

Daniel Hall Presents



Episode 93

**Cutting Edge Social Marketing Resources  
For Authors, Publishers & Info-Product  
Creators**

**with Vin Clancy**

Welcome to this episode of the Real Fast Results podcast! This episode features expert speaker Vin Clancy, who is one of the most infamous marketers in the world. He's known for his cutting-edge growth hacks and genius business ideas. His growth hacking book raised over \$100,000 in pre-orders, which he supported with a 100-day speaking tour around the world. He has spoken at nearly 40 different cities in 10 countries, and he has been featured in publications like *Fortune*, *The Daily Telegraph*, *New Statesman*, *Wired*, *VICE*, *Inc.*, and many, many more!

Vin also coaches founders to help growth hack their businesses. He often talks at conferences and events around the world, focusing on marketing and sales as well as social media. Vin, thank you so much for being here...

**Promise: To Teach Authors and Product  
Creators Why They Are In the Marketing  
Business**

I'm going to teach authors and product creators exactly why focusing on your product is the wrong thing to do. I'm going to teach them why they are in the marketing business, not the product business. And, I'm going to get people to care about their idea so that their product can

actually survive, instead of being dead on arrival, like most products and books are with 99.9% of people who don't know how to market. I will be focusing on areas like building a community around yourself, how to use social media channels, how to create buzz before you grow. By the way, I'm doing this with zero paid media.

## Have One Hub

People typically know that you have to have a good launch, but they don't really know the strategy behind it. So, Step #1 is that you have to have one hub where you are sending all of your traffic, and this should be a viral launch queue. [Vyper.io](#) and [Queueat.com](#) are the best for that.

**So, what is a viral launch queue?** Every time someone is interested in your book... However, you drag them in, through Twitter or whatever, they get put into a queue, and to get to the top of that queue, they have to invite their friends, they have to share on Facebook, and like your Facebook, and follow you on Twitter. Why would they do this? **It's because those at the very top of the queue are going to get signed copies of the book, a lunch with the author, you know, a short story written by the author, or whatever your niche is.**

There are always people who will duke it out to get to the top because you're totally gamifying the process. To give you an example, we had thousands of people waiting for our step-by-step guide to growth hacking before we even launched. So, like I said, we had no paid media, no PR, and no influencers. Paid media often requires a large budget, and I know a lot of authors don't have that. Using influencers and PR requires you to use all sorts of psychological techniques, or you have to have a lot of time to go and chase this stuff down, and I'm assuming that you don't have those things.

**What we did was offer free webinars, free copies of the book, and free bonus prizes for people who did that.** So, we had thousands on Day 1. So, when we launched, and we launched on [Kickstarter](#), we made like \$20,000 on the first day. That's because people were really excited about it. They had been in the queue for a long time. So the first step is you have to build that viral launch queue. How are you going to put traffic in there? Just by #1, public speaking, #2, Twitter, and #3, Facebook groups. Not necessarily in that order.

## Build a Community Around Yourself

**The thing that you want to do the most is to build a community around yourself.** So ideally, that's a Facebook group. **Why is a Facebook group better than a page?** It is free. You don't have to pay like you do for a Facebook page. Also, you can gather like-minded people. How do you find those people? You do this by going into other people's Facebook groups, asking questions, and answering other people's questions. As you do so, begin making friends and adding people as friends. Then, add those people into your group. If you have an email list, you can also put the email address into your Facebook group, and it will send them a polite invite

saying, basically, that, “Someone has asked you to join this group. Let us know if you want to come in.”

Then you want to post in that group twice a day. It doesn't have to be content, and if you write about marketing, it doesn't have to be marketing. If you are writing a story for your book, it doesn't just need to be about your book. It should be about you, like, “Hey guys! How do guys like this blog,” or, “Do you believe that fitness is an important factor for being productive? If so, what are your workouts?” So, just ask them general questions and talk about yourself, and you will build that community.

Twitter is the best because it's about forming new relationships quickly. If you have a Twitter account that has been around for a few months, you can follow and unfollow 500 people a day. If you target that carefully, using Audiense, just straight Twitter, you are going to get about 50 to 75 new followers a day. So, you welcome each follower and begin a conversation with them. Again, be organic, not spammy. That really is going to add up over time.

And, public speaking. Go and meet up at an event, right? Find all of the Meetups in your local area, or as far as you can travel, in your niche, and then write them all a message, like, “I want to come and give a talk on 10 ways to become a better author. I have a massive network that I can invite.” Just say that because they never check. Then copy and paste that and send that to all of them as a unique direct message, and I guarantee that you'll be getting yeses faster than you can believe.

**In terms of the launch, I believe Facebook groups, Twitter, and public speaking are the best ways of getting free traffic.** Once you have the initial money from the book, or the product, it's a really good idea to put some of that into Facebook paid advertising. I know a lot of you are thinking, “I've tried it, and it's too hard,” or “It doesn't work.” Well, the only Facebook paid advertising you should use if you don't know what you're doing is custom audiences and lookalike audiences.

Stay with me here. There is software called [Clkim.com](http://Clkim.com). Every time you send a link out on, say Twitter, and someone clicks on it, it's going to grab the pixel. Now, this doesn't have to be a link to your website. You can send them to *BuzzFeed*, or the *Wall Street Journal*, or whatever, but you are collecting these pixels because you are sharing things that are relevant to your niche. That may be horror writing, or sales, or whatever your niche is. Then you only retarget to those people. So you can input your email list into Facebook and all of the pixels that you grabbed from [Clkim](http://Clkim.com), and then you can get, like, very low-priced video views and very low-priced clicks.

Then you look at audiences of people like that. That would be the next stage, and honestly, that's how 90% of the kickstarters who go from \$150,000 on the first day, because of the press and community, and they get to a billion. It's all because of paid Facebook. I've spoken to so many of these guys who have done it. It seems a little daunting, and you don't want to think about losing money, but you just start very small, like \$10 a day on a couple of different ads. See which one works better, and better, and better, and scale it up.

I've spoken to some of the best ad guys in the world, and they aren't talking about carousel ads versus re-targeting video views. Although that's important, they say, "Keep it simple, and you can have really good results." I've heard that from many great mentors in the game. So yes, starting with that, on paid, should be more than enough for you to have a successful book launch.

**One thing that I like that Tim Ferris said was that if you want to write a book on a topic, and you don't know where to start, go on Amazon and look at all the top-selling books in your niche that got 2 or 3-star reviews.** The 1-star ones tend to be trolls, and the 5-star just tends to be gushing. Then find what they did wrong, and then answer those questions. So, he gives the example that all of the meat cooking books never mention brisket. Everyone's going, "No, you've got to put brisket in there," but presumably they didn't because it was too unhealthy. Tim went and had a chapter on it, and it was one of the most successful chapters.

People can look into this more in detail, but yeah, [Clkim](#) is the software, and you put the pixel in once and it will go into every link that you create. It will still track it. It's basically like Bitly. It's a link tracker, but we love it. You can also A/B test traffic. You can also send different traffic to different countries, different pages, mobile versus desktop; there's just so much cool stuff that you can do with this software. It's the biggest innovation, I think, that I've ever seen in the paid space. This is a paid service, and they have a \$10 and \$80 service. The \$10 one is fine for people who are just starting out.

## Copywriting

**One key that's really overlooked in marketing, overall, is copywriting.** I only realized, in the last year, how important community management was, like building a community, and so is copywriting. I say this because I've worked with three clients in the past week who I charge my highest rate to, so they want to get every drop out of me. They come and ask me, "What growth hacks are we going to use," and "How are we going to do Reddit," and "How are we going to do Cora?" And, I go, "Hold on. What are you selling, first?" They tell me, "This is what we do. We try, but no one is using it." It's actually the way they are pitching it.

I always walk them through a sales letter, and I would encourage everyone to look that up. You see, this was invented by some of the best copywriters of all time, Gary Halbert, Dan Kennedy, and Jay Abraham. I have a sales letter, and you can look it up later. It's, "Headline, sub-headline, identify the problem, your story and your credentials, the benefits, social proof, the guarantee, scarcity, and a call to action."

For the Real Fast Writing book, the headline could be, "Don't write another line of copy. It could be killing your company," and the sub-headline could be, "If they don't read the first line, they are not going to read the rest of it. You may as well throw your ad in the bin." Then, it's like, "What do you mean throw my ad in the bin?" Then, the next line is identifying the problem. "Guess what people? It doesn't matter how good your video is. It doesn't matter how good your product is. If you don't grab them with that headline, and if you don't grab them with your writing, you have wasted your time."

Then you talk about your personal story and how you came to write the book. You might bring in the story, “I watched one of my friends go broke, and I didn’t have the heart to tell him that his copy was terrible, but I realize what a mistake that was. Now I tell everyone that their copy needs to be better, and that’s why I started this book.” Then you put in your credentials and show that you’ve done some cool stuff, and you follow with the benefits. What are they? One, there’s no fluff. “It’s 25 of the easiest to implement, under the radar strategies that you can use now to write more.”

The benefits of the book are that you’re going to sell more. Once you understand copy, you’ll be able to talk to women better. You know, all of those things. Your social proof could be that you’ve had bestselling books on Amazon before, and maybe that you’ve written copy that has been seen by millions of people, etc. Then there’s the offer and the price of it, and then you should make a guarantee, which could be, “If you implement the ideas in this book, and you are not satisfied that your writing has not gotten phenomenally better, I’m going to give you twice your money back.”

Now, people are scared of doing that guarantee, but the reason why you do that is because it massively increases your conversion rate since your offer becomes less risky. Even if people do refund, it’s always less than the increased number. Most authors are not going to mirror your guarantee because they don’t feel confident about their book. Gary Halbert said that you can get everything wrong, but if you have a strong guarantee, you’re probably going to do alright.

Then you’ll add scarcity. Again, if you’re doing this for a book, “I’ve only had 200 of these made because I don’t want to many secrets getting out there. I don’t want to spoil the market. So, get the first 200.” Then, of course, you can say that there was a huge demand so you kicked it up again. And then finally, a call to action. “This book is ready now. It’s going to arrive within three days. Start there.” So, building a sales letter. This can be the “About” page on your website. This can be your pitch when you’re speaking to publishers. This can be how you tell your friends at the writing club about why your book is interesting.

This could be your video sales letter, and this could be your copy. People say, “I don’t think there should be that much text,” but you know, the older crowd reads long posts, and the business crowd reads long posts. The marketing crowd reads long posts. If your copy is good and it has all of these long hooks in it, or like Gary Halbert would call them, “bullets,” people are going to read. Just space out the sentences, and people will get to the bottom. You know, the best marketers in the world are doing it right now. People do read, and if they don’t, just make the sales letter a script and do a video.

## **Should I Create a Video in Addition?**

If you do, it should be good. If it’s bad, it doesn’t really matter what’s on the rest of the page. My advice would be to make it like a film trailer. Go on [PremiumBeat](#), which is where you can buy royalty-free music that you can use for your book. These are classical scores, film scores... You know, if you want to invoke an island, you can get the banjos and the claps, or

whatever, but it's super-professional. They are all super studio quality. It's \$50 for a lifetime license. But, the first thing is to make it like a trailer.

I'm really thinking about the fiction writers right now. You know, make it like a trailer, have great music, and have great visuals. There are lots of sites you can use to build nice visuals, even if you're not a director. I produced and directed it all myself. I just got a friend to point a camera at me for like two minutes while I spoke. You can get a super-professional video up, and that really matters. Think of it as a film trailer, and if it's a non-fiction book, like a business book, then you can just have all of the benefits, like we just discussed with the "25 features". You can just give them a taste of those.

Yeah, I think that's going to be more than enough to get along with. I would say that if you are a Kickstarter, find all of the other authors who have produced similar books. Once your campaign is up and running, you can swap shout-outs in each other's favor. That's a good idea across all book launches.

## Social Media Resources

For Twitter, your #1 tool is [Audiense](#). All of Twitter is indexed on there, so you can type in... Let's say that you want authors. You would type in the word "author," and it would bring up all of the authors on [Audiense](#). Then you would segment those who have tweeted in the last month. So you get an active audience, not the robots. From there, you can follow them, and then you can add them to a list, you can target them with Twitter ads, and/or you can export them to an Excel to do other stuff with. Whoever you are targeting, you can go and get them all on that one platform. That is, by far, the most exciting thing about Twitter.

Generally speaking, with social media, [Buffer](#) is the best social media software. You can post to Twitter, Facebook, LinkedIn, Instagram, Google+, and Pinterest all at the same time. So, that's a super time saver. For Facebook, Facebook groups is the opportunity right now. I cannot stress that enough. The wide space for organic Facebook is in Facebook groups. The other coolest software for paid is [Social Panda](#).

If you have a Facebook page, and you're doing ads, you'll notice that if you put out an external link, it doesn't get seen by too many unless you really push it. So using [Social Panda](#), you can just say, "If anyone's interested in what I'm working on, just type 'interested' below," and whoever types that will automatically get a message in their Facebook inbox. If 1,000 people type in that they are interested, a 1,000 messages will go out, directly to their inboxes, and you can have a link to send them wherever. So, that's really cool software. That's the coolest software out there for Facebook.

## What Advice Can You Give Up and Coming Authors?

Validate through your community that people want what you are about to write before you put pen to paper. I know that you've heard this a lot, but build out your community. In my book, *Secret Sauce: A Step by Step Guide to Growth Hacking*, we go through every platform that you would need to build traffic and to grow a community, whether it is YouTube, or Pinterst, or Twitter.

Yeah, you should know before the first line is written whether or not people want what you have. I was speaking for a year before we thought up the guide for growth hacking. Most people haven't heard of it, but I validated that there was this tiny audience for a year before I started the book. You have to go back to the basics.

## Connecting with Vin

If you want my new piece of software, I have a free growth hacking group “[Traffic And Copy](#)”. We're putting in the latest stuff every single day. So, check out [Traffic And Copy](#) if you want those hacks. Also, by the time this goes out, VinClancy.com should be operational. If not, you can reach me at V@Magnific.com. That's where you can email me if you want links to anything that I'm working on, or any of my stuff, or advice. But, Traffic And Copy is a good place to get me.

## Resources

[Traffic And Copy](#)

[Vyper.io](#)

[Queueat.com](#)

[Kickstarter](#)

[Clkim.com](#)

[PremiumBeat](#)

[Audiense](#)

[Buffer](#)

[Social Panda](#)

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