

Brittany Lynch: Hey hey everyone, Brittany Lynch here. Welcome to today's video training with Boris Savransky. I'm really excited about today's video training because I've known Boris for maybe a year and a half now. I've worked with him very heavily over the last 12 months. What I'm really impressed about with Boris is his e-commerce abilities. Boris has been selling online for several years now, but particularly in the e-commerce space. He actually started out by selling T-shirts on Teespring with his brother Sam where they sold over \$700,000 worth of T-shirts in just 7 months. I thought if they could do it in Teespring, they could also probably sell others physical products online. When they initially started, they had a huge learning curve in front of them. Even with that huge learning curve, using the one hour e-commerce formula, they were able to go from 0 to 55,000 in sales in 30 days and scale the \$1.5 million in results over the next year. That's pretty damn impressive. With that said, Boris, are you with me?

Boris Savransky: I am.

Brittany Lynch: Boris, those are really impressive results. What was that time like going through the learning curve?

Boris Savransky: First of all, thank you very much for that very cool introduction. Thank you for allowing me to share this story, which we are very proud of. Let me see if I can give you a 2-minute version. Basically, like you said, we started with Teespring. That went really, really well. Sam and I did, my brother, who is also my business partner... We decided if that works so well, let's actually try something where we have access to additional products, not only T-shirts and hoodies.

That actually took us into something that we later developed into e-commerce arbitrage, which is where essentially we rapidly launch e-commerce campaigns and determine profitable physical products in a matter of hours rather than weeks or months and use drop shipping to manage that inventory. That was a very interesting

transition because it took us from doing something completely from just a design point of view to actually looking for physical products and trying to see how we can obviously arbitrage it for a higher price, buying it low and selling it high, using the old Wall Street term. In a very short summary and concise description, that's what took place. It happened very very quickly.

Brittany Lynch: Yeah, no kidding. That was a lot of results and successful experience in a really short period of time. I'm sure you were really excited combined with very, very overwhelmed. I know that you developed the one hour e-commerce system distilling key concepts from that, which as you said, really is a formula for rapidly launching e-commerce campaigns in order to quickly determine winners and losers.

Boris Savransky: Yes.

### **What is drop shipping?**

Brittany Lynch: For our listeners who maybe aren't familiar with the concept of drop shipping, can you explain what drop shipping is?

Boris Savransky: Sure. Essentially, drop shipping allows you to avoid managing product inventory, returns, and shipping. You don't actually deal with the product. When you sell a product, you purchase the item from a third party who ships it directly to your customers. You never have to see or handle the product even if it's a return. There's also no time spent sourcing products overseas or out-of-pocket money being spent on inventory. Essentially, that was the big transition from something like a Teespring model to the e-commerce arbitrage model. It was pretty cool because it still allowed us to do all these things, basically deal with physical inventory without actually having to deal with it in a full literal sense of the word. The drop

shipping process allows you to do that. It basically helps you to generate sales, but not have the overhead, the inventory, the customs service, all those things.

Brittany Lynch: Yeah, I think that's really appealing to a lot of people, especially someone who's maybe just starting out with e-commerce, not having to deal with the sourcing from overseas and the inventories, really huge step up. I think it really plays into your business model of just the bare minimum, the minimum viable product to get this thing up and running.

**What are the steps involved in launching a campaign using the one hour e-commerce method, the high level steps?**

Boris Savransky: Sure. I'll jump into an illustration, if you will. This is what we've literally developed after going through this model and hitting every wall, so to speak. Then figuring out things really fast, because the growth was very fast. Essentially after making all the mistakes possible and impossible, and boiling it down to the core and simple steps that literally give you the process and give you the maximum results for the minimum amount of resources invested, if you will, this is it.

This is the formula that we've created and called "e-commerce launch formula," which is step 1. You literally select a niche for yourself. Once you have that identified, you then identify a high probability of success product, which is step 2. You can see in this particular example, you have the dog leash as an example, which we actually used. This is a real product, a real example that we had success with. Once you identify something like this, a high probability of success product, you create a simple little landing page where you drive traffic to and show and sell that product. Then you identify the targeted Facebook interests that you basically use to run the traffic. Once

those pieces are in place, you launch the Facebook ad campaign with the identified interests that you found in the previous step. That's essentially it. You rinse and repeat and scale and grow from there.

Brittany Lynch: Awesome. I really like this illustration because it does boil it down to the very high level steps. Now that we've identified the high level steps, let's start with step number 1, which is choosing a niche. Are certain niches better than others, or how do you go about choosing a niche?

Boris Savransky: Sure, that's actually a really good question. Obviously there's so many niches out there. Basically with what we've done in these past, I don't know, 12, 18 months or so, we really identified about 9 of them that, I think it's 9. I guess we'll count together right now. They are basically the best high-level niches that we found to have a really good match with, for example, e-commerce. Obviously this is not the end-all be-all, but again, these are the top broad niches that we found, which is beauty, in no particular order by the way, fashion, health and fitness, home and garden, kids and family, pets, self-defense and survival, sports and leisure, weight loss. If you have been counting at home with me, that should be about 9. Again like I said, this is not the end-all be-all. These are just some of the best ones that we played around with and found to be really really good to start with. If you have absolutely no example, for example, where to begin, just pick one. We happened to pick sports and leisure because that appeals to us. Sam actually is a huge sports fan. That's what we went with.

Brittany Lynch: Awesome. Within sports and leisure and within all these niches, I guess there's tons of sub-niches and a ton of different products too. I know you're going to take us through a live example or a live creation of this process. With that said, we selected our niche now, in this case

you're going to do a demonstration with the sports and leisure niche. How would we go from this broad niche to actually finding a product in this market?

Boris Savransky: As you said, that's actually a really good point that each of these niches of course have sub-niches. I keep hearing me saying the word "niche" incorrectly. I'll just go with it. I do apologize. [crosstalk 00:08:40]

Brittany Lynch: [crosstalk 00:08:40]

Boris Savransky: I just don't know how to pronounce it correctly. We'll go with niche. Yes, they do have many sub-niches and of course even more products in all those sub-niches. Once you have selected the niche for yourself, which again if we go back just to this diagram, you'll see that step 1 is essentially done. We're really on the way here. What we can do now is identify high probability of success, which is step 2. Let's actually, instead of looking at these slides, I'm going to take you online in a live demonstration and actually show you what the process would be like. Let's actually jump...

Brittany Lynch: That would be awesome.

Boris Savransky: ...Online. I have a few tabs ready for you guys because I really would want to give you the information about how this stuff works rather than actually watch me stumble through the interwebs and look for these pages. The first page that I have here is something that we use quite often, especially when we don't know or have any idea anything besides like a niche like we just said as to where to begin, what to look for sub-niche product-wise, stuff like that. We have selected something. We have selected a sports and leisure niche in our case.

What we can do, if we have absolutely zero ideas about what to do from here, is literally go inside this category

drop-down menu and look for something that would match our niche, or to be as close or as similar as possible. In this case obviously this is a really good or similar category. I'm going to select that. I'm going to click this button, "show me what's popular inside the U.S." What is that going to do? WatchCount is really a software that connects with eBay. It identifies, in this particular case, items in any particular category or any [queuers 10:31] that you may want to put in here that have for example the highest watchers, people who watch these auctions for example. They also show you past sales, prices, and all kinds of good stuff. That allows us to really go through the top-selling items, or at least those that are interested in any particular category or that have any particular keywords, and start there.

Let's actually do that. The first thing we're going to do is concentrate on this column right here. I'm not going to care about this, I'm not going to care about anything in the middle. All I'm going to look for are these numbers. I'm going to look for something I call an outlier. What does that mean? It means it's a number that's considerably larger than the average that we might see in terms of past sales. Here we have the 55, the 63, 26, 14, 94. What does that really mean? We're going down the numbers. Obviously the outlier would be something that would be much higher than the average. Again, we're at 68. We're more or less in the 15 to 65 range.

Let's see if we can find something literally that's considerably higher that jumps at us. Oh, okay, interesting. 14,000, okay, noted, let's keep going. Again, one thing I'm going to go back to in just a moment is after we've identified something here that stands out, we're going to go and match it with other things. This is something that we've noted, all right. Now we keep going and look for other things. Okay, this is a little bit higher.

This is interesting, definitely something to keep an eye on, 15. Let's see. There's another one, 12,665. Fantastic. That's actually a good start as well.

Here's something else that I would consider as I'm looking. I'm going to take you a little bit off the beaten path so to speak and give you a little bit of a side note. Bulk products, large bulk products like we've seen with this guy right here. Even this guy, I'm not sure if this whole, okay, this is an adapter. This is actually something to look into. Anything bulk is something that I would not look into immediately. As I'll share later, if it's something that you may be interested in to do on your own later, you may not want to do it because it's such a large product. You want to concentrate maybe on something that's small, that's easily shipped, that's not going to cost a ton to you or to the customer in terms of shipping costs. Flashlights, for example, are a fantastic place to start.

The next thing that we do, once we identify the one trigger, if you will. We have multiple triggers that we go through like a list of things that we look for. If everything matches, then that's a highly probability of success product. This is step 1 so to speak, trigger 1. Next thing we do is look at the price with shipping. Let's open this guy. If you open it, it's actually going to pull up an eBay listing. We're going to check out a couple things, one, the price plus shipping, in this case this is \$9.69. It's coming out of the United States.

It's irrelevant which state, as long as it's in the United States, because we happen to be in the United States and we're looking to serve the United States market and we'd like to have this product to be bought from somebody who's selling in the United States. It doesn't only limit the products and the process to the United States. You can do it in your country, you can do it being

if you live outside of the United States and want to still buy and sell in the United States. You can do it pretty much anywhere in the world.

Brittany Lynch: Boris, just thing I want to clarify for listeners, I think it's pretty clear at this point, but just to make it extra clear. Using this method, because you're using drop shipping, basically what you're doing is you're going to WatchCount and you're looking for products that have, like you say, the high probability of success. You're actually looking for products that you're going to mark up. That's where the e-commerce arbitrage philosophy comes from. Let's just say you have this product, it's \$9. Maybe you'll sell it for \$15, and I know you're going to get to pricing in a little bit. What happens is when you make a sale of that product, this eBay seller is actually going to fulfill the product, not you, right?

Boris Savransky: Correct. This guy, exactly, this guy becomes what we call your drop shipping partner. Actually, just to jump ahead two seconds, like you just mentioned, you're going to sell this first and then you're going to come back to this guy right here and buy from him and have a trip directly to your customer which is the whole drop shipping process.

Brittany Lynch: Awesome. Carry on, I just wanted to make sure that was crystal clear for everyone that, again, this is your drop ship partner. We're not suggesting you go source this from somewhere. Boris is actually helping you find drop ship partners. You're going to do an arbitrage process, which I know you're going to go over shortly.

Boris Savransky: Yeah, we're almost there. Let's say we've identified this thing, which again, that's another trigger, guys. For the lack of a better word, that's what I call them, triggers. The first one was for example the past sales. Nice number, considerably larger for example than the average we've

seen before. The next thing is the price. We like it to be somewhere between \$5 to \$13 or so. That's together with shipping. That's a nice place to start. That's trigger number 2. There's quite a few more, but basically these are the initial ones.

Now that we have these things in place, we can now look for what we just discussed, something that we call price arbitrage. That's where we basically look to see if this product is being sold at larger prices in other reputable marketplaces. Not something sold by a guy down at the corner, but basically in large quantities in places like Amazon for example. That's going to tell us what? That's going to tell us one thing that this product is being consumed by consumers in not only hopefully large quantities but also at higher prices, which means we can step in, buy it here, sell it at some other higher price, make the difference, and that's going to be obviously your money to keep. That's essentially what it boils down to. The price arbitrage can be found in essentially ways like this, give me a second.

Brittany Lynch: Basically that's another trigger it sounds like. It's not good enough just to have a lot of sales and those and those other triggers that it meets, but you also have to make sure it meets the price arbitrage trigger, which is that it's also selling at a higher price in other locations so that you know you can mark up the price and still sell it successfully, right?

Boris Savransky: That's exactly right. That's perfect, yeah. That's basically correct. That's another trigger, so to speak. It allows you to do exactly that. It allows you to make sure that you have something that you can make money with and not just randomly try to sell for no reason whatsoever. How do you do that? How do you even check to see if there is any price arbitrage? We literally copy the title or these

parts of the title. We jump on Amazon as simple as that and we paste it in. We're going to take some characteristics out to make sure that we have a broader search for this or similar products. What we're looking for is a market for these or similar products to understand if this product is being consumed by the market at a higher price.

Basically, let's see what we can do. Here's something a little higher. \$19.99, okay, that's great. There's another one, \$19.99. Only 10 left. Obviously it's being consumed and it's pretty much the same. You got to understand that a lot of these, \$14.98, let's see, \$21, \$19. I'd say about \$17, \$18 is a good place. You also have to understand that these are before shipping. If you start adding shipping, which is about 5, 6 bucks more, because very often you have this free shipping on orders over \$35, obviously these are under \$35 by themselves. You're easily able to add about 5, 6 bucks more.

You're talking about, let's say just to keep it clean, \$25 on this exact flashlight. If we go back and buy it at \$9.69, again, remember, free shipping, and sell it somewhere in the ballpark of \$25, you're making a good, this is where I suck so I apologize. My math is horrible.  $\$25$  minus  $\$9.69$  gives you somewhere  $\$15+$  that you can pocket basically for the difference in prices. Hence the whole price arbitrage. That's how you essentially do your research in these marketable, excuse me, the reputable marketplaces, and find if this is something that you should pursue once you've found a high probability of success product.

Once we have that in place, we essentially have covered A, the niche, B, a high probability of success product, and we've proven that there is a high probability of success because A, so there's a consumption of this product on

places like eBay, which is also a big marketplace. Look, over 12,000 sold. B, Amazon shows it to be sold as well, even at higher prices. This is where you jump in and play the difference, the low and the high price difference. That puts us in pretty much step 2 of this thing.

Brittany Lynch: That's important. You went to Amazon and you basically just copied and pasted that headline that you found on eBay, pasted it into Amazon. On the Amazon page you saw a ton of different examples of the flashlight selling at a higher price point. That doesn't mean that it isn't still occasionally selling at that lower price point, it's just that there are sales to be made at that high price point. That's really important for everyone to understand. With the e-commerce arbitrage method, it's important that you see that it is selling at a higher price point somewhere else so that you know that you can sell it at that markup.

When you make a sale for \$25, you then you come to this eBay seller, your drop ship partner, you purchase the flashlight for 9.69, and then that person ships it to your customer and you make the difference between 9.69 and \$15, as Boris did the calculation. That difference goes to profit and covering your ads. I know we'll talk about ads in just a second, Boris. The next step it sounds like is actually setting up a landing page. This is where a lot of people usually get confused is the technology portion. I know you've solved this using your methodology. How do you set up a landing page really quickly, and is that something you can show us?

Boris Savransky: Sure. Actually, if you don't mind Brittany, I know this is not, I'm putting you on the spot. I do use one more awesome tool that allows me to find really really quick results. This tool actually happens to be developed by Brittany. I know I'm putting you on the spot, but can I quickly share it?

Brittany Lynch: Yeah, absolutely, please. This is the eBay sort tool that I developed to help find products that meet the criteria that Boris demonstrated faster.

Boris Savransky: It's really really awesome. Hopefully Brittany can tell you a little bit more about it. Essentially here, let me actually show you how to use it in 2 seconds. Let's say I'm looking for a product. Usually we also go one more step that I haven't mentioned just yet. I'm doing it right now. I'm going to copy this thing and I'm going literally go over to eBay's flashlight and lanterns, lights, whatever category. Why? That's where these things are. When I'm essentially doing any search, I have all these different flashlights that are 989 sold, 88 sold, over 5,000 sold.

The easiest thing to do for me now is just click this thing, it's called eBay sort, I'm going to click this thing. What it does is it immediately sorts it by the highest number of sold for this product. Basically a descending order in terms of how many sold. That allows me to literally put in parameters like maybe price of \$5 to \$13, remember, that's our sweet spot, only in the US. I'm going to set it only in the US and only buy it now. Again, by sorting this thing, I have all these sellers. What does that really give me? That gives me an ability to literally scroll down, look at these numbers really quickly, and look for something that I can get even cheaper for example than what we've just found for \$9.69. If you give me a moment, I'm sure I can come up with something. Give me a second.

Brittany Lynch: As you look, I'll just reiterate what just happened. Boris used the eBay sort tool to actually go to eBay and find additional auctions for him. By using the eBay sort tool, what it does is it reorganizes all the listings on that page from the most number of sold products to the least number of sold products. You can do it as Boris is giving an example now, or you can just go to a broad niche like

camping and enter in a keyword, if you don't have a product in mind yet, and use that as a way to identify new possible products. You can use it to identify new possible products or you can use it after you've identified a product to find the product that's selling the best and has the best price.

Boris Savransky: Yeah, exactly. Remember, we're playing the whole e-commerce arbitrage game. In this particular game, the more efficient you are so to speak, [about meeting 00:24:30] the lower price of the product that you can find, the better for you. The marketplace is more or less the same in terms of we're seeing let's say \$15, \$16, \$17, \$18, \$19 plus shipping that this product is being sold for. If you just were buying it at \$9.69 as we calculated, you're making \$15+. What if you find it at \$8? What if you find it at \$7? What if you find it at \$5.99?

This happens to be actually a pretty good find, to be honest. Look, 2,000 Lumen, pretty much the same flashlight. 3,000 Lumen, pretty much the same flashlight. I found it in a matter of seconds by using eBay sort tool. It's \$5.99, it's a much stronger flashlight, which means now I'm able to sell a better product, but the cost of this product is considerably cheaper. We're talking about 3 or 4 bucks, which is approximately 20+, maybe even 25% that I've just put in my pocket per transaction. That's the power of eBay sort. It allows me to just simply and easily find not only maybe a better price, maybe a better product, maybe a combination of the two, or maybe just another drop shipping partner that in case this guy runs out for whatever reason, I can always go and find it somewhere else. That's huge for something like this.

Brittany Lynch: Yeah, I'm really glad you brought that up and showed them the eBay sort tool. For the listeners who are listening to this video, you actually have access to the

eBay sort tool in the members area. By all means use that tool to put into action Boris's techniques for one hour e-commerce. Unless you have any other tricks up your sleeve or tools to show, the next step I believe is setting up a landing page.

### **Setting Up a Landing Page**

Boris Savransky: Sure. Let's actually do that. Let's use the example, since we already established some ground here. This is the perfect product. We found it, we used eBay sort tool, we found this is the best price, best drop shipper, everything. What we do now? We got the product. What we do is we actually put up simple little landing pages. These landing pages, I'll show you in just a moment, here I am in the back admin side of my WordPress. You can use any themes for the WordPress that you like. We just happened to use this one because it allows us to, a Teespring-like theme, it allows us to be up and running quickly and easily. Let me actually show you.

I'm going to literally copy this title right here. By the way, just so you guys know, some of you may be thinking at this point, isn't this stealing, taking the information from somebody else? Actually, it's not, it's the opposite. The reason why I'm copying and pasting things is because we are going to be literally selling this product. Instead of making this product, writing out our own titles and descriptions, and possibly making a mistake, we're actually going to be doing our consumers or future customers a good favor by literally showing them and telling them exactly what they're going to get, because we're copying and pasting the information from our drop shipping partner. It's important to keep that in mind. Let's actually do that. Copy here, the next thing is you just saw me save this image. What I'm going to do is I'm going to...

Brittany Lynch: Boris, as you're going through this, what tool are you using right now?

Boris Savransky: Sure. It's called "product pages." It's a theme, I'm not sure if it's available in public, but I think you guys, you should have information on that. Brittany will share it with you.

Brittany Lynch: Yes, product pages is, I don't know if it is available in public anymore. It might be in private webinars. Basically, Boris has access to product pages through his training program. For those of you who are interested in that, there's information below the video on that. It's basically a tool that builds simple little landing pages as Boris is demonstrating. He is able to do it very very quickly.

Boris Savransky: Yeah, exactly. It's really a WordPress theme that allows you to create simple little landing pages that you'll see in a moment. What we've done so far is headline here, headline here, upload an image that I've directly saved from that auction. I've copied and pasted parts of the, where is this thing, description right here, which is just enough to give our customers information on what this product is. The next thing is I'm going to set up dates for example, I don't know, 19th wherein this thing expires, which creates a little bit of scarcity. The product price, we said that this is \$9.69, it's being sold at approximately \$20 plus shipping, so \$25. Let's actually try that. If the market is saying \$19.99 is a price and \$4.99 is shipping, then that's what we'll go for. That's it. We literally click, let's actually remove the footer, literally click "save now." In a matter of seconds, while I was talking, I was able to put up a pretty cool landing page that allows me to generate the sales that I am going to with this product. Let's see what this looks like on the front end.

Brittany Lynch: You'll probably see that it shares a lot of similarities to a Teespring or a Gearbubble style sales page. It's very very

simple headline, image, description, some sort of countdown clock, and a buy button. Again, coming back to the one hour e-commerce philosophy, it's really about development and quickly identifying a product that's profitable so you can scale it up. You should be able to set one new product up in under an hour. That's the concept, and I know many of your students are doing it a lot faster now.

Boris Savransky: Oh, yeah, absolutely.

Brittany Lynch: I think that just even the demonstration you're going through right now is a lot faster than a lot of the other more technical ways of running an e-commerce business. That's one of the reasons why I really like this method.

Boris Savransky: Right. That's really the key here. Look, at the end of the day when you're doing something like this, the last thing you want to do is spend hours and money for that matter to build up pages and just to try something. The whole point is to actually play the e-commerce arbitrage game and not focus your energy and other resources on the technical aspects. Which is why we really love this theme, it's super basic, it's super easy to use, literally copy and paste, upload an image, and you'll be actually busy with finding products and running traffic to them rather than how do I generate a page and all that stuff. That's the beauty of this thing.

Brittany Lynch: Right, you're not going to get confused in the process because setting up a landing page is so simple. That's cool. This is the landing page that you're actually going to send traffic to. I just want to quickly recap this step. We started out by obviously talking about the concept of the one hour e-commerce program. Then we got into choosing a niche. You selected the sports and leisure niche. From there you went over to WatchCount. On

WatchCount you showed us that there is a drop-down menu that has many of the options of the niches you went over there. That's also a good place to go for niche ideas.

Once you select a niche though, you want to move on to selecting a high probability of success product. You used a few tools to narrow down that high probability of success product, namely WatchCount and the eBay sort tool. Using that, you found the flashlight. Once you found the flashlight, you were looking to make sure that it met a number of triggers. One, a high number of sales, was it sales outlier? Two, was it between the price of, what was it, \$5 and \$15?

Boris Savransky: Yeah, \$5 and \$13.

Brittany Lynch: \$5 and \$13. Then three, can we mark this price up? Is the market paying more for this product elsewhere? That's where you went to Amazon to make sure that there were people paying money for this product at a higher price point. That's what you came up with the price point of \$19.99 plus \$4.99 shipping. From there you went and created the landing page. Creating the landing page was really just a process of copying the information over from the eBay page, which is your drop ship partner, because again as a reminder, when you make a sale of this you're actually going to purchase that flashlight from the drop ship seller, from that eBay page, and they're going to ship it to your customer. You'll make the difference between \$9 and \$25. That difference will go towards profit and paying for an ad.

### **Setting Up Advertisements**

That takes us to step 4 and 5, which is identify targeted Facebook interests and launching a Facebook ad. Boris, for me, I think that this is one of the most important if not the most important part of the system, which is finding

interests and actually creating a targeted campaign. If you aren't able to match up your product with a targeted audience, you're not going to make sales. Do you mind showing us how you go about finding targeted interests for your Facebook campaign?

Boris Savransky: Sure. You said it exactly right. That's exactly the process. The next step as you just described is of course finding the traffic that we drive to this page. How do we do that? Actually, one of the things that we use is the Facebook audience tool and audience insights tool. If you don't know where to find one, just go to your ads manager and find tools. In the drop down there you'll find something called "audience insights." That's going to take you to a page like this.

One thing I want you to notice here right off the bat, because that's going to give you a immediate baseline if you will, is the fact that, look, this is everybody on Facebook. I haven't done anything. This is the homepage that pretty much breaks down all the people in terms of demographics that are on Facebook. You can see that there is slightly more women here than men just using this platform. This is not reflecting real life per se, but it is reflecting the users of this platform. This is just to keep in mind that when you see certain data, keep in mind that in this platform, that's the case. There is a slight more women using it than men.

We have this product that is a flashlight. Who would typically use a flashlight? You can have people who maybe hike, who go into the survival getaways or whatever the case may be. Hiking, survival, that would be a good place to start. If we actually write something like survival in this interest box, which gives us basically all kinds of interesting keywords, interests is what Facebook calls them. They're really keywords that people look for

inside Facebook. Let's say survivalism, and see what it is that this tool shows us as the breakdown of the demographics.

You would think that for the most part the whole survivalism thing is a male-dominated niche. It probably is. You have to take this with a grain of salt, which is why I said what I said a minute ago. You can see that there's more women using this and less men. That doesn't mean that that's the case. You just need to understand the platform that you're inside. What we're looking for is really the age demographic and also of course the gender demographic. Now that we see that this is more of an older crowd, maybe in the case for women it's 35 and over, in the case of men it's 25 to about 64, we can now start to get an idea.

If we actually start looking for, let's see what else is there, something more, survival kit. That's something more specific. That's going to give us a much better breakdown. It's much more specific to peoples who are in this niche, for a lack of a better word. What are we seeing immediately? 3 to 3 1/2 million monthly active people have associations with this survival kit interest. We also see that it's really male-dominated. Based on that, we can now start to see the breakdown as well for the age. The male gender is shown below. 25 to 64 is what we really want to start looking into for several reasons. 18 to 24 is something that, it's an age group that doesn't have access to the funds as much as the older generation because they're typically more, they're younger. The 65+ has a considerable drop off to 8% versus the meat and potatoes right here in the middle.

We'll probably end up after using [inline 37:44] tests somewhere in the 25 to 54 range. In the beginning, because we don't know, we might want to extend it to 25

to 64. Now we have the gender, now we have the age demographics, we can go to this tab called page likes. Here we can see many other interests and categories that people are looking for, using, searching for, liking, that have to do with survival kit. We're going to use these to literally create our ads.

One of the interests we're going to use is survival kit. The other one that you may want to look into is survival life, survival kit, which is what we're using here, National Rifle Association. Basically what Facebook tool is telling you is that these and these are essentially the top categories interests, ideas, Facebook pages that people are looking for and visiting, talking about as it relates to the one that you've typed in here. That's what we're going to use literally to create an ad. We can actually create an ad right now by clicking this button.

Brittany Lynch: Before you get into that section, which I definitely want to get into, I just want to recap again here for everyone who's listening. You come to audience interests, you start by entering in maybe a broad interest related to your particular niche. You're thinking what type of person is going to buy this product, a flashlight product. You thought survivalism. You started with that broad interest, you entered it in. It came up with mostly female, and then some male as well.

You thought, you know what, I need to dig a little deeper because I believe that this audience is mostly male. you dug a little bit deeper, you found the interest survival kit. That pulled up different demographics. Really what you're doing with the audience insight tool is you're using it as a spy tool to figure out what settings should input in my ad. What gender should I target, what age group should I target? Looking at this data, you can see that again, it's primarily men as you speculated. You can see that the

age group is skewing a little bit higher, although this one does have 25 to 34 as well.

Then above and beyond demographics, if you go to the page like tab, you're starting to think about your interests. Looking at the page likes and the affinity, you're able to see that okay, if someone likes survival kit, I might also target the interest survival life. I might also target the interest National Rifle Association, because there is a high affinity and that people in these niches might also like the camping flashlight. You're this tool really to gather all of the information you need to create a profitable Facebook ad. That's demographics, age groups, and interests. Is that accurate?

Boris Savransky: Absolutely, yeah. You hit it right on the head. That's exactly it. Basically you're using a little bit of common sense in terms of why I stepped away maybe from survivalism. In my opinion, and if you don't know, you can do more research on Google for example. Based on what I know about for example survivalism, it is more male oriented. If I'm showing survivalism, let me just go back 2 seconds and we'll come back to this. I'm showing survivalism and it's showing me the demographics of say mostly female, then this is not a bad thing or wrong thing. I just know that I'm probably in the wrong interests, and I should dig deeper as you said to look for something that makes more sense in alignment with my idea of what the target audience should be. I'm assuming this based on either research or certain facts and knowledge.

We've gotten through survival kit, and that led us to other ideas such as maybe survival life. We're looking at affinity. Affinity is basically how likely are the people who are liking survival life to like survival kit. If the affinity is high enough and the relevance is also really important, if the relevance is high, then the lower the number the

better. That's something you may want to consider as an interest to run your ad to.

Another trick is to actually put something that you're considering, and take away the original one. Then go back to the demographics and see if it aligns with the gender and the age demographics. In this case you can see that it aligns really well with the original survival kit. You have mostly men and you still have the 25 to 64 more or less in terms of the meat and potatoes of this demographic section. People who are interested in survival life are very much in line with people who are interested in survival kit. That's a good sign. That means this interest is another interest that we can use to run ads to for example. That brings us to how we do the research using this tool.

Brittany Lynch: Yeah. That was good, I'm glad you clarified that. From this point, you can actually create an ad. You're doing this research so you can actually create an ad with Facebook. Is there a specific type of ad you normally create in this process? I know that you also have a unique testing philosophy, because again, the whole idea behind one hour e-commerce is you want to quickly find winners and cut the losers.

Boris Savransky: Sure. Basically once you've identified some of these interests, let's actually run with survival life. We can see that there are 7 to 800,000 monthly active users. Just to give you some numbers, some borders if you will to play with, we like to have at least 400,000 to approximately 1 1/2 million people inside our reach. What I mean by that is this, if we click create ad, use ad tool, and you can use something like promote your page or clicks to website. Let's start with promote your page as an example. You're more than welcome to. You can use any tool. In this particular case, since I don't use this, yeah. I don't use

this ad, this is for testing purposes only, I only have one page here, but it's irrelevant. You obviously will have your own page here that will be relevant to the product.

What I want to show you is actually the, give me a second, let's clean this up. What I want to show you is actually how to run the ads once you've selected the interest that you found. We found survival life. Let's actually put that inside our interests. Here's that survival life. We also said that we're going to go 25 to about 64. Let's put 25 to 64, that will be our starting point. We also, remember, said this mostly men. We're actually going to take women out of here and only going to target men. Basically that's going, let's add United States. That's going to give us an idea of the general reach. Remember I said reach, it said the potential reach for this specific interest is 470,000 people. Remember as I said, we like to play between 400,000 and about 1,500,000. You can actually start here, you can add another interest. Basically you're going to keep the demographics.

Remember, the original example that I gave you, I said survival life and survival kit really aligned well in terms of gender and age. We can now actually put survival kit here, survival kit, and we know we don't have to change the age and the gender demographics because that actually gives us the same type of people. This went to 2.2 million. As I said, we like to keep it in the 400 to the 1 1/2 million. Is that an absolute must it has to stay there? No, absolutely not. That's the general rule of thumb. We know we like the survival life and survival kit based on the research that we've done. If it's just outside of the 1 1/2 million, if it's 2.2, that's fine. We don't like to go too high like 4 or 5 million in the beginning because that's too high. Just being outside of it is perfectly fine. Because they match so well in the age and gender, it's a really good combination.

We can stay here, we can keep this as is, we can add the budget to be \$5 a day. That's all that's required for your testing to get an idea of how this is going to do. Then what we're going to do is literally scroll down, name this as survival life. We could say kit. US 25 to 64, we're going to say men only. I'm just writing down what we're using here. Once I go to my reports and look back at this data, I can easily see what this ad is all about. That's why I'm just putting these words and letters in here. Then I'm going to just choose the ad [creative 47:08], I'm going to choose any images. Again, in this case we're obviously using that Caribbean islands page. I like to do a lot of tests. This has nothing to do with survivalism. Just bear with me. Imagine this is all about survivalism.

What you're going to have is a choice of what kind of ads you're running. This is a desktop newsfeed, this is a mobile newsfeed, then you have the desktop right column. When we run these types of ads in this specific style, the page post engagement, we remove the right column because we found that the newsfeeds do much better and the right column just isn't great in this particular style of an ad. That's it, you click place order, and right there you literally have your ad created. That pretty much gives you exactly that. You found the interest, you ran an ad, and that ad is going to run of course to the page that we've created, basically generating traffic, relevant traffic that allows you to generate the sales.

Brittany Lynch: There's a lot I love about that. First I'm just going to start with a budget. I like that you started with a budget, you entered \$5 in. I know you have a philosophy of, I believe it's within \$20 of knowing whether you're going to keep the campaign or kill the campaign. That gives you really clear cut parameters for finding winners. Speaking of finding winners, when you were working with your students, and in your own experience, how many

products do you typically need to test before you've actually found a winner?

Boris Savransky: That's actually a good question, an average. This is funny because when we started doing this thing ourselves, before we actually formulated a clear cut step by step formula, we happened to have a certain number that gave us the general average of how many products we test to find that winner. Then when we gave it to our students and they ran with it in maybe different niches with many different products and actually all over the world, they happened to have the exact general range of attempts to find the winners when I said the ratio of how many they tried to the winners. That happens to be 1 in 5. Out of 5 products, there is typically 1 winner that you find if you follow the steps and use all the triggers that we describe.

Brittany Lynch: Yeah, that's a really good, very useful piece of information. I found one of the biggest hangups that people have when they're starting a new program is they don't ever know if they're doing something right. You make it really clear cut. If you know that you can get 5 products up and on average 1 is going to be a winner, that might mean you need to get 10 products up to find the first one, it's an average, so 1 in 5 products, it's going to be a winner. It gives you a really good sense of purpose for getting all these one hour e-commerce products up and running.

Just to give you guys some context, Boris doesn't really like to brag, but it's one thing that Boris has done multiple million dollars in sales with this formula. However, Boris shared an incredible crazy screenshot with me earlier. It was a message from one of his students that uses the one hour e-commerce system. He's doing \$2,000 to \$4,000 in profit per day. That's actually insane. That must make you feel really good. This is just one number, but

\$2,000 to \$4,000 in profit per day is crazy. I know a lot of his students have had success. Everyone who actually implements it is able to make it work. Guys, listen to this training, go through and implement it. This stuff works. His students are having more success than I've ever seen out of any, not just e-commerce program, but any business opportunity training I've ever seen before. It's pretty impressive, and we're really lucky to even have Boris on the call to be going through this training. I'll include information about his full program below this video, but even just information on this video has been incredibly helpful.

Boris Savransky: Yeah, I certainly appreciate the kind words. That case study and that result, that's just one of many. Mark happens to be, I remember when he entered the program, he basically said, "You know what, I'm just going to follow the steps, I'm going to completely disregard anything that I possibly knew before, I'm just going to do it. I'm going to just literally go through step by step by step." Then he just literally in maybe a few days later said, "Hey, I'm getting some results." He just took off from there. He literally posted it either today or yesterday or sometime recently that he's doing these types of numbers. I'm very happy to hear that. It really makes my and Sam's day to hear results like this. That's what it's all about, basically. The whole point of the system when we shared it publicly was that people would use it and get results. Nothing is better than hearing something like that.

Brittany Lynch: The interesting thing, just to give people a sense of timeline, I think that Mark made his first few hundred dollars in sales in the first few days. I think he passed the \$5,000 mark in the first month, didn't he?

Boris Savransky: Actually, he made a few hundred dollars in the first few hours. Yeah, he literally followed it, he made a couple

hundred in the first few hours. Then I think maybe, I don't want to over exaggerate, a week or two he was generating crazy numbers.

Brittany Lynch: I'm part of your Facebook group. I see him posting in there his results. Anyone who actually does join this program, you get access to a Facebook group, and you'll see all the testimonials in there. These are real people getting real results. That's really impressive. Boris, I've got one last question before I'm going to let you go. I know it's Saturday so I'm stealing your time right now, and I really appreciate it. That is, can the one-hour e-commerce strategy for identifying products, can this be used with other platforms as well outside of these simple little landing pages? For example, someone has a Shopify store already, could they tack this strategy on to their existing platform?

Boris Savransky: Yeah, that's a really really good question. A lot of people are not necessarily at the very beginning but they have a Shopify or an Amazon or any other platform that they use already and running with or what they're trying to do in e-commerce. The quick answer is absolutely. The reason why is because this system is really geared and built around finding profitable products first and fast and being up and running. Pretty much you can use any platform to list these products. For example we use simple little landing pages, but of course you can use Shopify, and of course you can use Amazon or any other platform out there.

The core and the idea here is finding these profitable products first and making sure that you use all these triggers to make sure that you are in the high probability of success range and then running with it. As a matter of fact, we transitioned into Shopify and we're doing phenomenally there well there. It's not only possible, this

is what we do every single day. The quick and easy answer is absolutely.

Brittany Lynch: Awesome. Again Boris, I really, really, really appreciate you being here and going through this. You walked us through the 6 steps for launching the one hour e-commerce launch format. You can see those here starting from step 1, selecting a niche. Moving on to selecting a high probability of success product, and as Boris mentioned, about 1 in 5 is profitable. That gives you good parameters for your testing. Step 3, setting up a simple little landing page. Step 4, identifying targeted Facebook interests. Step 5, setting up your ad, and Boris generously walked us through the process. Again, just rinsing and repeating, because again, we know the parameters that 1 in 5 on average is profitable.

I really appreciate you going through this. For people who want more information on Boris's full program, I definitely highly, highly recommend it. There is information in the link below this video. The student results are just absolutely insane. Like I said, I've never seen anything like that from a training program, period. Above and beyond that, I've known Boris for about a year and a half, worked with him really closely over that year and a half period. Boris and his brother are just awesome, awesome guys. Boris, thank you so much for being here.

Boris Savransky: Thank you, you're making me blush, thank you. I really appreciate this opportunity to share with your listeners and your subscribers. I tried to use my low sexy voice, I hope that worked through this. I hope you guys actually put this to, not even to test, but actually execute and implement this. We are in the very, very early stages of e-commerce. If you jump on this fast moving train you'll be able to generate amazing results. One thing I would ask you, once you do jump in and start executing and

implementing these strategies, post your results in the group. We're human, we have awesome days and we have not so awesome days.

When we read these stories of people, real stories from real people that actually say hey look, I've generated these amazing results. Some people actually generate really awesome results, quit their jobs and everything else, it really makes us smile. I think at the end of the day after everything is said and done, that's what it's all about. It would be awesome to hear your results. Again, thank you for this amazing opportunity Brittany. It's always awesome to hang with you. Thanks again, and hopefully we'll see a lot of testimonials and results from people that basically are kicking butt.

Brittany Lynch: I've got no doubt you will. Just from past performance, this was a great training. Thanks again Boris, I'll chat with you soon.

Boris Savransky: Sweet, take care.