

Zero Cost Marketing Secrets

Daniel Hall

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Only until Monday June 27th, 2016 at Midnight

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Introduction



Welcome to this week's live training! You've probably heard a million times before that it takes money to make money. Normally, that's true, or at least the facts seem to back up this statement. Did you know that your average entrepreneur spends over \$500 per month on software, services, and other things in order to run just a small internet-based business? Daniel Hall says that he spends three or four times that each month in his own business. Many other people will tell you that shelling out hundreds, if not thousands, of dollars every month is simply the cost of doing business.

What if there was a way to earn a boatload of money without spending a single penny? There are actually many zero-cost options available to you right now, and some of them work even better than the high-priced platforms you may be used to. There are many robust solutions that are essential to running a successful online business, such as email auto-responders, shopping carts, mobile website builders, and so forth. Well Dan Hollings, who is perhaps the world's foremost expert on this idea of zero-cost online marketing, has been able to generate over \$300 million in 17 months doing this exactly.

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How would you like to know how to drive \$300 million worth of sales using nothing but free tools? If so, you are in the right place. Daniel has asked Dan to share some of his most closely-guarded secrets so that you can learn to create a profitable online business of your very own, literally on a shoestring budget. Dan says that this is absolutely his favorite topic. He admits that he is a cheapskate who doesn't really like to spend money at all, not unless he has to. Way back when he first got his start online, he didn't have near as much money to throw around as he does now, so he got in the habit of not spending any more money than he needed to.

Dan reached a point when he was making a lot of money, and he was also working with clients to help them make money, but he wasn't spending much. He just thought that's how everyone did it, but after awhile, he started to realize that he was an anomaly. Most of the people who are trying to make money online are spending an awful lot of money, and in many cases, they end up spending more money than they are even trying to generate. You may be familiar with this yourself. Maybe you bought a tool that cost you \$20 a month, but you may not have even made \$20 a month using that tool. Probably each and every online marketer out there has done this at least once.

Furthermore, Dan says that he would venture to guess that if you were to dig up your credit card statements, you'd find something a tool, service, or product that you are paying for but not even using. It would be no surprise if you couldn't even figure out what it is that you're being charged for. If this does happen to you, or it has happened in the past, don't feel bad because this is actually pretty normal. It just seems like this is what people always end up doing, but tonight you're going to learn to end this. Dan is going to share some advice with you tonight that's going to make you say, "Whoa! That's the way I should run my business." Hopefully, you can adopt some of the strategies that Dan uses to better optimize your business.

It's important that you always consider the source of the information that you are getting before following any advice that person gives. This is especially true in this case because some of the things Dan is about to reveal is going to make you think that he's a nutcase. A couple of times throughout this presentation, you're going to think to yourself, "What he's telling me cannot possibly be true." Well, just so you know, Dan has been around the block a few times. He's run big campaigns as well as small ones. He has many well-known clients, and he's worked with a number of Fortune 500 companies and celebrities. You name it, and he's probably been there. Here are some examples:

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- ABC News – “The marketing campaign behind ‘The Secret’ is going to go down in history as the greatest case study of viral marketing ever done...Anywhere.”
- Newsweek – “Stroke of marketing genius...By the time Oprah ran her first segment it was already a huge success”
- Guerilla Marketing – “Selected to be a contributing author and consultant on Jay Conrad Levinson’s newest book...featuring Mobile Marketing strategies.”
- Top 25 Leading Experts in World – “Featured as one of the top 25 marketing in the world in the new book, *Internet Prophets* by Steve Olsher.

For now, you can put your wallet away because Dan isn’t going to sell you anything until the end of this presentation. Dan promises that the meat of this presentation is going to be very enticing. Most people know Dan from one particular campaign that he did out of the many he has done. He helped to launch a movie called *The Secret*, which was one of the highest revered marketing campaigns ever. He also contributed to the book *Guerrilla Marketing*, which is also quite famous. Also, when Steve Olsher picked the top 25 experts in the world of marketing, Dan was one that he had chosen.



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The chart in the screenshot above pertains to the activity that occurred when *The Secret* was launched. The blue line represents the fact that this was the biggest mover and shaker on the Web at that time. The red represents the sales the activity that surrounded the movie when it came out. You can't really tell a lot from this chart, but this was the biggest thing online at the time of its release. Even ABC News said that, "The marketing campaign behind 'The Secret' is going to go down in history as the greatest case-study of viral marketing ever done anywhere."

The truth is that it wasn't the greatest case of viral marketing; it was an unbelievable example of zero-cost marketing. You see, when the client first came to Dan, they said, "Hey we have this movie, and we'd like to promote it worldwide. We want to sell millions of these..." Dan's first question was, "Well, okay. What's your budget?" They told him, "Zero," but what they didn't realize was that he was okay with that.

This is the way he had done his marketing for years and years anyway. So, they lucked out. They walked in to the perfect marketer's office because "zero" didn't scare Dan away. Dan and the rest of the team put this all together on a shoestring budget, and it ended up being phenomenal hit. They were able to bring in \$300 million dollars in sales within a 17-month period. He's done this before *The Secret*, and he's continued to do this afterwards. Dan does want you to remember the slide above as you move forward through this lesson because it shows that it is possible to make a lot of money starting at zero.

You may not make \$300 million. There's no promise that you'll make any money at all with this. Still, what if you were able to make just \$10,000 a month? Do you think that could change your life? The point is that it is possible to make a lot of money with no investment on your part, and you're about to learn some ways that you can go about this. Now, let's move into, "The World of Zero-Cost Marketing, a place where everything cost nothing."

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The World of Zero-Cost Marketing



Everything that you need to do in marketing can be done for free. This will allow you to promote products, services, books, events, your practice, affiliate products, and much more! All of these can be done for zero. In addition to tools, you can actually learn everything that you need to know for zero as well. This doesn't mean that there aren't great people out there with wonderful programs that you can pay for and learn from. There are, but there's an awful lot that you can learn about in the area of marketing at no cost, especially when it comes to creating strategies and working with tools. Dan's going to show you how.

Dan will also show you that, by doing this, you can maximize your profits. For example, let's say you're a consultant that does SEO work for people, or maybe you do websites for businesses or something like that. What if someone paid you \$1,000 to undertake a project they needed, and you were able to deliver what was promise with zero costs on your end? You would literally be profiting 1,000%. You can do that once you learn how to utilize the zero-cost options Dan will be sharing with you throughout this lesson.

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You'll also be able to go back through whatever it is that you're currently doing. Think about the money that you are currently spending on your projects at the moment. You'll be able to zero-out a lot of that by the end of this lesson. Maybe you won't be able to do that with all of it, but you should with a lot of it. Finally, you're going to be able to test more ideas to find the winners so that you can concentrate more of your energy on them.

Daniel, Dan, and anyone else that you find to be thriving online probably all have more failures than they do successes. You know, you think that you have a good idea, so you go in and get things set up. You usually have to do a website, and hire a programmer, and do some stuff with an auto-responder. In any case, you're trying to get the project together and out the door. Then, lo and behold, a month or two down the road you end up being the only person who thought it was a good idea. It didn't work. It was a big flop.

This does happen, and Dan even says that he's been through this many times. If you didn't spend anything during this prep, you may have lost some time, but you haven't lost any money. What learning to do zero does is it lets you get out there and test new ideas. That way, you can find the winners without spending money, and then you can run with the winners. As those winners start bringing in money, then it's okay to spend money. Dan does spend money on some tools, and he does spend money on some training and other such things. He doesn't spend money on things like that until he's riding a winning horse.

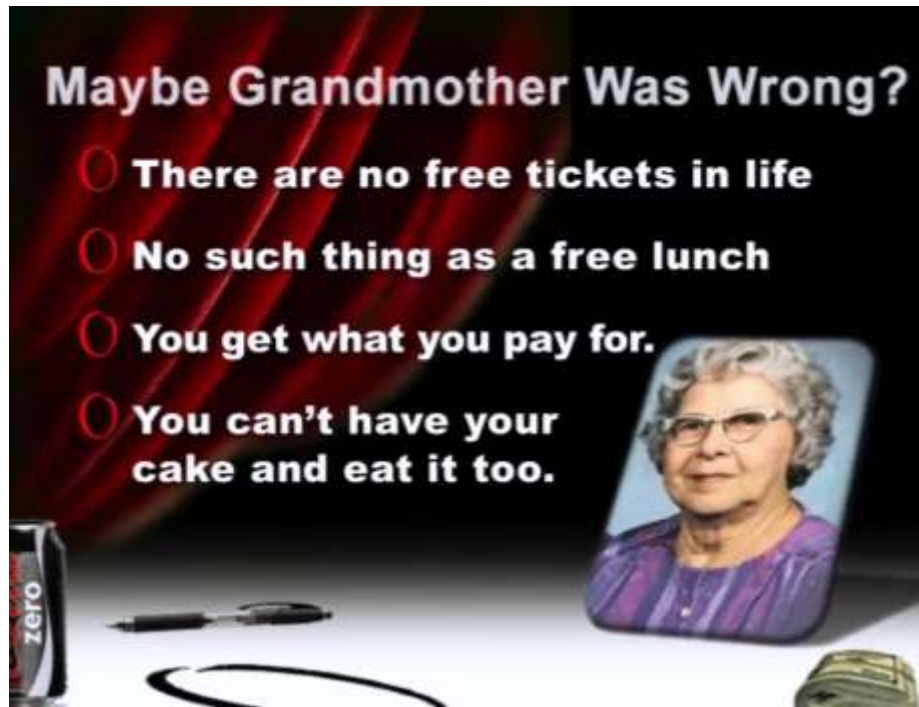
Once you have money coming in, there's no problem with investing back into your business. If you're bringing in \$1,000 a month with a system, and you have to spend \$100 a month on a tool, that's no big deal. However, you don't want to spend \$100 on tools if you're making \$0. That's why it's so important that you learn how to do this. First and foremost, you need to get an old misconception out of your head. Throughout your life, you've probably heard some of these statements:

- There are no free tickets in life
- No such thing as a free lunch
- You get what you pay for
- You can't have your cake and eat it too

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People, like your grandmother and grandfather, may have planted these seeds in your head. Bless them for trying to take care of you, but these sayings just aren't true anymore. These statements probably were true at one time, but not anymore. If nothing else, one very powerful tool that we do have for free is Google. This is an incredible tool that we all use, and it helps us to build our businesses day in and day out. Another such tool is Facebook. Typically, you don't write checks to Facebook, do you? You are allowed to do all types of things on Facebook that can help you to build your business.

You can get traffic from Google by learning a bit about SEO and targeting, and the same thing goes with Facebook. You can build relationships and communities, and you can target niches very closely, and so on. These platforms allow you to do all kinds of things for free. Why do such things exist nowadays? It's because of a business model called "Freemium". This is a combination of two words: free and premium. Therein lays the secret. These companies have figured out that if they give us something that's really high-quality, we will come in and start using it.

What happens is that a small number of the people who get a freemium tool end up upgrading or doing other things with the company, and in many cases, this makes the company billions of dollars. Google and Facebook both have ad programs that they make money with, for instance.

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Ultimately, a very small percentage of people end up spending money with Google and Facebook, while the rest of us get these premium tools for free. These are the obvious tools, but there are many, many more.

Have you ever heard of Evernote? The CEO of Evernote, Phil Libin, once stated, "The easiest way to get 1 million people paying is to get 1 billion people using." It's a brilliant insight, and it applies to all of us, no matter what level our business is at. Quite honestly, you are probably doing a bit of freemium stuff yourself right now. For example, you may have a newsletter, where people come to your website, they opt-in and leave their email address, and in return, you send them free information. In a way, that is a freemium program.

If you can get 1,000 people to read your newsletter, then you can probably get 100 people to buy whatever it is that you sell. That's really what Phil said in his statement, except he just jacked the numbers up. He's gotten over a billion people to use Evernote, and guess what? They are making money from about a million of them. So, this works on both sides of the equation. The people providing the tool are making money by providing a freemium product, and the users, benefit because they get a premium tool that they can use for free. That's why this works, and it's also why we have to tell Grandma, "Hey thanks. Good advice, but it's outdated now."

That'll be \$534.52 please.

- \$19.00 mo. Autoresponder / List Builder (aWeber)
- 7.00 mo Web Site or Landing Page (Site Tonight or InstaPage)
- 18.64 mo WP blog + Thesis theme + numerous plugins
- 6.95 mo Hosting (Hostnine)
- 24.95 mo Shopping Cart (BigCommerce)
- 9.00 mo Helpdesk Ticket System (Zendesk)
- 5.99 mo Mobile Site Builder
- 25.00 mo Mobile APP
- 29.99 mo Facebook Fanpage Builder + Apps
- 25.00 mo Text Message System
- 99.00 mo Webinar Platform (GoToWebinar)
- 89.00 mo One Press Release per month (PRweb)
- 175.00 mo Paypal Processing on \$5000 mo retail
(2.5% + .30 transaction fees)

\$534.52 per month in marketing tools and services

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The \$534.52 Ding

If you were to look at your credit card statements, you'd probably find that you've experienced something like this in the past. Maybe you had something that you wanted to market online, and so you decided to set up a website, and auto-responder, and put up everything that you could to get your new idea out to people. If you do a well-rounded campaign, you're going to need a set of tools.

The screenshot above shows what a typical set of tools looks like and also shows you what they typically cost. It also gives some examples of tools that you could use, not because these are recommended, but to just give you a feel for how common these things are. First, you can't do a marketing campaign without an auto-responder, right? If you can't collect someone's email address and follow-up, nobody is going to come in and buy your stuff. There are a lot of auto-responder services out there, such as Aweber, and about \$19.00 a month is what you would spend on one of these tools

You're also going to need a website, or at least a landing page. You can get all kinds of systems that will help you to build one. You can get a pretty nice website using InstaPage or Site Tonight for just \$7.00 a month. You probably would also like to have a blog, and you should. Well, you can't beat WordPress for that. Yes, this is a free tool, but most people end up spending money on plug-ins, and themes, and things of that nature. Dan has done some research and found that the average marketer or business owner spends about \$18.64 on their blog.

Next, you have your hosting service. There are many different options for this as well. Hostnline is a pretty good example. Normally, hosting costs people around \$6.95 per month. You're also going to need a shopping cart, and you'll need one that works on mobile as well as desktop. BigCommerce is a good example of that, and it will cost you \$24.95 per month. You're going to need a helpdesk as well because you shouldn't do any business online without one.

Don't think that people will email you and that you can support your customers that way. It does not work. Why? Because when they email you, their email ends up in your spam folder. So, you never reply, and now they think you're awful, which makes them go out on Facebook and say, "Hey, don't buy from these guys. They don't ever answer their emails." This was all because you didn't see the email. By the same token, you could get their email and send it back

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only to have it end up in their spam box. So, you can't go without a helpdesk, and that's going to run you about \$9.00 a month, and you could use something like Zendesk.

In this day and age, you're definitely going to need a mobile site builder and you need a mobile app. The site builder will run you about \$5.99 a month and the mobile app will typically run you about \$25.00. You might be thinking, "Some of this stuff I don't really need..." The only reason why you tell yourself you don't need it is because in the back of your mind you're thinking, "Gosh, I don't want to have to pay for that, so I don't need it." You do need it. You just aren't using it because before now, you probably thought it was going to cost you some money.

What about Facebook? Often you need to have a fan page builder, and there are all kinds of really neat apps out there that will do all kinds of things to help you build your business. These things might run you \$29.99 or so, all told. A text messaging system will run you \$25.00 a month. How about a webinar platform? Now, you might not need this, necessarily, but it is one of the best ways to market because it gives you the time and the opportunity to explain what it is you are offering and what your business is about. This gives you a way to begin building a relationship with people. GoToWebinar is going to run you at least \$99 a month, if not more.

You need to do press releases, and at least one per month is what is recommended in most cases, depending on what you're working on. PRweb will cost you \$89.00 per month. Then, there's the greediest ones of all, the credit card processors. They are going to take a percentage of every single thing that you do. If you were to sell \$5,000 of your product online, before you get a penny, PayPal would take out \$175. That's 2.5% plus \$0.30 transaction fees.

You see, it just gets hard to make money this way. When you add all of this up, you end up spending \$534.52 per month on marketing tools and services before you even have a chance to make a dime. If your project fails, it may take you three or four months to realize that it's failing. Where would you be at that point? A couple of thousand dollars in the hole, right? You're probably thinking, "I know, I've been there." So has Dan and Daniel, but none of us are going to do this anymore. That approach spells "OUCH!"

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How to go Ouch-Free

(Or)

How to Make More Money by Spending Nothing

Now, look at the screenshot above. It looks a bit more interesting, doesn't it? This was Dan's campaign budget for *The Secret*. It only made \$300 million. He's done others, but smaller and larger, and usually the budget is right around zero. Why not? You can do it if you really want to. So, here's your chance to learn how to go "ouch-free". That being said, Dan has noticed that people don't wake up and get excited about not spending money. They get more excited about learning how to make more money. So, he decided to combine the two concepts as he taught this.

Dan is going to show you how to do two things throughout the remainder of this lesson. The first is how not to spend money, and in the same stroke, how to make more money at the same time. It's a win-win. Dan isn't going to tell you that you have to dump the tools that you love either. For instance, if you are using Aweber, and you just think it's terrific, that's okay. Dan has used Aweber for 15 years, and he still has an account, but he does say that the only reason

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he still uses it is because he has some lists in there. He found that it was just too much trouble to try to move them to a different account.

Aweber doesn't get the freemium model at all. Nothing there is free. They'll let you start for \$1, sure, but pretty soon, you're going to be paying them some money. You can only have 500 leads in your database at Aweber for \$19.00. If you get more, then it's going to start costing you more. Compare that with MailChimp. You can have up to 2,000 leads with that system at no cost. Now that being said, understand that if you have a tool that you love, and that tool is making you more money than you're spending on it, just keep it. When it comes to new things that you want to sell online, always think "zero" first.

If you are going to start building new lists going forward, it's recommended that you start using auto-responders that don't cost anything. Why not use MailChimp? Look at it this way. MailChimp is going to allow you to have up to 2,000 people in your database before they start charging you any money. If you can't figure out how to make \$20 or \$30 a month off of 2,000 people on your list, you either have a really bad list or an incredibly awful product. MailChimp is almost giving you a chance to make money off of their platform before you start spending money. That's what you're after.

MailChimp isn't even the best of the freemium services that you could use. There's another platform out there called Benchmark. It is equally as robust and dependable as MailChimp and Aweber. The difference is that MailChimp will give you a free account for 2,000 users, but they won't let you have an auto-responder sequence. If you want to send people a series of emails over a number of days, which is important because this helps you to build a relationship with your audience and make them lasting customers, MailChimp won't let you do this for free. Benchmark will. So, Benchmark is the better choice.

With Benchmark, you can still have up to 2,000 people, and you can have an auto-responder. This small little bit of information could literally make you a ton of money. Not only that, but it saves you money and it puts you in a platform that is solid. Dan's not recommending any tools that were just built in someone's basement. All of the tools that he is introducing today are well-funded, well-established, and out there in a big way.

You'll probably have heard of many of the tools that Dan is advising that you use before today, but he is going to help you sort through them. It gets confusing when you are trying to decide which service to use, in other words, in order to have a dependable strategy that won't cost you a lot before you have a chance to make money. That's really what this is all about. The

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rule that Dan advises you to live by is this: If a tool costs you more money than it makes for you, Dump IT!

It's your choice. You can go with a new tool that you spend no money on, or you can keep your existing tool as you transition over to these zero-investment methods. Throughout the lesson, however, Dan will show you how he feels that you should move forward, using the best possible tools, setup, and strategy. At the end of the day, you just need to focus on one thing only, and that's getting results.



25 Categories

Dan approached this by dividing marketing and business into 25 different categories. You need certain things to be able to promote and build a successful business online. Some examples are:

- Customer support
- Hosting
- Traffic

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- Ecommerce
- SEO

Anyway, he's thought this through and researched these things, and then he divided it all up into 25 categories of business. As he did so, he found a few tools that just get you where you want to go. Each of us knows that we can go to Google when we are looking for something free. For example, you could type in "free auto-responder", and like a trained puppy, Google is going to deliver up a million and one free auto-responders. Feel free to spend the rest of your life going through all of these auto-responders, kicking the tires, and trying to figure out which one is the best. You'll likely find that there are two or three worth dealing with, and the rest of them are junk.

Dan tests tools day in and day out. He's very fortunate because he is a programmer and a designer, and he has a lot of clients as well as a lot of projects going on all of the time. He admits that he has a curiosity about tools anyway, so he does this all of the time as part of the living he has made for himself. Why not just let him be your vetting system? He can find the good stuff, and help you to get rid of the junk. That way, you can just go out there and do the projects that you need to as quickly and successfully as you can, knowing that you'll never spend a penny as long as you're taking Dan's advice.

You may have heard of the tool shown above, which is called LaunchRock. Have you ever waked up with a great idea? Maybe you decided that there was a book that you wanted to write, or maybe you wanted to hold a big event, or maybe you just wanted to promote a product. Anyway, let's say that you had this great idea and wanted to do everything that you could to get your new-found product, service, or event out to the world and selling. Even if you think your idea is the greatest in the history of man, you should still head over to LaunchRock and set up a page there.

LaunchRock is a service that will allow you to test your idea out in the real world. It gives you the ability to set up a viral launch page, and the only elements that are on the page are the name of your project, a small descriptive paragraph, one big picture, and an opt-in box. This is demonstrated above as well. One day Dan woke up and thought to himself, "You know what? I've been doing zero-cost marketing for a long time and a lot of people have been asking me about it. Maybe I should put together a program where I show people what I'm doing, but I give them the tools that I've already vetted in the past to them as well."

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This seemed like a good idea to Dan, but since he had had so many flops in the past, he decided that he'd better test this thing before he put a lot of effort into it. So, he went to LaunchRock and set up a page there. Dan's page is shown below. As you can see, there's a simple title at the top that says, "Zero-Cost Marketing Secrets". Below this, you'll find a sub-headline that describes the product a bit further. It says, "THE CURE FOR EVERY MARKETERS WORST HABIT – kick the habit...make MORE money by spending LESS".



As you can see, Dan also found a picture of someone smoking a \$1 bill, which to him symbolized how most marketers just kind of burn through money. The page also includes a little opt-in box below your description. It only took Dan about 15 minutes to build this page. When you use this service, you will need to drive traffic to this page, but it is an easy way to tell if your offer has running shoe or not. If someone likes your idea, they will put in their email address because they are basically saying, "Hey that sounds like a good idea! Let me know as soon as it's ready."

As soon as someone puts in their email address, they are redirected to a page, which asks people to share the idea on Facebook, Twitter, etc. If they like the idea, they will, and if they don't like it, you'll know because there won't be much of a response. You know, you don't want to waste time and effort putting a project together if it's going to flop. This is a totally

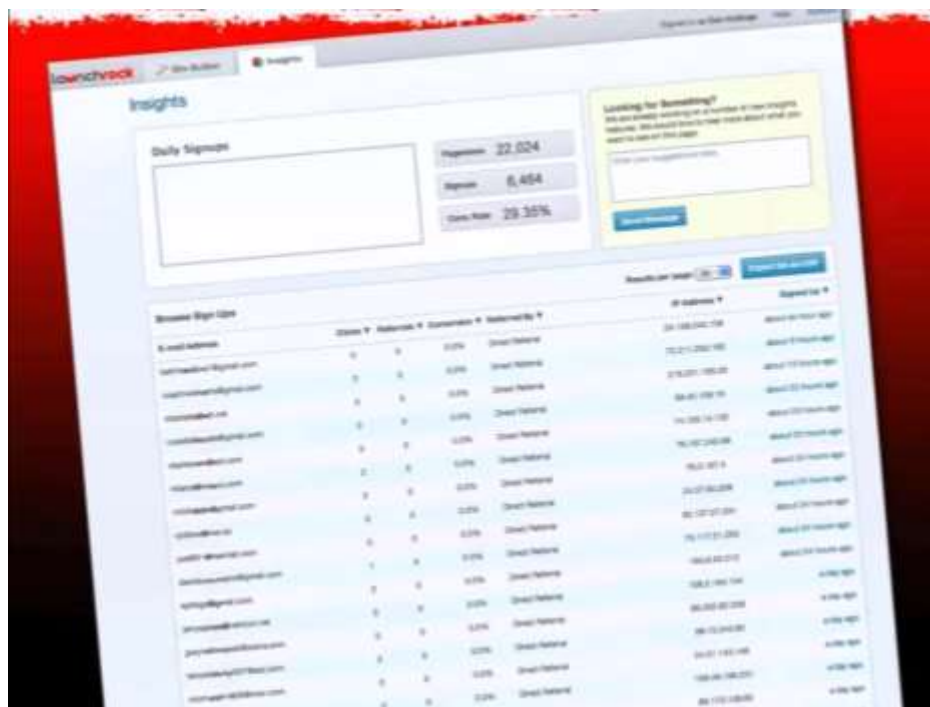
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free solution for you. Dan drove traffic to his offer, and within a few weeks, he ended up getting over 22,000 people to look at the page. Out of the 22,000 people who looked at it, 6,464 people opted in, essentially telling him, “Hey Dan, I think it’s a good idea. Let me know when you do it.”

That was a 29.35% conversion. So, what does this mean? This let Dan know that if he spent time building his Zero Cost Marketing Secrets program, it would probably work. After all, he was able to get a great conversion rate just from the test page. Nobody knows how much it’s going to cost or what’s really going to be in it. It’s just a little idea. If you look at the screenshot below, you can see one of the admin pages they give you in LaunchRock. This gives you the data that you need to tell whether or not your project will likely convert, such as the response rate and so forth.



The screenshot shows the LaunchRock Insights dashboard. At the top, it displays the following statistics:

- Views: 22,024
- Opt-ins: 6,464
- Conv. Rate: 29.35%

Below these statistics is a table titled "Browse Opt-in List" with columns for "Email Address", "State", "Response", "Conversion", "Referral By", "IP Address", and "Response". The table contains 15 rows of data, each representing an opted-in user.

Email Address	State	Response	Conversion	Referral By	IP Address	Response
...	Direct Referral
...	Direct Referral
...	Direct Referral
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In the page above, you can also see that LaunchRock includes a list of people who opted in, which is great because once you decide to do the project you can announce it to these people. Basically, you can say, “Hey guys, remember you were interested in this idea? Guess what, it’s up and running.” That’s awesome, but there’s something even better than that on this page. This data also shows who your evangelists are.

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If someone liked your idea on Facebook, Twitter, and so on, then it means that they really, really liked it. These are the people that you should let in first when you get your project up and running. In other words, you should give them a sample of what you're doing first because they are already sold. You may even be able to use them as beta testers, in a sense. They could probably help you to refine the product by giving you some feedback.

If you give these people something for free, they could help you perfect it, and then you could ask your "beta testers" to help you to promote it. If you utilize people in this way, you'll have a little marketing army, and in most cases, people will be so stoked to be able to be part of something like this and get stuff for free, that they would be more than willing to help you out. You can do the same with your campaigns.

Now, if Dan hadn't gotten much of a response from people, and his conversion rate was only like 4% or something, then it wouldn't be wise for him to move forward with a project like this. That would kind of show that he thought his idea was good, but no one else does. It could also be that he called it the wrong thing. If you are an author, this is something that you probably understand. Do you ever wonder how some people sell the lousiest books you've ever read? In many cases it's because it had an incredible title.

Sometimes, when you use LaunchRock, you find out that you have a hit but you're not pitching it the right way. Maybe you need to change the title, describe it in a bit more detail, offer some extra features, and tweak a few other things. LaunchRock is extremely powerful, if you know how to use it. Anyone can do a Google search and find a free tool, but having some insight on what free tools are best, and being given some strategies on how you can use a certain tool in the best manner possible, that's what will make the free tools that you use truly beneficial.

Dan wants you to know that he didn't promote this to his existing list. Just for presentation purposes, Dan did this raw because he knew that if he didn't, then you might think that this wasn't something that you could do yourself. Plus, it doesn't prove anything for him to mail out to a list of subscribers that already know him. He needed to know if this thing would run on its own in the raw, real world. Now that he's seen the results that he has gotten, he thinks that this will work. So, what does he need to do next? Typically, he moves on to build a squeeze page, or a landing page.

Since Dan got great results back from LaunchRock, he has decided that his product idea may be worth investing some time in. He still needs to build this out. He knows that he's going to have a membership site. It's also going to include training and resources, such as links to the tools he

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has vetted. Even though he has a good idea about how this is all going to work, it's still going to take Dan a month or two to build everything out. While he's working on all of that, he can start collecting leads and building relationships with people. In order to begin doing that, he would need to put up some kind of landing page or squeeze page.

LaunchRock is not a landing page or squeeze page service. It does not help you build a list. It gets you interested people that may later opt into a list, meaning that they give you their email, and you can email them once or twice, but they aren't saying, "Hey sign me up." In other words, they haven't subscribed to anything. When you get a landing page, then you can actually get people to opt-in and subscribe to your list. Some of the first people that you are going to invite will be the people from LaunchRock. After they opt-in on your landing page or squeeze page, they will officially be opted into your list, but you have to build your page first.

This is a zero-cost tool that's so simple, it's stupid. When you go to use this, a blank page will pull up on the web, and you can type notes in there. If you come back to it next week, your notes will still be there. This is a silly little tool, but Dan says that he uses it all of the time. Anyway, let's move forward to build a landing page.



Any landing page that you create will have some pretty standard parts. At the top, you'll have a title. You can see that the title of Dan's landing page is shown in the screenshot above. It says,

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“Zero Cost Marketing Secrets”. Underneath this, a picture is placed, and it almost looks like a video. It’s actually much more than that. Beneath all of this is a little opt-in form. To the left and the right of the page, there are also a few other options. These are meant to help entice a visitor to submit their email address.

When a person arrives at this landing page, it starts talking to them. The picture placed in the center of the page is actually just a slideshow, and there is an audio play. The audio will basically say, “Hi! Welcome to the page! My name is Dan Hollings, and I would like to share with you some ways to build your business and make money online without spending any money, and I’ve got several things I want to show you right now...” Yours would probably be a bit different, but the point is, you’re going to give people a short 30-60 second introduction of who you are and what your product or service can do for them.

After that, you’re going to say something like, “Coming up next are two free videos and a free download.” Of course, this is just an example. Whatever the case, you’re going to say something that will make the visitor say, “That’s pretty interesting. I’d like to know more.” In Dan’s case, the user doesn’t get to see the videos or the download that they are interested in. At this point, the user would need to enter in their email address in order to view the rest of the presentation. The user will normally enter in their email address if they are interested in it enough to want to hear the rest. As soon as the visitor opts in, they will be allowed to view the rest of Dan’s presentation.

Do you see what Dan has done? What he has presented so far on this page has peaked the visitor’s interest. Then, he tells them, essentially, “Just enter in your email address and we’ll move forward.” In order to do this effectively, you’ve got to be able to set this up properly. Once the user has opted in, they will be able to view a presentation of Dan’s, which is called “The Journey to Zero”. This was built in another zero-cost tool, which is called Prezi. It’s kind of like PowerPoint, but it does some really special things, which you are going to learn more about very soon.

The presentation that Dan provides has visuals that move very quickly, so this is kind of like eye candy to the user. By the way, on this page, there are over 27 zero-cost marketing tools. They are all listed within the landing page. Unfortunately, there wasn’t enough time during the live presentation for Dan to present all of these, but you aren’t going to need them all anyway. He put them all on the page to demonstrate them, so if you visit the page shown above, you’ll be able to pick and choose between them on your own. You’ll probably only need 3-5 of them.

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After that presentation is over then the page begins to display a video. That's what's being shown in the screenshot above. It's the story of this little stickman. His idea is to sell "bottles of nothing" online. Well, he finds out that the process is harder than he thought. It seems like everyone is selling "nothing" online. This little guy goes through this whole story, and he basically figures out that the reason why he can't make money online is because he's spending too much money on tools.

Basically, Dan has laid out a story and an overall good presentation which lets people know what his product is all about. If they are interested, Dan doesn't have to worry about visitors opting in because they have already provided their email in order to see the rest of the presentation. If, for some reason, they decided that they didn't want to provide their email address back when they were prompted on the video screen, there are a few "booby-traps" on this page which may get them to do exactly what Dan wants them to. First, let's go over what you've just been show once again.

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Look at the screenshot above. When a person lands on this page, initially they are going to see a slide and hear a narration. This narration invites the visitor to stick around and see what Dan has to share. Before they could see the rest, however, they would have to enter their email. When they do, they can move forward to watch “The Journey to Zero”. It is a slide presentation which explains what Dan has. Finally, the user is able to see a very creative little video which tells “The Poetic Tale of the Marketer with Zero Brains”. This story really describes the problem at hand, which is that people who try to sell stuff online often fail because they spend too much money.

These three things occur on this page if the person provides their email address. If they don't go ahead and opt-in so that they can view the rest of the presentation, there's another enticing opportunity that people can take advantage of. Over on the left-hand side of the page, Dan offers the opportunity to enter a contest using Facebook. If they click on the option to do so, the user is taken over to Facebook. On the page that they come to, they will find another video, which by the way, was produced at no cost at a free video site.

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When people enter this contest, they can win a teddy bear. This is the exact same teddy bear that you could buy at Build-A-Bear Workshop. Dan was able to get this for absolutely free to give away. He'll show you how to get these free gifts as well in the Zero Cost Marketing program. These are high-quality gifts that you can get for free and give away as prizes and gifts to help you build your list. Of course, people have to opt-in if they want to win this prize. Okay, so that's another thing that you can do as well.

Now, if you look over to the right side of the screen in the screenshot below, you'll find that Dan has also included a download. People go to these pages, and they just want to download something sometimes. So, that's what Dan decided to give people the opportunity to do on his page. If people click on this option, they will receive an info-graphic containing 4 zero-cost tips.

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The interesting thing about this is that Dan is hosting it so that it is absolutely free, but the visitor has to click and opt-in in order to get all of the information. So, this is a little bit of a teaser. They can click to get more, but in order for them to really figure out how it all works, they have to click to get the email address. Essentially, he's setting up "booby-traps" on his landing page to get people to opt-in. Dan doesn't really like that term, but the truth is that when you come to this page, it's kind of hard to leave it without providing their email address.

You wouldn't leave your email address because Dan is tricking you in any way. You would leave it because you found something on this page that was your hot button. Maybe it was just the information on the video you wanted, or maybe you wanted to win that cool teddy bear. Maybe you just wanted to download some of the information. If you really like what you have found, there's even a "tell a friend" system that you could enter. If you were to click on this, it's totally free and you can share it with friends.

There's yet another thing that happens. If the visitor decides that they are going to leave, an exit pop appears. You've probably seen these before. Dan says that sometimes he hates them, but the bottom line for you as a business owner or a marketer is that they work. You just give folks one more shot before they leave, that's all. You basically just say, "Maybe I didn't express

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this clearly, but I can really help you. I can help reduce your costs down to zero.” By the way, these exit pops are often quite expensive, but not if you use the service that Dan recommends.

If you were to scroll down the page, you’ll find that there is a survey or a poll. This is by a company called PinPoll. This is just one more way that you may be able to engage people in what you are doing. The data from this poll shows people on average what others are spending on their marketing, and it lets people know that they can do the same, but with zero-cost. Even further down the page, there’s another audio, which Dan hosts on SoundCloud, and below this, there’s a link to the mobile site. He could also have it set up so that if a person hits the page on a mobile device, it detects it and automatically delivers the mobile site.



The mobile site for this page is absolutely stellar, Dan says. He doesn’t depend on some default mobile page that some system works out. He believes that you should design your mobile sites for your mobile users. Don’t ever think that you can squeeze a desktop site down into a smaller site and that people on a mobile phone will still be able to get what you’re talking about. There’s too much content on desktop sites for that to work. So, when you build a mobile site, you need to squeeze out all of the extra and just get to the point. If you do that, you’ll get a lot more business from your mobile traffic.

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It's likely that over half of your traffic is hitting your pages on a mobile device. That means you need to think more about it. In fact, mobile is so important now that it probably makes more sense to design your campaigns for the mobile user first and then for the desktop user second. It used to be the other way around, but that's not the way that it is anymore. Again, Dan teaches people how to build really great marketing sites and landing pages.



So, what was the result of this anyway? With this page, Dan was able to acquire over 12,700 leads. This is even better than the 6,000 he had a LaunchRock because these people are saying, "Dan, I'm interested and I've subscribed." These people are on Dan's list. He wasn't able to share everything during his presentation. There just wasn't enough time to go over all of the tools that he used. Still, you should know that this page isn't just an absolutely stellar converting page, but he built it and hosted it at no cost. Dan didn't spend a penny, and the page you see above, has been up and running for over four years.

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Joining Zero Cost Marketing Secrets

Dan started doing Zero-Cost Marketing Secrets as a training program about four years ago, and he's had over 35,000 people go through this program. About two months ago, he decided that he would freshen things up and overhaul it. He's just opened up the newest version of the program, and everything is absolutely brand new and even better than it was before. Right now, you may be wondering where the money is in all of this. With Dan's tactics and strategies, you can:

- Market your own products
- Market your own services
- Market your books
- Market info-products
- Market affiliate products
- Promote YOURSELF & YOUR business
- Enhance your Amazon business

This helps you drive traffic from external sources to Amazon, which can help you do business there as well. Does this kind of stuff excite you? Can you imagine yourself being able to go online and do the things that you want to do without always having to spend money? It makes it fun, and if something flops, it's no longer a complete tragedy. You no longer have to worry about your spouse coming in, tying you up in a closet, and taking away your wallet because every time you try something online you end up losing money. You can have fun, and when you find a winner, you'll be wishing that you had ran across Dan \$10,000 ago.

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Since Dan recreated this course, he started over by hosting four, jam-packed sessions. He's actually hosted two already, but there are still two more left to host. All of the others are recorded. So, if you were to become a Zero-Cost Marketing advocate and join today, you'd actually be able to participate in two of the live sessions that are coming up. Also, when you join, you're going to get instant access to all 25 "Categories of Zero". This is a searchable database. There are about 100 tools in that database.

You might be thinking that 100 tools aren't that much, but that's the point. You don't really want him to give you 1,000 tools because it would take you forever to figure out which one to use. What Dan does is vet the stuff and try to give you as few as possible, but only the good stuff that actually applies to something that you're going to need to get done. Let's say that you wanted to do something easy, like with a blog. You could search the database, and you may find 3 or 4 things that are related to blogging that are zero-cost and can really help you.

Of the 100 tools that are in there, Dan actually provides set-up and strategy tips for about half of them, and this is in-depth, mind you. So, not only are you going to know what these things are, but you'll be able to weave them into strategies. Furthermore, as part of your membership, you're going to receive the Zero-Cost Marketing System (ZCMS) Master Blueprint. You'll be shown more about this in just a second, but essentially, this is where Dan takes the landing page that was just shown to you and he thoroughly explains each tool and process he went through to put together that page.

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The ZCMS member area is interactive, and there's a ZCMS Facebook group where you can go to share ideas and talk about the different tools you are using. That's not all you're going to get though. As previously stated, Dan has been running this program for a good while. He did create a lot of material during this time period, and the trainings that he held before contain some very powerful stuff.

There is some stuff that's outdated now, admittedly. However, the sessions were so good that he decided to just leave them there. That way, you could just go through the archives because there are a lot of really great strategies and so forth that you can still utilize. If a tool or two is outdated, don't worry because Dan has found new tools to take their places.

Dan also did 6 "Master Classes" in this time frame as well. You'll get access to these archived sessions as well. So, you're getting all of the new stuff, and most of it is already there, plus all of the old stuff as well. The blueprint that you'll be receiving is interactive. It contains videos and links to every tool that he used for that landing page.

Every step, every detail, and every single thing that you need to do in order to build a landing page like Dan had is explained within this blueprint. That being said, you won't need everything that he included within this blueprint. You just need to know about everything so that you can pick and choose those things that are appropriate for the particular campaign that you're working on at the moment.

Next, Dan goes into detail about a dual landing page strategy, which really you've been shown. You have a viral launch page initially to test out an idea, and then you move those people over to a landing page as a second step. Having your mobile page up makes it a dual landing page strategy which will help you to get more opportunities to make money online as well as get rid of the losers so that you can run with the winners.

Of course, none of this stuff means anything if you don't have any traffic. Again, there wasn't enough time to get into any great detail during Dan's presentation of this material. So, what he thought would be most helpful would be to discuss the concept of traffic. If you can grasp this concept, he felt that you would do better at generating traffic all across the board. Then, when you get into the actual strategy sessions within his program, he could go into everything a bit deeper.

Dan thinks of the Internet as though it were made up of a bunch of fishing holes. You could go fishing in all sorts of spots all over the Internet. In other words, there are all sorts of pools of

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different types of potential customers all over these fishing holes, and what we have to do as marketers is become good fishermen. These ponds, or fishing holes, are places like Twitter and Facebook. These are places that you can go to fish for traffic.

Just like any fisherman, when you visit a fishing hole, you generally know what kind of fish are there. So, you would use the appropriate bait in order to catch the fish, right? For instance, you wouldn't go to YouTube and fish with images because YouTube is populated by lots of people who are looking for videos. If you want to catch fish from YouTube, you'll need to cast out some really compelling video.

This may all seem pretty obvious to you, but Dan thinks that if he can just get you to think of it in these terms, a lot of the traffic strategies that you run across will make more sense. This would lead you to be able to make better catches online. Let's say that you were to go to Pinterest, for example, and you didn't know much about it. If you were thinking about it like fishing, then you would know that the best thing to do, starting out, would be to just kind of hang out and talk to the other fishermen. Then, you could get a feel for what kind of fish are in the water and what kind of bait they have been using to catch those particular fish.

Soon, you would come to the conclusion that there are a lot of people on the platform and you could generate all kinds of traffic there. The next step would be to create some great bait that would get people over to your landing page, but it would have to be the people that would be most interested in what you are offering. If you were using Pinterest, you would start by creating some compelling pictures.

Once you've gotten an idea of what kind of "fish" can be found in a particular fishing hole and exactly what kind of "bait" to use, you'll nearly be ready to send people to your offer. Before you do that, however, you'll want to create a funnel that you can bring your prospects through. In other words, how do you get the fish to nibble on the bait, take the bait, and then move them along until they finally end up in your bucket? What would your bucket be? That would be your auto-responder.

You want to get people on your list so that you can begin to communicate with them and build a relationship. You see, the way most sales occur online isn't the way that Amazon does it. They've got a big name, and people go there to buy. That's not the way most people generally sell. When people go to your website, or a landing page of yours, they don't know who you are, and they certainly don't have their credit card out and are ready to buy. They come and check

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you out, and at best, you may be able to get them to give you their email address. That's really what you need to try and go for.

Once you have a prospect's email address, then you have a chance to begin developing a relationship with that person. You do that through your emails, and perhaps, by some other means as well. That's the way it's done, and that's how you'll make money. You make it by selling things to the people who are on your email list. That's what you've got. You go fishing in these various fishing holes and create a funnel so that when the fish bite the bait, they end up in your auto-responder bucket. The fish analogy kind of ends there, but the fact of the matter is that once you have prospects in your auto-responder, you can begin building a relationship with those people via email.

This does sort of require a shift in your mindset, but do you think you could get used to it? Understand that Dan isn't just offering a bunch of links to free tools, and it's not just a bunch of free trials. In fact, there's not on free trial in the program. It's not a system that has catches, like ads, people trying to get you on their list, and those sorts of things. Dan isn't offering you a bunch of tools that may be around for about a month or so either. In the program, he recommends high-quality tools that come from good companies. Also, understand that Dan isn't trying to get you to drop everything that you have going and start fresh with a new concept.

There's a way to do this so that you can gradually move forward in your business and just have a different attitude about how you spend your money. As stated, Dan vets these programs and gives you the good stuff. That's the relationship that you would have with him, basically. He starts out by showing you tools and strategies in great depth. He does this for about 50 tools, but there are about 100 tools within the platform. More than just pointing out great tools that won't cost you anything to use, you'll also learn how to make money, how to set the tools up, and how to integrate everything.

Dan's goal is to show you how to make money, and along the way, he'll teach you how not to spend money. This program is backed by a 30-day guarantee, meaning that you can just let Dan's team know that the program isn't right for you, and they will give you your money back with no questions asked.

So, how much does this program cost? Well, remember that \$534 ding that was discussed? What if you could spend \$534 just one more time and then you wouldn't have to spend any more money on any tools and services going forward, unless you just wanted to? That would

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be a pretty good deal, wouldn't it? It would almost be like someone knocking on your front door and saying, "Hey, Mr. Homeowner, if you will pay me one more rent payment, then I will let you live in this house for free for the rest of your life."

This is essentially what Dan is saying. If you pay \$534 right now, he will take you by the hand and show you how to change your whole marketing and business life by saving your money. This is spouse approved, and in fact, over 35,000 people have gone through this program and saved a ton of money by doing so. Dan once did a survey, and he found that he had already saved the members he had at that time over a million dollars. It's probably much more by now. Anyway, when he did the survey, he discovered that people had saved \$1,300,000 in all by going through the program.



This program usually retails for \$534.52, but since Daniel Hall is a friend of Dan's, he's decided to cut the price even lower. If you act fast and visit <http://danielhallpresents.com/zerocost>, you can join Zero Cost Marketing Secrets for the special price of just \$279.00. When you sign up, you'll be able to log into your membership area soon after, and your dashboard is demonstrated in the screenshot above. As you can see, there's currently a notice that contains instructions on how to register for the two remaining live training sessions. Within this notice, you'll also find the replay links to the previous two sessions.

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Then next live session will be held on June 23 from 4:00-6:00 pm PST, and the last one will be held on June 30th from 4:00-6:00 pm PST. Each of these sessions are about 1 ½ - 2 hours long, and they are thickly packed with strategies. After you go through each of these trainings, you'll have more and more of an understanding of how life and business can be different. On the page above, you can also see that there is an ad at the bottom of the page. If you click on this, you'll be able to join the ZCMS Facebook group.

If you add the new training in with the old, there's over 20 hours of training in the membership area. Please don't think that you have to go through all of this training in one sitting. Just pick and choose what you want to learn as you go, according to what you are interested in learning about the most at any given time. For instance, if you are trying to learn how to drive traffic at the moment, then watch some of the training that covers that. Then, as you need to know other stuff then you can access those trainings when you are ready.

The same thing goes for the database. You can pick and choose from the tools as you need them. The "Categories of Zero" are listed within the page above. You can also use the search bar in order to find tools that would be most helpful for what you're working on. Simply type in a keyword pertaining to what you're looking for. For example, if you were looking for some free graphic-editing software, you might type "graphics" into the search bar.

It's so fun to search through this database because you know that whatever you find won't cost you a penny. It really is like being in a kid in a candy store. You have lifetime access to the membership area, and Dan updates it often.

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