

NEVILLE'S NOTES FROM SUMOCON

"I couldn't read his handwriting so I had the notes transcribed." Mike Doyle, owner of drive80.com

Eric Siu- Single Grain

7 steps to hire good marketers:

Product -growth- everywhere

1) Start with a specific criteria.

Problems for CEO's is hiring.

- Continually hire people to take stuff off their plate.
- 2) Where to find great talent.
 - Have core values. Every Wednesday select one person who stuck to core values.
 - You want to work ON your bit, not in your bit.

Protip 1: Forced Hiring. Reach out on linked in.

Linked in 20%

E-Mail 7%

Protip. Angelist, even colleges

Protip. Inbound ors, and Growthhackers.com \$250.

Protip! ProBlosser site- to find content marketers (Job board)

4) Video Interviews

- Skype aren't **organized** vids.
- Sparkhire

Ash Muarya

Build what customers want.

Zack Obroat – Book in a box.

- 600 authors publish books.
- 35 employees.
- Need to outsource all functions to others.
- Productized service biz.

- You will never be able to work in your bit unless core functions are consistent and repeatable.

Step 1) Productize

- Do you have product- market- fit or you market fit.
- One bit with infinite offerings = you are running infinite business.

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- 1) What services you provide make most of your rev?
- 2) What you best known for?
- 3) What do you do that’s unique?
- 4) What’s the solution most clients should be doing.

- Creates a process for something creative like writing
- There needs to be a consistent process like

- 1) Intro.
- 2) Outline
- 3) Fid correct writer
- 4) Book cover etc.

- 1) Map out perfect project
- 2) Go step by step and record
- 3) Follow loose docc with clients
- 4) Repeat with team chase
- 5) Automate consistent pieces

Figure out places can automate steps for do over-and-over.

Step 3: People-ize

What is it taking up most of the time? Outsource to full time people.

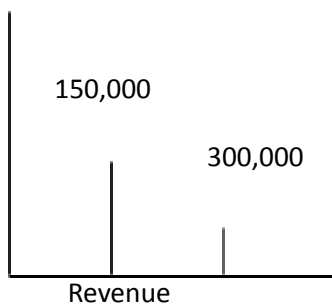
Hiring IS sales copy:

You are trying to sell people on a fundamentally important decision.

Interesting perspective.

Product service bit is sood fit.

Happiness



A lot of reason to so into bit is a need to feel special. Be the hero.

Ecommerce Panel:

Haley Robison- CEO @ Kammok- outdoor adventure firm.

Peter Keller- first spart- IS ppl. 5 ½ million last year.

- Add lots of context marketing

Eric Bondholz- Beardband – 6th and Brazos – 300,000 subs for vids.

Catheryn Harvey- Bert self.co- self journal- 10 ppl.

Sujan Dreallret Session

- Everything that's scalable easy sets, easy, sets wiped out eventually
- Higher consultants (individual, so you don't get pawnd off)

-Clarity.fn

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- SEO value Vs FB leads- more hungry or outsource higher quality.
- Bing?

- Buys a lot of links, but does it indirectly

-Sponsor conference; get **webinar +** links guest post.

- Https + responsive + speed
 - AMP plugin
- Re purpose content: LinkedIn and medium, Slide share;
 - Turn about performing posts into video

Even with 500 views people mention VIRGO over posts.

- Build relationships with influences , hunt them to write or mention you, can’t ‘scale’ relationships.
 - Try to make them look good.
 - Great post with top 4th of the page needs to be relevant to that space and you.

Sujan- Micro tools, (swpie file) buys expired domains.

- Monitors competition closely, such as Yes Ware.
- 10x content.

Nick Gray- Museum Hack

- \$3m revenue
 - Actually hate museums, but went on a date there.
 - Lol, Hosted his birthday at the museum, led a ‘tour’
 - Lol, touching art kids were blind tours
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- Asked halfway through for Q & A: very smart and review.
 - Guides/Games/Gossip
 - Doesn’t hire previous museum boring snides.
 - Hired a girl who was a birthday clown.
 - No interviews. Does “live auditions”
 - Gives them a blank script to start and make their own one hour “show”
 - Gives \$599 and first (avoid legally hours to report income)

- Tours are fast. 30 pieces in 1-2 hours. Start with a team game
- Marketed a "Museum Adventure"
- "Gallery fatigue" – so do things to prevent tiredness
- "Today's audiences must be entertained before they can be educated"
- Finance bro's- hate museums – so they identify them, then "talk them to most expensive piece in entire museum" \$45,000,000 piece.
- This changes their mind.
- "Museums are fucking awesome" is their logo. Lol!.
 - Tries to use crazy language to set a reaction.
- Actually do "proposal tours".
- 25-30 hours per week. 2016= 2.3M in sales.
- B2C
- B2B
- Training- teaches companies to communicate like them.
- **Equity Salary, Title, Responsibilities, opportunity**

-Things founders can give ^^^^

- He say find an assistant first. They get absorbed into biz.

Delogate and elevat "

- Start from day you hire, all wins, all failures.
- Don't phase out slowly for firing, do it immediately

"Free up your future". LOL!

- Competition is great, makes you better.

Applicant Tracking System - Complete game changer!

- Lever, Zip recruiter
- Who by Jeff Smart

Noah Kasan Speech:

- Your customers do have money, you're just not important enough

Blissfully.com – puts all saas subs.

TrueBill.com

Consulting package?

500\$/hour special.

- Conceive source
- Referrals
- Lubricate- make it easy

- Incentives- send gifts, prizes
- Systematize it- make it automatic

Presell

Review your LinkedIn

- Flash 20minute sale.

- Always ask for it
- When things are going bad, just offer to help people with their business
- Limit the time and you can get allot of love.

David Hauser- Grasshopper

- Sold for \$200mil to citrix
- Same hour, car
- Lots of problems with his money payment
 - Estate planning, taxes etc
- “ Feels less good than I thought it was’”.
- Wants to work and likes to work
- Never planned for an exit

Questions:

How did you start? Software background?

- wrote overall softwares
- never **packed to subs.**

- Processes+ SOP's + culture = wish he started earlier
- SOP's made massive difference + core values
- Quaterly + yearly rythm. \$3,000,000 revenues.

3 metrics:

- number of customers
- Charm.

Always be entrepreneur

Radically passionate

Your fear

- 10% of all spending goes to marketing and branding (10%). Experiments(10%).
- -Lol. Tray table adverts on planes

Starter:

0 - 1 million – starter

1mil- 5mil

St-Needs less doers and more strategic thinkers.

“ I am gone for two weeks, figure it out”.

Quickly view where things needed to be improved.

- Ask A players for referrals. They know other A players. Fire B players.

How do you know who a B player is? Would you enthusiastically re-hire this person?

- Spent 3 years in Vegas while business was in Massachusetts.
- Had process in place
- Director of operations.
- Index funds with betterment.
- Low fees
- Mentors are super important
- Had mentor.

Noah **esumicom**

- Book Rockefeller Habits
- If had to start grasshopper again,
- Immediately start getting organic SEO.
- Stay away from saturated sources such as Adwards.

“Is it good enough”? ← regarding the software quality.

Got V-Mail

Aymen Interview:

- Stopped worrying about button colours and split texting headlines.

Instead realized lifetime software was big, focused on that

Massive wins. Not small.

- Hire contractors as “ first dates”
- Do more of what works
- “How do i do more of THAT?”

Questions.

- Deposit photos all the best deal.
- Find a tool that can serve a wide audience
- Scratch your own itch.
- Tools that help people more money
 - SE ranking
 - Deposit Photos
 - Stencil
- “Appsumo has a watch tower view of the industry”.
- A deal that did \$100K 3 years ago flopped now.
- Same thing happens in courses. They sit on the shelf
- Course sales starting to dip, software goes up.

Don't wanna spend 10 hours learning, just want software to do it.

SOP

The Gauntlet for emails

“Hard to build a business with/out processes”.

