I've got an article on this that I can share, *How to Take an Old Post and How to Improve It To Make It More Effective*. We even do a comparison so you can see what [00:11:09] [indiscernible] but in reality if you just tick those boxes you know longer more detail content, adding value, giving actionable advice people will share that, they will link to it, people will have the ability to link to you who do it things like that.

So, with anything with content, especially if you're going to run promotional paid ads the content has to be good, but in reality, you should only be creating good content anyway. A 500 word piece, because you felt the need to create something shouldn't be on your website if it's not going to convert in some way there is SEO benefits and there is also... If you've got a lot of content on your site and no one is linking to it what will happen is, it will actually lower the traffic of your rankings for content that is really good. So, you're almost better off deleting it than you are keeping it; things like that. So my argument is to do less, do it well and then you can create a lot of content but you have to be methodical and you have to promote it and it has to get a conversion as well. So, the reason we get such high opt in rates is we try and think of the next logical step that our audience or our reader would want to take, because if we're not providing that they go elsewhere to find it.

So, let's say that you're talking about how to find a surveyor and how important it is, to actually to find one for your land and things like this. If you only talked about it, why it's important, they are then going to go Google for people to know or they're going to find a competitor who talks about it, who teaches it. Whereas, if you had actionable steps okay, when you want to look in your area then you want to look for specific reviews and then you want to find different referrals and things like that, you want to get quotes from three or whatever. I don't know the whole process but just as an example that's going to make your content actionable. Now, if you had say a checklist that they could download so they could take that while they're doing it, your opt in rates are going to be huge because it's

something that they immediately want after reading that thing. You've got them excited to take action, now give them an action thing. So, those are the two main parts of effective content and high opt in.

Mark: Yeah. I'd love to argue any part of what you've said, but it is so true and it's something that this is a... What you just said if you're listening to this right now I would go back and rewind it and listen to it again because Daniel, in about 3 minutes just gave you the algorithm to creating a tremendous valuable piece of content. So and Scott, I know you are all about less but better kind of Greg McKeown, *Essentialism*. So Scott Todd, what are your thoughts and if you look at let's just pick on Land Modo right. How are you implementing that strategy?

Scott: Well, what we do with Land Modo is, we will take areas and we will kind of dig down into it. So, we'll try to get more information about areas and try to get more SEO. Like if someone is looking at a county name, we try to get SEO around that and I think that there's other ways that we can take it to kind of expand on that piece of all the things that we can do internally.

I mean, like me I prefer video over reading. So, I'm just kind of curious in like how can I implement that with a video strategy? I guess I could have someone write some content or I could write some content or like be more leaning more heavily on the video because obviously, video has a very important piece and I guess what I can do is I could use that video as the next step, but also to educate the marketplace that way. So, is there any difference like is video bad?

Daniel: No, no. The big issue is that Google can't always fully understand what you're talking about in the video and so, you won't always rank for specific things. Now, I'll give a cheat code when I write an article I will usually have a scripture and a template but I will record myself talking as if it's a conversation with someone else so, it's a video and then I would transcribe that because it makes it easier to write a post. I can have 1000 words on a page that I can edit within a half an hour kind of thing because some people find it easier to talk; some people find it easy just to write.

But there is our audiences they are some people are visual, some people like to read and some people like to listen. So, it would be easy enough to create a video and then transcribe it and you can use that from there. Especially, because of those benefits where Google doesn't really know everything that's in your video, they can't track it and things so we will be missing out on potential keywords and things that will stop us from getting traffic. But again, like I'm not opposed to it and it is somewhere in my to-do list.

Actually, I am thinking of putting videos at the start of my page because it can increase dwell time. The longer someone is on a page, the more Google sees it has value and they're not bouncing off things like that.

YouTube, is the second largest search channel as well. So, you know you put in an embedded YouTube video in there that's going to get more searches which is going to get YouTube traffic that's going to send people to you as well and things like that. But I'm not opposed to it at all. It's everyone has their different skill set, but until Google can fully understand all of your content then you run the risk of missing out.

If you've ever used like an audio transcription service and it doesn't make sense for a lot of it just misses certain elements right. So, imagine that the same AI that's trying to listen to your video and figure out what the topic and what you should ranked for, it's not going to happen. Plus, if you transcribe it underneath suddenly, it's not just a really easy to consume video, but it's an actionable document under there as well. So, then it's like you're going into all those details and showing how to do those things. I hope I answered the question. I am three coffees in at this point.

Scott: No, you did. That's good.

Mark: No, it's great and I think that it's really sort of important to think in those terms of value and making it actionable, making it very shareable, making it easy to digest. And just being overall very valuable. So, what would be some of the most gifted or recommended books that you have right now as far as helping your clients get to the next level with their content?

Daniel: One of the biggest things for me is direct response advertising, is all about getting a specific measured result from an action. So, many people do marketing and advertising without a call to action. So, you can get to your site and then you give them nothing to do. So, learning more about direct response will help you in all aspects: in your face-to-face, in your emails, in your content and in your videos.

It also, it's not just the numbers based game. It's about being empathetic and understanding your audience, because if you can understand why they want to take an action and where they are, it's much easier then to get them to take the action that makes sense. So, I've got a book here by a guy called Claude Hopkins.

Mark: Oh, sure.

Daniel: So, *Scientific Advertising,* if you've never gone into any of it is going to be huge. I have a bookshelf of five rows of like psychology books and things just on the side here that's going to help you more than anything else, simply because you'll understand the principles.

A lot of people let me talk about marketing, they think it's about white noise and being seen and being loud. So, if we copied that we end up having to do faulty social media posts in this and this, but if we actually sit down and measure it does nothing for us you. So, my big thing is about finding the levers that have the most effect on your business so that, you can step out of the business. So for example, link building has no results at first but then long-term it ends up driving hundreds of thousands of dollars to you, but you have to put in the work. Content on its own doesn't provide the ROI on its own so, have to supplement it.

Mark: So, when you say link building, what does that mean?

Daniel: So, how Google... SEO is not as complex as people make it out to be. Google wants to have a good user experience so, if you search for something in Google, they want to provide you the best possible results and they do that based on a voting system. If a website links to that resource, then it goes up in the rankings and whoever gets the most of the most relevant is the one that's recommended and the get the lion share of traffic. So, the reason...

I'm going to give you an example. I've got a friend of mine who runs a fishing blog and he's got about 6000 or 8000 followers on his Facebook group. So, when he writes an article and he puts it in the fishing blogs he'll do about $2000 in sales via T-shirts and paraphernalia and stuff that's on day two. On day three and four, five and six he doesn't make any sales because that content is no longer leveraging or making any traction.

We looked into it and the article that he wrote that is getting these sales, the competing article the number one gets 10,000 searches a month only had four websites linking to it. So, we figured out five websites linking to it suddenly, he's going to make more sales every single week and it's not that difficult to do. It is going out and finding people who write about this topic. So, if it's a fishing blog it might be he might go to tourist websites, he might go to other fishing blogs, he might go to fishing podcast talk about these things and it builds links which then builds goodwill, which drives traffic, which helps with organic rankings and because the content is more effective and it collects leads he can create repeat sales and things like that.

A lot of this stuff is simple, it's the subtleties, it's the small things that make the biggest difference, it's just knowing what they on where to focus your time.

Mark: I love it. Scott Todd?

Scott: Again, I will go back to my own experience, like I know that that's a very good strategy, it's a very slow strategy. So, this is really a two prong approach: like there's a long term thing you can do and then the short term. The short term is, always you can run paid traffic to it. The long term situation or the long-term deal here, long play if will is really just to build that link building strategy. Okay. Daniel, here's the deal how do I do it without doing it? Like I don't want to do that stuff, I don't want to write the content, I don't mind being the video guy but I don't want to write the content. I don't want to go out and do the link building and all the other... I don't want to do the work. I want to be like you surfing at the ocean. What do I do?

Daniel: Honestly, I would hire internally. A lot of people will say to run to agencies and things like this which yes, they're going to get results but the best person to sell your product is someone who works in your business, the best person to promote a piece of content is the person who wrote that piece of content things like that. Because the same, likewise, the best person to design an ad for an article is the person who wrote the article because you know who you are trying to communicate with, you know their pain points and things like that.

So, when we first started with our team I hired an intern because here in New Zealand they have to do work placement to graduate kind of thing. And that one intern alone is worth six times what we actually pay them because they help promote the post, they help get in front of people and things like that. So for example, you can hire someone in who has an interest in what you do, they could transcribe the posts, they can edit it to those tick boxes so it works, they can then go out and reach out to people.

And you're totally right in what you said, in that it takes time for SEO and things to kick in that's why I recommend. I don't just talk about one promotion channel, I'm about all promotion channels. So, I teach our students to start running paid ads before they even do SEO. Why? Because if you've got a small ad running and starting to scale up and it's profitable that's getting you leads and sales while you are building those links and things. Ideal world, you've got someone doing both or you've got two different people doing it.

For example, my article right now has I think 115 unique linking websites so, that's over a 1000 back links but Google so far has only found 40 of them. I know they exist because I created these things. So, I'm not seeing the traffic difference there but if I reach number one for this article statistically, I know it's with $200,000 a year to my business it's on the conversion rate, conversion rate to sale and things like that. I'd have to be insane not to do the SEO work for it but at the same time yes, we need to make sales in the meantime, which is why we're running paid ads and it just makes sense also, because we are also promoting that post. We're not writing anything new, we're literally just keep linking people back to that piece of content.

So, ideally I would say hire someone internally and then go from there. I don't run any agencies for any of the services, we just hire internally for a specific task with the highest leverage and then we go from there. I hope that makes sense. Like I said, I'm three coffees deep so just rein me in if I go off on tangents.

Mark: Yeah, I know. I mean, how do you sort of bridge the gap when you've got a smaller company and they don't know their numbers? So, they don't know their conversion rate, it's a new piece of content or they just don't know. And so, how to go about taking a piece of content, putting it on let's say Facebook, running paid ads to it and then not knowing their conversion rate with it? So, basically in a long winded way, when am I ready to run paid ads to a piece of content and what needs to be in place before I do that?

Daniel: So, the content got to be good and it's got to convert. If you are brand-new and you don't have any audience whatsoever then it is going to be a little bit scary because you don't know what's working and what isn't. But the quickest way to find out is to do the work, right? Ideally, if I'm going to run paid ads to a piece of content, I will have sent it out to my email list and done a little bit of organic promotion first so I can get benchmarks of how it performs just so I can get an idea.

Also, I do a lot of research before we even write a post so I know it's going to resonate. Like, we don't write anything that is a flaw. You've got to know your business numbers before you do any kind of marketing or traffic. Ideally, you can use generic benchmarks you know 2% conversion versus [00:27:34] [indiscernible] sale things like that to give you an idea of what you should aim for but then obviously you're trying to get better than that.

Mark: Right.

Daniel: You have to think, and this goes back to your podcast that you did with Grant, as well is most ads will start off at a loss. Almost all ads will start

off at a loss. It takes a little bit of time for the software to get running and things like that but it's also, people are weird. The thing that they tell you is important isn't always the actual real reason behind why it's important and things like that. So, we have to test variations of the ad to get to the point where it is most effective. So the best image, the best headline and things like that that gets most clicks.

We also know we have to know our numbers, because if we know how much a visitor is worth and then a subscriber and then a sale we can go from there. So, we recommend around 20% of customer lifetime value as a maximum amount, you should be prepared to pay because like obviously in reality you're going to make sales way before then, but it's like let's be honest here if this person is worth $20,000, you should be willing to pay X amount to get to that point because if you can get one for that price the next one is going to cost less, and then next one is going to cost less and less and less and less. You're investing in an asset to actually grow from there.

It also gives you that benchmark of the maximum you're willing to pay for a subscriber because then when you're running an ad and it goes to content and you get subscriber for $3 but you can pay 6. Boom, you know it's profitable right now and you'll sale cycle might be 30 days, but you say I'm happy to run this ad and as is because I know statistically for a hundred leads we're going to make a sale or whatever. And it's knowing these data points and a lot of people don't put in the effort to know these things and they also are so scared of running ads and they don't know they start at a loss that when are finally are brave enough to do it they spend all their budget in a day kind of thing like that. So it's starting small, it's testing the ad for the most effective and I'll give my process in a second. So, whether it's the most effective and then from there it's scaling it slowly.

Mark: Scaling it slowly, right.

Daniel: Every marketing channel has benefits and weaknesses. SEO is great for free traffic, but it takes months and months and months. Paid ads are great, but they can burn through your cash real fast things like that. Ads will do well and then they'll stop performing and you have to polish them and put them back on stuff like that. For example, in Facebook when you're scaling there are specific techniques that you've got to use to start spending more money and keep the same baseline results and stuff. Because if you suddenly triple the budget per day it's going to break the advert of things. Don't worry about that you can get started for like five bucks a day and you can actually make a profit. So right now, we've got and ad running $117, we've 16,000 in sales.

Mark: Not a bad ROI.

Daniel: It's not bad. Like obviously, we've got to accommodate for channeling and things like that, but like at $5 a day that's fine. I'm not even going to bother looking at the performance, I just check it at the end of the day to make sure it's all running, that's the key as well. So, when it comes to testing an advert we have to test the different elements, the image, the headline, the text and stuff like that. That's why I like written ads rather than video ads it's because to test all these different variations I've got to go back in the studio, I've got to record and stuff whereas I could just edit and just change the text or swap image or things like that.

Mark: Right, and I know there's software now that makes it really easy to test.

Daniel: So, AB testing there's two types of test. There's AB Testing, where you test one element and you test different versions so maybe you test different images. There is multivariate testing, where you test every possible connotation of each variation. So every different headline, every different image, you've got like 52 ads running at once. If we are going to be nerdy about it you've got to run an ad to about 10,000 visitors per ad to get statistics [00:31:53] [indiscernible]. Not only that 52 ads to 10,000 visitors and things. It's going to cost you a fortune if you don't run any ads. It's the fastest way to find a winning ad, but if you're just getting started you're going to blow all your budget, find a winning ad, and have no money to spend on the winning.

So, what I like to do instead is I create a focus group of about 1000 to 10,000 people who are my ideal audience for this article and then we go like the madmen days, and with that focus group I will run one ad with four variations. So, I'll just do an image first because the image is the first thing that shows up in the newsfeed that gets their attention and if the image isn't getting a click because no matter what else you change because the image if it doesn't stop them in their tracks when they are scrolling then you won't get an action to be taken.

So, we'll test that with this ideal audience and then we find a winning image and then we remove the rest and we keep that winning image for all the other tests. So, every test after that is improving again and again and again. You spend $4 you get one back, you spend 3 you get one back, you spend 2 you get one back and so one and we're seeing incremental improvement. And because the content is good and opt ins are good, we are making sales but we're getting to the point where you we're going to get more profitable.

So, I'll test these different variations until I've done an ad that converts from like my best audience.

Now the more specific you get, the more it costs to advertise too - supply and demand. A lot of people would stay at that point and that's a mistake, because they can't hit their margins because the specificity is so tight. So, what we do instead at that point is we broaden the audience to may be people in a specific area who are most like our customer and then we just let Facebook run. By broadening the audience straightaway, it's cheaper to run because it's less specific.

Facebook uses a machine learning program, it picks up on data points and interactions and things that are similar to your customers or your opt in that you would never even think of using as a targeting option. The more people who are similar who opt in, Facebook suddenly says hang on a minute, instead of showing it to these people who don't enjoy it and have a bad experience they've the wrong people, let's show it to these people. Guess what, because your focus groups are the people who actually started to perform we know it works with this particular audience more and more of them start to see it and [00:34:31] [indiscernible] more to show. Facebook itself is being more targeted without charging you more.

As those people start to interact the relevant score of the advert goes up and so, they charge you less to show the advert now. So, not only are they showing it to better people for cheaper, they're actually starting to lower the price because they care about user experience they will even show your advert instead of a competitor who is paying more simply because your ad is giving a better experience to those people because they don't want people to leave. They don't want people to stop using their platform. So, just by doing those specific things you're going to get to the point where you have an ad that runs for less, that is higher performing, that works even better.

So, I said we're getting $0.50 email opt ins right now, it didn't start that way. At one point, there were $9 but as the ad was tweaked it dropped in price. I mean, as the AI starts to learn about those people and the relevance goes up, it drops and drops. Like, we have people sharing our advert and so they are actually seeing the advert and then their friends are opting in and things like that. So, again it's not complex it's just understanding the platforms and subtleties behind them all and then you can scale from there. Now, I could lightly I could just stay in paid ads but what if Facebook dies, what if the added content gets deleted and stuff, I have this content asset I'd be crazy not to be building links or to go on podcasts or to share it in forums or you know there are so many different methods and if you've got a

person on your team that could do that it so easy to meet it just scales up and scales and scales up. Sorry, I really nerd out about this stuff.

Mark: I love it, and I think what you're saying is super valuable and super helpful and unfortunately I remember I can nerd out about marketing all day long and I know Scott could as well, but we're at that point in the podcast where we want to put you on the spot. I think your mentorship has been fantastic but we want to ask you for your tip of the week: a website, a resource, a book something else actionable where the Art of Passive Income listeners can go improve their businesses, improve the lives. What have you got?

Daniel: Okay. So I'm going to give you three. If you want to learn the biggest thing is to be empathetic to your audience, because the more you can understand them the easier it is to write, the easier it is to sell and things like that. If you want to learn about direct response advertising then I would say, *Scientific Advertising* pick up as a free PDF I think and then if you are new to business there is a book called, *The Obstacle Is the Way* which is about Stoic philosophy. Which let's be honest, running a business even once it becomes successful, can be stressful [00:37:23] [indiscernible] super helpful book that helps you through those things.

Mark: All right. Those are great. Scott Todd, what's your tip of the week?

Scott: Mark, this week I have a sales book. Everybody needs to learn more sales, sales ideas. Check out this book it's, *The Challenger Sale. The Challenger Sale: Taking Control of the Customer Conversation* and basically, it kind of ties into what we are talking about today it's really about challenging the believe that customers have, challenging not necessarily about being relationship driven it's really about like challenging the way that they think, challenging what they know, challenging the way that they think about things and kind of just reframing it into the customers' expectations that you can really, really stand out and be different.

Mark: Is this Matthew Dixon?

Scott: Matthew Dixon, that's it.

Mark: The Challenger Sale: Taking Control of the Customer Conversation. Well, the reviews are crazy.

Scott: I know right.

Mark: This really is, and it's on audible.

Scott: There you go.

Mark: Is this a good one to listen to or should you just buy it?

Scott: No, listen to it.

Mark: Listen to it?

Scott: Yeah.

Mark: All right, great tip of the week. Well, my tip of the week as great as all of yours are, is the best one because it's really going to move the needle in your business. Learn more about Daniel, and what he can do to help you really put your marketing on steroids here AmpMyContent.com. AmpMyContent.com, he's got free downloads, he's got resources. I'm getting an exclusive video right now about *Breaking Down The Promotion Vs. Creation Method* with one of our readers and we talk about actual content. I'm getting access right now, it's tremendous and I love it. So, learn more there. Daniel, are we good?

Daniel: We are good. I will say this up front. I don't take clients on anymore because I get requests daily. I'm sorry, it's just it doesn't fit in with what we want to do and it doesn't scale for me, but all of our content even if you just take the free content is going to [00:39:49] [indiscernible] your marketing, your content and you opt ins. But thank you so much for having me guys, I really appreciate it and I hope it was valuable to your listeners.

Mark: You know it was great. Scott Todd, are we good?

Scott: We're good, Mark.

Mark: All right. Well, I want to thank the listeners and just remind them the only way, the only way we're going to get the quality of guests like a Daniel Daines Hutt, all the way from the beaches of New Zealand is if you do us three little favors you've got to subscribe, you've got to rate and you've got review the podcast. Send us a screenshot of your review to Support@TheLandGeek.com we're going to send you for free the Passive Income Launch Kit course which is normally $97. So please do that.

Today's podcast is sponsored by Flight School training. Learn more about Flight School at TheLandGeek.com/Training. All right Scott, are we ready to do this?

Scott: We're ready, Mark. Ready 1, 2, 3.

Mark & Scott: Let freedom ring.

Mark: We usually do it at the same time.

Scott: No, I changed it up this time.

Mark: You did, that's nice. I feel freer.

Scott: We went back to the old-school. I was so used to it.

Mark: Exactly. It's kind of cool. I mean, it's kind of geeky but I think we feel more comfortable nerding out with Daniel Daines.

Scott: Why not?

Mark: Why not?

Daniel: [00:41:17] [indiscernible] the audience resonates with that. People think that you should be perfect the whole time, no put your imperfections and mistakes and things out there because people makes you real and then they are more likely to actually pay attention and buy from you and things like that.

Mark: Yeah. Luckily for me I'm so imperfect it's just natural so, it's great. Well, I want to thank everybody again, and we'll see everybody next week.

[End of Transcript]