

**Daniel Hall Presents**



**Episode 59**

**Make Money Using Social Media  
without Spending a Dime with Focus  
on Snapchat**

**With Brandon T. Adams**

Welcome to this new episode of the Real Fast Results podcast! Today's episode features Brandon T. Adams. Brandon is the co-host and one of the executive producers of Ambitious Adventures, a reality television program. It focuses on the compelling stories of your entrepreneurs. Brandon is an entrepreneur himself, in addition to his television career. He owns or partly owns a number of different businesses, including Young Entrepreneur Convention, Keys to the Crowd, Arctic Stick, and an ice distributorship that serves three states.

Brandon's fascination with entrepreneurs has been present since birth. It kind of runs in his veins. He actually invented something called the Arctic Stick during his college years, and that wasn't very long ago. He pushed through and got it designed, manufactured, and funded, and he is definitely a voice which is needed for aiding other young entrepreneurs and their dreams. This is part of what he does today as well. Plus, he's the founder and host of the University of Young Entrepreneurs podcast, which takes place twice a week and shines light onto successful entrepreneurs. Brandon regularly delivers a unique brand of passion and motivation in his quest to impact a billion lives by the time he reaches 40 years old. What an incredible goal to have. Please welcome Brandon to the show...

# Promise: How to Make Money Using Social Media without Spending a Dime

I'm going to show you that you can make money using social media without spending a dime. This is through Facebook Live, Snapchat, blogging, podcasting, and everything that I've done in the past couple of years.

Social media is the #1 outlet to get your name out there. As stated, I want to impact one billion lives by the time I turn 40, and I'm going to do that through the power of video and through the power of being online. **By 2020, I want to reach one billion devices that connect to the Internet, and the more content that I put out now, the more I can exponentially grow and reach more people.** That's why Snapchat, Facebook Live, podcasting, blogging, and all of these different outlets, are where people can connect with me. I mean, the power of the Internet, it's beautiful. It's crazy what we can do, and just for me, the next 10 hours, all the meetings that I have and reaching a bunch of people...

So, it's a way for you to build your brand. **It's a way for you, from the comfort of your home, to become a celebrity in your industry and make money.** You never have to leave your home. It also helps you, I believe, to become more prepared for speaking, more confident. It helps you find your voice. I mean, think about Celebrity Launchpad with Clint Arthur - being in front of the camera, being on TV. These are all things that make you a better person. They not only make you more money and make you more known, but they make you feel alive!

That's why I've always done them, and everyone should really do this. Those are some of the things that I show people how to do, and they do it, and it's like, "Oh my God! I didn't realize I could do this! I didn't realize that I could make money doing this."

## How It All Works

I started podcasting on February 9<sup>th</sup> of 2015. So, I've been doing it for a while, and I've created like 200 or so shows between my three podcast shows. I've been on over 100. I learned to use my voice, and it was a way to build an audience. **Everyone should build an audience, especially if you want to sell the great things you have to offer.** So, through podcasting, I've kind of learned from that. I got into, as you know, the crowdfunding field. There were over a million dollars in the last 11 months through crowdfunding, and we are always trying to find different strategies to raise money.

When I first started, I was sleeping in my truck. I didn't have much money. I was learning, and I had to do things without spending any money. So, I was always putting

content out there, creating a podcast show. I had to pay like \$15 a month to have my podcast show.

Facebook, it's free to have. Do some posts, and do it in a unique way. Do a Facebook Live. It's free. Snapshot. Most people don't understand Snapchat yet. Like, I love it. It's a way to build trust with people.

All of these platforms are a way for me to express myself, and they are a way for me to reach more people. **The way that I've learned to do this is really just by making a lot of mistakes, and also, seeing things work and seeing things not work.**

## Podcasting

Let's go into podcasting first because I love podcasting. **For anyone listening, I think you should go into podcasting first.** For one, you build your audience. Second, you find your voice. You find out who you are as a person. I've learned more about myself through my shows. You help people, you build trust with people, and you inspire them.

It's all about building trust. **People don't buy from people they don't know.** You need to build trust with them, and for me, every Tuesday, I have a show go out. Every Thursday, I have the show go out. I'm consistent every time, and I'm giving so much. I literally tell my audience everything. I share my huge \$100,000 mistakes. I share my wins. I share it all so they can learn from me, but I always offer a way to help them within the show. I'll say, "Hey, I've got this program. Check it out, and I'll give you a discount card for listening to me." So, I'm building their trust, I'm leading them to my offering, they know me, they are more likely to buy from me, and that converts to a sale. So, that's the first one. Creating a podcast.

## Blogging

I blog. I'm a contributor to Influencer. I think I'm going to be in Huffington Post soon, and I do two blogs a week. **I'm just stating what I think about, and re-curate my podcasting content.** I put it out there on LinkedIn, and I'll share it on Facebook and Influencer. What that does is, again, it's great content for people to consume. They see it, and their mind might spark in a certain way to check out your stuff. Throughout it, have your little links directed to your site and what you have to offer. It's another way to build trust with people, and it doesn't cost anything.

Also, like a book. I got a D in English class. I was horrible at writing, and now, I'm a blogger and I've written a book. So, write a book down, and the book doesn't make you money, but what makes you money is people love your content, and in the book, they're building trust with you. Then, they're more likely to buy your high ticket item. So, write a blog. Write a book.

# Snapchat

The next one I'm going to go into... This is something that's really tricky, and it's [Snapchat](#). What I call Snapchat is having your own reality TV show because what you do... Again, it goes back to trust. I'm snappin' every single day, and I show them. For me, like, working out at the gym this morning. I show them when I'm sending emails. I show them when I'm going randomly on set. I share my life, and they get to see cool entertainment. And, I'm funny, and sometimes I'm crazy, but along the way, I'll give them cool advice.

I'll be like, "Hey, do this," or I'll be like, "Hey, check out this show." So, I'm giving them content, I'm building trust, and one thing... What really changed my thinking... I have quite a few people watching my Snapchat, but one day, I met a guy who I hadn't seen in a year. He started talking and telling me everything I had been doing. I was like, "Wow. How do you know all of this?" And, he's like, "I've been watching your Snapchat man." At that point, I realized how powerful Snapchat was because people can feel like they are with you in their life, they know you, and they're personal with you, just because you're doing some snaps. So, that made me think. "Okay, Snapchat. This is a way for me to build trust with my audience."

I started doing that, and on all of my podcast shows and everything else, I would say "Add me on [Snapchat](#)". Face to face interaction is huge. It is, but you can't always do that. But, when you do a Snapchat... I will reach out to everybody. When they snap me... I don't care... Anybody that's listening. BTAdams18. You snap me, and I promise you, I will send you a personal snap back, and you get a real conversation with me, and it's quick, it's easy, and it doesn't take that much time. I don't have to go meet for coffee, but I'm getting a personal interaction with you. Then, if I learn more about you, I might find a way to help you and to offer you something to sell. So, as I do that, I'm building up my following with Snapchat, and I'm giving them continuous content.

I'm talking about the different campaigns all of the time. I'm excited about it, and I'll be like, "Hey, you want some awesome stuff. Check out this campaign going on right now. This next snap, screenshot it and check it out." Then, I would look at all my screenshots, and from that, I'd know who is interested. From there, I could send them a personal [Snapchat](#) and be like, "Hey, I see that you're interested. Do you want to talk more, or is there something I can help you with?" Then, it converts, and you're getting them from one platform to another.

**You're taking everyone, and you're directing them to a more personal platform.** Then, what you're doing is giving them face-to-face interaction, and you're converting it into a sale. Here's one great example on [Snapchat](#). It's one of the best conversions I've seen so far. I speak all over the country, and I was Keynoting with Kevin Harrington. We were in Tampa, FL, and there were 1,000 entrepreneurs. Young millennials. They were my perfect niche. I get on stage, I give them great content, and at the end of my presentation, I had... On the two huge things... It said, "Add me on Snapchat," and it had my emoji face. I hadn't even said that, I just had it there.

I went and sat down, and I looked at my phone. Within five minutes, I had 60 people add me on Snapchat. Sixty people, and more added. They were all people that were inspired, I built trust with them, and they were motivated. I had their info, so from there, I reach out one by one. Then, a day later, I said, “Hey! All of you new followers from the CO conference, I want you to check out my program here. Just so you know, since you guys listened to my stuff, I’m going to give you a special discount.” I put in the code, and told them, “Check it out. You’ll get \$200 off.” Right there. I converted it into a sale to this litter because I had built trust somewhere else, I had built my following, and maybe they didn’t buy right away, but they are going to buy in the future.

Snapchat is a great way. Most people are going to say, “Oh, I never would have thought of that.” This is a great way to convert into sales. For those of you who don’t know, Snapchat is an app that you can use to connect with people, and it’s huge. You can do a video of your store, for instance, and everyone can see it, or you can send it to people, or you can do a picture. It’s like, they get to see everything you’re doing. Ever since Snapchat came out, it’s been huge. Now, Instagram has come out with something called Insta Stories, which is basically the same thing, but on Instagram. So, they tapped into that market.

I think this is a great way to connect with people, but there’s no viralality. You can’t make something go viral. I can’t, like, share it on Facebook from there. It’s gone within 24 hours. So, it’s very unique. **It’s a very unique platform to use.** So, that’s Snapchat. The videos are limited to 10 seconds, and your snap will expire within 24 hours. If you send it to one person, that video will be gone after they view it. If you send it as a story, it will be there for 24 hours, and after that 24 hours, it’s gone. So, it’s time sensitive.

**If you develop a following there, and you want to get a message out to that group, your followers know they have to watch it within 24 hours.** You can use this to build trust with your audience on a really personal level because people feel like they know you more than even your mom and dad know you since they see your whole life one video, or picture, at a time. I’m always snapping, and there’s a reason behind it. I want to make sure that they see who I am, see the fun guy that I am, and feel like they know me really well. Then, yes, I’ll show them the stuff that I can do to help them. This goes back to building trust with your audience.

## Facebook Live

Facebook Live. I love Facebook Live. **Facebook Live is a great way to get people to view your stuff.** For me, I’m full of energy, so people never know what I’m going to say. I have so much confidence now that I’ll get done at the gym and decide to do a Facebook Live right afterwards. I’ll get my phone, press the button, and I’m live, so I’ll just start talking. However, I give a lot of great content. Maybe it’s inspirational, maybe it’s a call to action, or maybe it’s a list of the top three things. One I did the other day was the top three points of advice that I might give someone before I died so they could have more success.

**I talk about my topic, whatever it might be, in my Facebook Live video, and people might start asking questions.** I might briefly say something to them, and this brings about so much energy. They'll like the different things that I'm doing. One of the things that I've been doing lately is I have this accelerator program, so I talk about the power of it, but I talk about mindset. So, I'll say something like, "This is a great program. Anyone I love should join it." Then, at the end, I will basically direct people to it. Over time, people view it and share it, but then, I go into the comments section. I can see everyone who commented, and I reach out to them.

Some people are interested, so they're like, "Hey, tell me more about the program." Some people just like it and they follow my stuff. **Then, I see who, over time, have like my same posts because if they continuously like my posts it means they like what I do and they follow me.** I'll reach out to them, personally, on Facebook, and I'll say, "Hey, how's it going? I see you've been liking my content. So, tell me about yourself. What do you do? What are your goals?"

And, sometimes I'll even jump on a call with them, and then I'll be like, "This is how I think I can help you. I have this program. Check it out. I really think you'll be great at it. It's a mastermind group. It's one on one with me." **From there, I turn that into a sale because what I did is I gave them content, I saw who was viewing it, and I reached out individually to get that to turn into a sale.** Again, one thing I love about Gary Vee... When he says that sometimes you've got to do things that don't scale to scale. The thing about personal interaction... People will do mass emails, or they will post, and they will do all of this stuff, but it's not personal.

**When you take the time to personally reach out to somebody, people love it, and they are more likely to buy and convert.** One good example is, a couple of weekends ago, I spent seven hours sending ten emails. I sent 10 emails total, and it took me seven hours. These emails were very well thought out. They were basically talking to other people about my program, and I was offering other ways to work with me. So, I'm sending packages, and within 7 hours, I sent 10 personal emails. That converted into close to six figures. That's because I took the time to be so personal. I said, "Here's the things I've learned from you. Here's how you impress me. Here's how I can help you. I really believe in this," and just straight-out, laid out the whole plan.

**It didn't cost me a dime to do this, aside from taking up my time, and because it was so personal, it really converted.** It's all about that personal touch. People want that personal touch, and for me, I want someone to be like, "Hey Brandon, I love what you're doing. I see that you're great at this. This is where I think I can help you, and it's a great program with a 100% money back guarantee. I really care about you, and I want you to be in this."

Someone sent me something like this once. A friend. It was a next level event, and they were like, "I love you, and I care about you, and I want you to sign up right now." And, I signed up. I did it. I paid like \$500 for it, but you know what, since they took the time to talk to me, and I knew they cared, I was compelled and I did that. For other people, if

you really believe in your stuff, in your content, it should be your duty to make sure that they buy from you so that their life will be changed in a better way.

## You Use Social Media to Nurture Relationships, but You Actually Speak to them Personally?

That's right. So many people get caught up, and they don't want to take the time, but you have to take the time. **When you take the time, you're going to get that sale.** And over time, you're going to grow, and it'll become a lot easier. But, at the beginning, you have to add so much value. You have to treat that person like... They are important. They are going to give you their hard earned money, so respect that and make sure that you deliver 10 times that value. Yes, that's exactly what I'm doing, and it's what I've been doing for the last year, hardcore, and it has worked out very well for me.

It's the love, and you don't want to treat someone like a robot. **You've got to really connect with your audience and don't treat them as a number.** When you treat them as a number, then you feel like your back in the corporate world, or you're treating them as if they are just a dollar sign. Treat them as a human being, that you really want to help, and then, you're going to get money from that.

**I think that when you are selling, if you truly believe in what you're offering, that is seen by the other person.** If you really believe in it, it should be your duty to ensure that people buy from you. Most of the sales that I do, they say no first, and I say, "No, you know what? Because I believe in this so much, I'm not going to let you say no. This really will help you." I keep going, and I don't stop because it's my duty to make sure they go through it. When people go through my programs, their life has changed, and they thank me afterwards. So, I've got to do what I have to do to make sure they get into my stuff.

## Does that Mean I Have to Develop Something I Truly Believe in?

**You cannot sell something that you don't believe in.** Here's one thing that I've learned. **When I started with Arctic Stick, that invention that I had, I believed in my product so much that people bought from me, not necessarily because they knew a lot about the product, but because they believed in me and how much I believed in it.** Now, with my programs, I believe in them so much, they buy it because they believe in me, and they invest in me, and when I say, "Hey, if you are going to invest \$20K-\$30K with me, I'm going to ensure

that I'm going to do whatever it takes to give you 10 times the return and give you an experience you'll never forget."

When you have that belief and that confidence in your voice, in your email, it converts to a sale. Most people, what they lack is confidence. Most people lack confidence. **Just believe in yourself and believe in what you're offering.** Once you get those first sales, you'll build up a tolerance and more confidence, and then you'll make bigger sales. If you're confident, you can sell anything.

Think about selling a \$100,000 package. What would you do? Maybe you'd go to Fiji for a mastermind retreat, or maybe you'd go to Vegas one weekend. Maybe every week you'd do an hour call with somebody, and also, maybe you'd have your team help create something for them. What would that consist of? When you start thinking about these big numbers, what you would offer, and what that would consist of in value, that's when you can get big results.

## Social Media Marketing Summary

I am using a variety of platforms to connect with my audience. That's through podcasting, or Snapchat, or YouTube, or Facebook Live, or whatever else. That's Step #1. **It's wise just to pick one, get good at that, and then move on to the next one.** Every Tuesday and Thursday, I have a podcast show go out. Every day, I do 10 snaps. Snapchat snaps. I do Insta Stories, and I do an Instagram post every single day. I do Facebook posts every single day, and I do probably 2-3 Facebook Lives a week. I do at least 1-2 blogs a week, that go to LinkedIn, Net Medium, and everything else.

**There's one other thing that I want to share, and I really want to share this with you because this is new.** Joe Brown, when he came on my podcast, shared this with me. There's something called [Smiletime](#). It's so new. **There's a way to record on this platform and turn it into a podcast show, but even though it's not a Facebook Live, it can be placed onto your Facebook page, and it's live, and people can comment.** So, I did this for the first time the other day, and it gave me three leads. Two of them will probably turn into sales. I was just playing around with it and talking back and forth.

For me, what I'm going to do, moving forward with my podcast shows, is I'm going to do this, and when I have my guests on, we're going to JV and sell products from that Facebook Live. But also, this is going to turn into my actual podcast show. Then, I have the split video. So, there's so much benefit to doing this. Check it out. It's brand new. I'm jumping into it because I think it's going to be a great way to get ahead in the industry. It's another great way.

If I were to just jump into one thing... I mean the easiest way... Because all of mine, I combine all of them so that they collaborate and supplement each other. I mean, Snapchat or Facebook Live... Those two are the easiest for me, and they are the best



ROI. I think that it's unique because most people don't know how to turn Snapchat into a revenue stream. I do, and Facebook Live too. People know how to do that, but there's other ways of doing it. When I combine Snapchat and Facebook Live, right now, nobody can stop me.

**If you're listening, I feel like you should use these platforms because, for one, you're going to build up more confidence for yourself and what you do.** You're going to reach more people, and more people are going to be exposed to who you are. If you have something good to offer, you're going to want to reach as many people as possible so that you can help them. In return, you're going to turn the sales. Again, you're going to become more confident about being on camera, being on Facebook Live, which in return will help you... If you're going to become a public speaker, Facebook Live is a great way... See, in my last program, I told a lot of people to do Facebook Live.

I've got a great story, by the way. I've got to share this. This guy, I told him, "Hey, you need to put out continuous content." I said, "You need to do Facebook Lives." He said, "I'm going to do it Brandon. I'm going to do this thing called 60 Seconds to Success. I'm going to do a Facebook Live for 60 seconds every single day." He did it, and 10 days in, he got contacted by a network. I mean, it was a Vietnamese TV network, and they said, "We want to make a contract with you to buy a year, and we'll pay \$100,000 for a year's worth. So, 365 days of 60 Seconds to Success." So, that made him \$100,000, from just doing that, and then he got two consulting clients that turned into \$50,000 because he did Facebook Live. Now, people are like, "Dude! You're that 60 Seconds to Success guy!" That is the power of doing Facebook Live.

## Connecting with Brandon

My [Snapchat](#) is BTAdams18 because I'm Brandon, because of my middle name, Taylor, and Adams is my last name. And 18, I did it because I was 18 years old. So, BTAdams18. Find me on [Snapchat](#), tell me who you are, and tell me what you do. Ask me some questions because I love reaching out. People from all over the world snap me, and I enjoy it. I really do. And, I love to see people's visions, and dreams, and what they want to do in life.

You can also find me at [BrandonTAdams.com](#). That's where all of my offerings are, my Accelerator program, my courses, and everything else. You can find my podcasts there. It's the best way to interact with me and see what I've got going on.

## Resources

[Snapchat](#)

[Smiletime](#)

[BrandonTAdams.com](http://BrandonTAdams.com)

## Real Fast Results Community

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As always, go make results happen!