

Transcription Of Training With Matt Schmitt

Brittany Lynch: Hey, hey, Brittany Lynch here. Today I have a special guest. We have Matt Schmitt on the call with me. I actually met Matt at a mastermind meeting about two years ago now. At the time he was earning six figures a year online while still working his day job. This is very, very impressive for anyone, let alone someone who was still working ten hours a day plus for somebody else. Since quitting his job in early 2015, he's gone to launch several very, very profitable Shopify stores. Today, he's going to share with us the step by step process for launching an all mighty commerce store. Matt, thank you so much for being here with us.

Matt Schmitt: Very happy to be here. Thank you for inviting me.

Brittany Lynch: No problem. All right, we'll let's kick it off with a relatively simple question. For those of you who are unfamiliar with Shopify, can you briefly just explain what it is? Why did you start using Shopify in the first place?

Matt Schmitt: Absolutely, so Shopify is a platform that allows you to create an e-commerce store with very minimal effort when it comes down to it. You know, as Brittany said and I've been online doing this for awhile now. I've actually been doing internet marketing in some form for about seven years now. I remember way back when Shopify wasn't around and things like this weren't around. It was very, very difficult to do what you can achieve inside of Shopify. You can create a store and literally have it up in a matter of thirty to forty minutes. When I jump into a new store, I just created one and partnered with my brother on it and helped him get this thing going. It took me all of forty-five minutes to do it. Entirely, of all this things that I know how to do it. It might take you a little bit longer when you start but it gets easier and easier over time. It allows you to list products. It allows you to take payments. It allows you to basically have what used to cost you thousands of dollars done for as little as \$29.00 a month with Shopify. It's very, very powerful to use and they are literally the leading people in this e-commerce, gritty, done for sort of platform.

Brittany Lynch: Yeah, that's really cool. Matt, you have way more experience than I do when it comes to e-commerce. I have launched a number of Shopify stores and I can definitely echo what you just said. It's so easy to use. It's very similar to even something like WordPress but in a lot of ways a lot easier. Let's try to anchor some sort of numbers around this. I know it's really tough and people ask me this a lot. How much money can you earn in the first month? What would you say is a realistic monthly income goal for someone just starting out in a e-commerce business?

Matt Schmitt: Well the important thing to know when step into this thing is that every dollar that you make is going to have some costs associated with it. You're pushing in some way or another, you're getting your message out there, your offer out there. Then somebody buys it and you have costs there as well. Easily I think, in just pushing yourself, getting it up and going and finding something that's unique. We'll talk more about that here, I'm sure in a little bit but something

that's out there and people want to buy. You could easily get to the \$10,000.00 a month mark in very little time. I've seen people do it over and over and over again, whether they're my students or somebody else's students. It's not only Shopify but Facebook and all these other platforms. They want you to do this stuff. Customers are getting more and more used to buying online. You can Google it right now, I'm sure you'll see a chart that shows you how much online shopping has increased over the last couple of years. A 10,000.00 per month mark is something that you can easily achieve. I would say if you're really dedicated to it, within a month or two months.

Brittany Lynch: Yeah and people are getting more and more comfortable with purchasing online going forward. It's just increasing year after year. I know 24 is a really big time for all mighty commerce and it was really crazy to see. Just in my Facebook, that alone, the amount of success stories that were coming out with launching a Shopify store and many of them were your students. That was really neat to see.

Let's get into a bit of the nitty gritty here. If someone wants to launch an e-commerce store, specifically on Shopify, can you first start by walking me through the high level steps involved in hitting that monthly goal and just watching the store in general?

Matt Schmitt: Yeah, so I'm a big pay traffic monitor. I used to do SCO when I started off. Like I said I've cycled through a lot of things. Pay traffic marketing is so much easier especially on Facebook. People don't realize how much information they give on Facebook, whether it's through what I like to call hard data. Which is like where you fill out what school you went to, what you like, certain pages. Then just typical soft data, which is just your interaction on Facebook too. You know, the Batman versus Superman movie comes out, I'm a big nerd like that so every time I see something about it, I probably like that. Now I'm starting to get hit with more and more Batman and Superman stuff. That's the nature, I'm included in that audience now. That's the nature of Facebook.

I would point anybody who's trying to start to do this to understand Facebook and go there first. What I'm looking at here is what's called ... We can leave a link to this somewhere, Brittany. This is basically, I just typed in the search bar up here on Facebook, interests. Then searched for it. This is what comes up. This is the page sorting of all the interests on Facebook and pages are typically interests. You'll see like the Dr. Strange movie, photography. That's not an actual page, that's you know, seventeen million people have said in one way or another that they are interested in photography and the same thing with music. You could go through here and basically, it looks like I didn't sort everything but you can look through here when you search and find a niche that you're either interested in or not necessarily interested in.

The one of the first things I started in was selling t-shirts to nurses. I am not a nurse but my mom was a nurse. My mom was a nurse and I had seen some

other people having success in that niche. I wanted to understand that niche. This is where I would kind of load for anyone listening to start. If you're brand new, don't do something that you're necessarily personally attached to because we tend to get blind when it comes to those things. When you're doing page traffic and marketing at least. What I want you to do is talk to your friends and what are their jobs, what are their hobbies? How to go for something that you have a close relationship with somebody. Do you just sit down and say, I've identified the friend I want to go with, say my friend is a mechanic. I'm going to go after all the mechanics on Facebook and sell them t-shirts or whatever widgets. Then just start learning about them.

Then come back to Facebook and search for mechanics and kind of get an idea of what the presence is on Facebook. I can tell you, it's pretty good. Mechanics is a great niche because mechanics are very passionate about their jobs. Then when you're identifying your niche and looking for a niche, that's really the key. Passion equals engagement and this is a social platform. At the end of the day, you need something that's very passionate.

Back to what I used to do. I used to do things on Google AdWords. A good example of what would work on Google that wouldn't work on Facebook is something like acne. No one's going to be very passionate about the fact that they have acne on Facebook. There's not going to be fan pages for it. There's not going to be groups or clubs, engagement or people posting pictures about it. If you're a mechanic and say you landed a new job or just did this awesome job somewhere along the lines of being a mechanic or you see something about your profession on Facebook, you're going to engage with it. That's really what the key is to making sure that you're going to have success on Facebook, is passionate niches.

Brittany Lynch:

You're kind of saying, start in a way, start with end in mind. In the sense of before you even think about the niche, you have to think about, okay how are you even going to market your products in the first place. If you're going to need marketing on Facebook, one of the important things you need to think about selecting a niche is that passion because that boosts engagement, which is an important part of the Facebook ad platform. Yeah, I mean there's always different types of ads. When it comes down to it the most vital thing for you to understand is that Facebook is a social platform. You have to understand the medium that you will be selling in. We'll talk more I'm sure on the ad types later on, when we get down into this but at the end of the day, Facebook is a social platform. It's just about understanding that medium. Know that you want somebody to be very proud and hit that like button at a minimum.

I always tell my students, I go, if a minimum is it hits somebody in the face, you want them to like it. Then it's going to spread and go viral. That's really the key about your niche. Things like gardening, great niche right? I've seen some people kill it but it's been hard for a lot of people because no one's really that passionate about gardening to the extent that you don't garden with thirty

people. You might have a little club or something like that but if your a mechanic, probably all of your buddies are mechanics too. If you hit like, then it's going to spread. All their friends on Facebook who are possibly mechanics too are going to see it too. That's another key aspect of identifying them in that niche.

Brittany Lynch: That's a really good way of thinking about it. How will it be shared and how it will spread. When you're selecting a niche, you start by evaluating not just your own hobbies and interests but also the hobbies and interests that are close to you, as you did with the nurse niche as your mom was a niche. The next thing you go for is passion. What would you do to determine that passion level? Do you go into the Facebook groups and just see how people are interacting?

Matt Schmitt: Yeah, I mean when we talk about finding a product, you'll see a lot of the passion correlated over there. Then also just as you said, go into the groups, see what else is out there. See what else is popular on Facebook. If you look at the audience size on Facebook, you can look at that when were creating an ad.

Brittany Lynch: Yep.

Matt Schmitt: If you look at the audience size on Facebook that would give you a good indication that there's some passion there too. If the presence is developed on Facebook, which is really the most important thing, that in itself is the pea in the kitchen that you should go after. A perfect example is if I try to take my nurse niche over to, all my nurse niche and everything I tried to take over to Pinterest, well nobody's, that's not the right medium. Pinterest wasn't very good for it. At least this was six months ago when I tried it. It wasn't a great medium because people weren't sharing and doing things for nurses that had any kind of sustainable traffic. There wasn't a huge amount of presence there. For page traffic, that's not a great medium for it. At least back then so I have to revisit it. It's in my 2016 plan.

Facebook let's you know the size of the audience. You see the presence, go into the groups, understand the passion of the people there. Then you can really understand if you're going to have a viable niche to go after.

Brittany Lynch: You know, that's a really good point about knowing your medium as well. Knowing well what's going to respond to that platform. Just as an example and you might find this interesting Matt, I've run a number of pre post engagement ads of blog posts that I have. The blog posts that are relating to business related topics, those are always shared really well on Facebook. Now they never really picked up by influences on Pinterest. I promoted a DIY, how to make your own lotion on Facebook and they ended up getting shared over 1500 times on Pinterest without doing any active promotion on Pinterest. That's a good example of how that niche might work well with that platform but the business type ones might work better on Facebook.

Matt Schmitt: Yep, absolutely.

Brittany Lynch: Before we move on to the next step which is, I believe identifying a product. Is there a specific audience size that you look to target or look for the niche to be equal pursuing it for her?

Matt Schmitt: Yeah, so just to put this into perspective of why I do this. When I started off in t-shirt marketing, I went after a certain dog breed that at the time I didn't have but I think 50,000 people in it. I grew my page and I grew with the size of the audience because it was a growing breed. I had my page up to about 30,000 of about 65,000 people in total on Facebook that were associated with the niche and 30,000 of them were on my fan page. So that's sustainable and that's a very nice size for your fan page to be of your niche. I burnt those people out very quickly though because I kept selling stuff to them over and over and over again. Eventually, they just wouldn't buy anything. Off of that I tend to over. I'll do a million if I can but I would always go after something that's about 500,000 or above. Preferably over a million but really the larger you can get, the better. When you're starting out, go around the five hundred to the million mark just to learn and get your feet wet in paid advertisement and selling products.

Over time as you get successful and more successful and more successful, go out like nurses, that as about on Facebook, that's about a six million person audience and there's about eight million people in the United States who are nurses in one way or another. Then I've even gone further. Now I like to target, some of my stores just target women because then I can just keep selling more and more stuff and I don't burn people out and there's more people to sell too. That would be my rule there. Start about five hundred to a million and then work your way up above that.

Brittany Lynch: Okay and maybe a little later on we get to the ad section, we can talk about how to determine audience size in the first place. Okay, so that's a good first step. The first step you mentioned was identify the niche. You're looking for something. That go to the Facebook page to get ideas, inspiration. Evaluate your hobbies and your interests and look for an audience size that has at least a half million but ideally a million or larger to start.

What is the next step to wanting a successful and thoughtful Shopify store?

Matt Schmitt: Well, you're going to want to find a product. Before you even go down here and start your trial and you get your store ready and stuff like that, what I want you to do is find the audience. Then find the product. A lot of times I've seen people either get hung up at the audience or the product. It's really most important for you to know the metrics. I'll show you a couple of these for your product of what gives you an idea if the product is going to succeed. Then don't really base it off of your own judgement. Really rely on these people to show that this is a proven product. It's sold before and that's giving me the least failed attempt of doing this. My least failures have come from relying not on my gut but on data.

Let me go over here. If you've never heard of Watch Count before, it's a gold mine full of products. Basically all it does is search eBay and then sorts it. The cool thing is here, if I do nurse, you can see it's already been there. I've been here before. You can see nurse necklace, you can search to [inaudible 00:17:21]states and what this does, it's not always the cleanest thing in the world but what it does, is shows you how many people are watching current products for whatever you just typed in. Sometimes you get not exactly what you were looking for but it still hits the keywords. Just know what would get you audience again and what would sell.

Now this one right here, I sold a ton of these. I mean, anybody who's interested in stepping back in here, go ahead and try it again. I sold a ton of these because I relied basically off of what you've seen here. You've seen exactly what I did to sell. I think we ended up selling about 2000 or so of these before I made my supplier tell me he needs to take a break. You can see 153 sold for this guy. Now there's probably a ton of people listed with this. Just in this listing alone, we have 153 sold. Then now looking at it, not only from a social standpoint but it shows you that 153 more than likely nurses or somebody related to a nurse have bought this because they like it. They think that it's something that their loved one or they themselves would want to wear.

What's important for you after this is to understand, okay it's proven socially. Let's make sure it makes sense for me to sell it. You've got to look at price. You've got to look at delivery. You've got to make sure that this guy is a reliable supplier. The quick and easy way for doing this is 99.8% positive feedback. It's shipping out of the United States. If you're selling in the United States that's perfect. It's free shipping. You have \$14.80, you would have to sell this right? You're doing paid traffic again. You might have to do what is called key noting, so you've got basically double the price of right here and sell this thing for maybe \$29.99. You can sell it a little bit lower and charge for shipping too. It's makes it, that a perfectly viable price point for a necklace. As long as it's quality.

I would more than likely look around a little bit more because of this review. I can't believe 153 have sold and no reviews. That's perfectly possible too. At least flight around a little bit and look for some reviews of the quality. You can see it in other ones already right here. By the way, it might be a little bit lower priced. Also from St. Louis, I'm not saying I'm from St. Louis. Also from Mississippi, also a good reliable supplier. Price is a little bit lower but he's only got four available. There's different things you've got to look for.

Just stepping back for a second, I'm realizing some people might be like, are you just taking this product and listing this on your store and selling it? The answer is yes. That's called arbitraging. This is a perfectly legit way for you to sell products online. It's very, very quick for you to test it out.

Now the next step after this would be to search for maybe a direct source. A site you can go to for that is called Aliexpress. Once you start selling tons, say you're

selling a thousand of these a day. You can go to Alibaba, it's the parent company of Aliexpress and find your way to a seller that can do this in bulk. Hopefully that makes sense. There's a lot of intricate pieces in there, I know. That's basically what you want to do, is just test out a product. You've already found the audience, you found the passion. Now you're finding the product to now present to the audience after this is done.

Brittany Lynch: I'm going to recap the steps. It's all been really great information so far. Basically you go on to Watch Count and after you've identified your niche and you entered in maybe a keyword so maybe nurse necklace, nurse t-shirt or nurse hats, whatever it is. Do you mostly focus on wearables, by the way?

Matt Schmitt: Excuse me, I had to take a drink of water. The most important thing that I figure out first is can I sell it. The great thing about jewelry is that it has a very high perceived value.

Brittany Lynch: Right.

Matt Schmitt: Thanks to people like Zales and all those other guys that are out there. They're doing the exact same thing that we would be doing. Their markup is extensive. Clothing, jewelry, makeup, makeup is a little trickier to sell but clothing and jewelry both have a very big mark up in the real world. You can buy stuff from people like this at cost without actually going to a wholesaler or an actual supplier of these. The bigger number you buy, the cheaper you can get it. Then that's the why you can sell it. Now I've sold plenty of other stuff but it makes it harder to justify the price if it's not something that typically has a large margin. Sometimes when you buy off of eBay, they making their margin. The person that they bought it from is making their margin. Sometimes they get a little bit out of control. This might be a very high price for this. I forget what we sold it at. This might be a very high price for that or it might be a reasonable price. That's why you've got to go and look at that. I hope that answers your question. I focus on jewelry because of the markup that you can handle and people are willing to accept.

Brittany Lynch: Yeah, no that makes a lot of sense. It's the same sort of thing with t-shirts. That's why Tease brand was so successful and is so successful. You identify the niche. You go to Watch Count to get some idea of what's actually selling. Again, you're looking for proof that the market is buying this and that's why that Watch Count tool is so helpful. Even right here on this page, it says this one has sold 153. Again, if you go to eBay and you search nurse necklace, you might see a lot of similar necklaces like this that have sold hundreds or even thousands as Matt had mentioned. Those are one of the clues that you are looking for. You also look when you identify a possible seller, you want to look at the positive feedback. That's one clue that Matt mentioned. You want to make sure that they're going to be responsible and responsive in getting your customer their item. Again, this will be your drop shipper, right Matt?

Matt Schmitt: Yeah.

Brittany Lynch: This person is shipping it to your customer for you.

Matt Schmitt: Exactly.

Brittany Lynch: To that point we also want to look at where they're located. If you're selling to people in the United States, you most likely want your seller to also be in the United States. Your drop shipper also in the United States because if they're in China it could take weeks for them to receive their good. That won't sit so well with customers. A few other tips that you mentioned were also if you're going to start scaling up. Check out Aliexpress and Alibaba to maybe get a bigger bulk quantity at a lower price. Is that seem to recap what we just talked about?

Matt Schmitt: Yeah, and here's a quick tip on easily finding what price should I sell it at. Try to find whatever product that it is. I would go to Amazon and try to find this necklace. Whatever is listed on Amazon is likely what you should try to sell or match. At least at first, you could push higher if you get better or the data shows you that you should. If you price patch Amazon, then you have a good likelihood that you can sell this product.

Brittany Lynch: Okay, so that's a really good piece of advice. I know that's a question that a lot of people have. Check out Amazon. Com for a comparable product. Now, you talked about earlier, not following your gut to pick products. That's a good piece of advice. Even following these guidelines, what would you say, what percent of your products are winners versus losers when you promote them on Facebook through the Shopify store?

Matt Schmitt: You know, I think it's around ... It get's better over time, certainly. I would say it's around 40%. That might seem like, oh my gosh 40% but the beauty of this model is that you really don't have any costs until you start advertising. I can list this product on my store without buying a single one. Then I start pushing ads to it and say I spend twenty-five bucks and it fails. Then I just replace it with another item. If I spend twenty-five bucks and I sell four of them, then I know I can sell more. That's really the beauty of it. People shouldn't be scared by that 40% number because the beauty of e-commerce and this model in Shopify and everything is that overhead cost doesn't exist. Imagine if you had to open your own brick and mortar store, just to start selling this necklace. You may have tens of thousands of dollars in costs and permits and all the other stuff that you need before you even got started. Then you could have a product that fails. Imagine 40% of your products in brick and mortar failed, I mean that'd be devastating. The beauty of this is we cycle some products until one sticks. Then we keep going and add more and more and more.

Just as important thing to realize is just because a product is listed here with some sales proof doesn't mean it's a sure thing. It just means that you're likely to be able to sell this. It's more likely. The data shows that you're more likely

that this will work. There's a big distinction between paid traffic selling and just sitting on eBay and selling. The thing is that this doesn't cost him a lot of money to just have this sitting here. People can come in casually and buy it. When you're pushing traffic to something, you need the numbers to work for you in order for that to sell. This might sell like crazy or some other product, whatever you're looking at. It might sell like crazy but it might take a hundred dollars every sale. If you had a hundred thousand to blow, you could sell a thousand of them right.

It's about making sure that the numbers work for you. If you're cost is ten and you're selling it for twenty. You've got to make a sale, a lot of sales in between that ten dollar mark, that margin. Then hopefully make it worth your time by making sure you're converting it two bucks so you make eight dollars every time. That's a long winded answer to your question but I hope that helps keep people in perspective.

Brittany Lynch: That's a good answer because it gives more data and insight into how this works. If you're buying this product for ten dollars and you're selling it for twenty then every time you make a sell you don't make ten dollars profit. Even though that's the difference because you still have to pay for ad costs. You have to make sure you're paying for your ad costs and there's still some left over and that's your profit.

Matt Schmitt: Exactly.

Brittany Lynch: One of the other things that you kind of reminded me of was you and I and La Shaun were talking about developing intuition. The more you do this, the better you get at selecting products and profit too.

Matt Schmitt: Yeah and that's just based off of your experience. To me the reason I went after this at first is because then number one selling shirt color for me outside of black, which is just the typically the number one sold color, was pink for nurses. This has pink so obviously I don't think black would have worked, maybe it would have but for this kind of item I knew that pink was going to be a good seller for it. I think there's a blue version of this too but I went after the pink one because I know that nurses respond very, very well to pink. That's part of the reason why it was a good seller. I know that audience now. Over time because I've sold so many things to them, I've learned those factors and the ways that they respond. That will happen to people very, very quickly. It's not something, I've been doing this paid t-shirts for two, two and half years now. After about three months in a niche I was getting comfortable. You have success after success after success because you start learning that niche.

Brittany Lynch: That makes sense. That's good to keep in mind too. As you're selecting your niche, you might want to focus on that niche. Go deep into the niche rather than wide across multiple niches initially for having success.

Matt Schmitt: Exactly.

Brittany Lynch: Maybe not everyone on the call knows this but you have a product called physical product system. I own the product, it's a great product. One of the concepts that you talk about is a Shopify store MVP. Can you talk to us about what a Shopify store MVP is? What does it mean? What's it made out of?

Matt Schmitt: MVP is Minimal Viable Product, I came from the corporate world and everything that we did really started and I'm an IT programmer so especially when I was doing that, we always started with a minimal viable product and got that up. Then we went from there. In our instance a minimal viable product for store, which is simply getting the necessary items up, the necessary parts together and then going from there. A perfect example of a perfect MVP store would kind of look like is if anybody's been over to T-string before. It's pretty much an MVP store. They've made some changes recently to have this kind of marketplace that they have. Before that and for the longest time, it was just the page that you went directly to, T-strings homepage. Tracking your order and then about us and all the other types of pages that a customer might look for.

When they come here, somebody might be like, I've got to see the terms, the privacy, check your order the help, things like that. About, these are the key, if you look at that it's almost exactly what I include in the MVP about the terms of privacy, track order. Those are what your customers want to look for. If you identify that, that's for the customers. You include those. You've got the one product that you're selling. I mean this is more than enough proof that one pager can work for you. That's a darn good campaign.

Brittany Lynch: Yeah.

Matt Schmitt: It's about twenty dollars a shirt, if you can think about that. Ten dollars, twelve dollars a shirt for that guy. Twenty-two dollars for a shirt so he's doing very, very well for that. Then it goes to the homepage which is interesting as well. That is a perfect example of what minimal viable product can help you do. I just kind of took the same concept here that T-string was doing and I applied that to my store.

Now a lot of people want to ask, are you just starting with one product? Absolutely, I was just starting with one product. A lot of people have taught to fill up your store with a bunch of stuff. Well you don't know. This is valuable space. Everything that you put on your store is valuable space. I know it's almost infinite but think about how your customer thinks. Your customer is looking around, they're unsure of you. That's why I want you to have all this information down here. They're unsure of who you are. They can plug around in your privacy policy page, learn a little bit about you. The think that matter is what they landed on. What they showed interest in. If they were going to say, your catalog. It was full of a bunch of irrelevant stuff. That doesn't do anything for

you. You might get a sale that goes over here and they eventually got it. What's the most important is you start proving your store inside of your niche.

If you can do that with one product store then you can do that with a two product, a four product, an eight product and so on and so forth. It's easier for you to add and better for you to add proven products to your store than it is for you to fill up your store with junk.

I was watching, I think Shark Tank. It was either Shark Tank or The Profit. I love those shows. If you've never watched it, you should. They were doing, I think it was The Profit now that I think about it. He was getting these little cupcakes into Starbucks. Starbucks is the kind of store that he said that they only put proven turners in their display case. Yes, because it's fresh but also because all of that stuff is viable real estate. They only want things that are moving. They want optimize the customer experience. I want you to do the exact same thing with the visitors to your site. If they come to the page and it's the best of the best in your catalog then it's going to increase your average order value. It's going to help you make more money with less work. '

Brittany Lynch: Yeah, I love that you use the term, minimal viable product because it's a term that a lot of people in internet marketing space aren't very familiar with. Yet, it makes a lot of sense. It's really taking what is the most basic version of the store that I can launch with so that you don't waste effort without proving it first. Using the MVP model within Shopify, how long would it take approximately for you to set it up? Would you be able to give us a bit of a tour of the Shopify dashboard to put some perspective on this?

Matt Schmitt: I can. Let me do, actually I think I have a, this is a test store that I have. Yeah, so this is the Shopify map end of the Shopify store. This is what you're looking at. This is a where my programmer comes in and messes around with stuff. As you can see, I don't have any sales or anything like that. It's just, we're texting alpha versions and if we apply a new theme or some changes and stuff. We come in here and make sure we don't crash any of the live stores.

This is the slick thing about Shopify. I'm going to pack point out a handful of things. I love all the data that they give you. Again, I'm a data guy. You have your sales. You have your visitors, your top products, top browsers, top devices, like where does this come into use? Well we realized through this that on one of my stores almost 95% of our traffic was mobile. Yet, we had all this desktop stuff running so we just went and switched off the desktop traffic. We've expanded the mobile to over five figures a day in revenue based off of just straight mobile traffic. That's not the same way in every niche. If you have the data then you can make an understanding of why these things evolve the way that they are.

It shows you a handful of other stuff. Your refers, which is typically Facebook forwards. I don't know what that site is. Then you have your page, your theme,

your navigation, you have full changing ability to change all the look of your site from a single dashboard.

Then the apps is another thing I want to show you. This is what's the really beautiful thing about Shopify. It's that they have a marketplace just like your iPhone. If somebody comes up with something creative, you can go visit the app store, look around for it and there's typically going to be something out there available for you, for you to implement on your site to get you some kind of benefit. People have come up with a ton of creative things to put on here and to put on this marketplace. Yeah, they cost some money, some don't cost money but they've been great. I took all the ones that cost any money per month for this test store. There's things like abandonment cart protector, that's what it's called. If somebody leaves your site and puts in their email and leaves your site without purchasing. It will send them an email asking them to come back and complete their purchase. There's a handful of apps like that. That are very, very valuable to your business. I'm actually in the process of creating my own app for this to see a gap in the process here that I want to fill with an app. It's pretty exciting and it's one of the reasons I picked this platform over like Google Commerce or some of the other ones is because of this marketplace and the flexibility that they give you.

Then you'll get your order. I don't want to show too much of stuff here though. You see all the test stores that we've got here. It's very clean, it lets you sort and everything like that. The site itself, I think this is still technically an MVP store. Again, we mess around with this quite a bit. This is kind of what an MVP store would look like. It needs a little bit more work than this, actually a lot more work. This is what they would land on. This is a great example of a product that sold like crazy outside of Facebook. I just couldn't make it work with page traffic. This thing, the eBay listing had like a thousand sales and I just couldn't get it to work here on Facebook. We ditched this product but it was a good money lesson for us. We had our about us, view card or look up. Here's the giveaway that we were currently running. Then the home page. Then you'll have all of your other stuff. Again, I don't think it's on here but there was a bunch of links to the privacy policy and the other items that are very important.

Brittany Lynch: Is setting up a page in Shopify, pretty quick and easy to do that's pretty similar to Word Press?

Matt Schmitt: Oh my gosh. If you go to like a page, you can add a product in like no time. You put in a picture. You put in tests, tests. If I had an image here. Set your pricing. Those are the minor details that you have to learn over time. Then if I was to save the product, I could go in the product and it would be there.

Brittany Lynch: It's that simple?

Matt Schmitt: This is ready to purchase. If somebody came and bought it right now, I'd make a sale. That's how quick and easy it is to get something listed. I mean if you think

about how far this kind of process has come. Again, back to the brick and mortar to e-commerce, like I just listed a product that's viable for sales in, what was that, fifteen seconds. Think about how long that would have took you a handful of years ago when e-commerce wasn't really as big. In a brick and mortar, we have to go through buying a store, getting your product, getting inventory in and then getting everything designed in your store. Then getting it listed, then foot traffic.

Brittany Lynch: Yeah, everything about this is simplified. Especially the products selection and the product shipping. You know, you don't have to carry inventory. It's shipped for you. You can list a product in literally seconds. That's so cool. Overall, how long would you say it would take to set up an MVP for Shopify.

Matt Schmitt: I think if you would sit down and go through the training and watch it from A to Z, then maybe implement it along with it. I think you could get the store ready to go in an hour.

Brittany Lynch: In an hour?

Matt Schmitt: That's taking your time with it.

Brittany Lynch: That's just crazy. For anyone who's sitting there thinking, is this something that I can do? Is it something I can make work? I mean, everyone has an extra hour. If it's two hours or six hours, everyone can find that time to test this and to see how it works out. I know a lot of people have had a lot of success with this. Matt and many of his students included so definitely, definitely go through it and try to implement it yourself. When it comes to the apps, are there any specific apps that you recommend? That you absolutely do before launching your store?

Matt Schmitt: I'm sorry can you say that again? You dropped out a second.

Brittany Lynch: Yeah, no problem. I said, when it comes to launching your store are there any apps that you recommend that people absolutely need before launching their store?

Matt Schmitt: Yeah, that abandonment protector that I talked about is a must. It costs eight dollars a month. The first time I put that on my store, that paid for the entire month in the same day that I put it on my store. I mean that thing is just super viable for your business and profitable for your business. Some kind of auto responder. Shopify has, there are companies that do specifically for Shopify, like Rare.io but if you have Mailchin or something like that because you want to capture that and you want to re-market those people down the road.

Then you have Notify, which is an app that's pretty cool. Down here on the bottom, the left of my screen. You would see a little pop up, that says somebody just bought something. It adds a little social proof to your page. If on desktop traffic only, I've seen a good spike in revenue from it.

Then there's things called like Trackify. Which is an app that helps you install all your pixels onto Facebook. I'm sorry all your Facebook pixels onto your store in an easy and quick and efficient manner.

Then, I mean you could get started with that. There's some extra things like the McAfee security. Putting that on your site makes people trust it a little bit more. You can do the, I think I had it on this store but Plugin SEO. Just cleaning up your site a little bit and that's really it. Those are the apps that I would recommend like from the get go to install. To really make sure that you're understanding and optimizing for your traffic. Helping people figuring out what they need and adding a little bit more social proof to it.

Brittany Lynch: Okay, awesome. At this point you've walked us through how to select a niche. You've talked about some product selection criteria. The idea of the Shopify MVP and you walked us through the dashboard. That's been really good information so far. It seems like the next step would be traffic. Can you walk me through how you would actually go about driving traffic to this product?

Matt Schmitt: Yeah. We can do it in a nitty gritty way. I've got it open here. This is your ads manager for Facebook. We're 90% Facebook traffic. I have started to go into AdWords. I have started to go into Instagram, which is really Facebook and Pinterest, 90% still comes from Facebook because it's just so robust. There are a handful of objectives for you to use while in Facebook. The one I want to point to you right away is the booster post. You use what's called Page Post Engagements. Excuse me one second.

Brittany Lynch: No problem.

Matt Schmitt: Page Post Engagements, which is liking, commenting, sharing, all those engagements. Clicking on your image and everything, that's all engaging with your ad. You optimize for people who engage with it. You're going to be selling something and down here you've got increased conversions. You can optimize for people who buy and that seems like the logical choice. When you don't really have any data on who's buying, boosting your post it a great way to get your message out there and really test it. It's always the first one I recommend people to go to when they're starting off.

Now what that kind of looks like, if I was to pick that. I picked your post and I picked my fan page, then I picked a photo here, all you have to do is give it a name. Then you hit, set your audience and budget. Now I can start going in to who do I want to target. Targeting is a whole other topic that we cover in the course because it's really essential for you to understand. We can go through it a little bit basic right now.

Say my offer is craft beer, a craft beer shirt. On Facebook you have to do it, obviously above twenty-one years old. Beer is more drank by men than women so we're going to go ahead and kind of make assumptions. Based off of knowing

our niche a little bit like we talked about. I like to test typically like anything like beer, it will be twenty-one but typically what I do is go with twenty-five. The reason for that is that when you're twenty-one to twenty-five, you really don't have any money because you're in college. We're trying to capture people on an impulse purchase. You can test out that twenty-one to twenty-four range, typically for most offers unless it's something like silly with beer, like a man cave or some kind of I drink beer shirt, that age group really doesn't work with gamers or something special. Like I said they really don't have any money, so they don't have any money to spend on impulse purchases. They'd probably rather go drink a real beer than actually buy a beer shirt. We're going to go ahead and start with twenty-five. Somebody that's got a job, they've got a little bit more money in their pocket. Then I would typically go into the fifty-four range. Twenty-five to fifty-four just to test that offer out.

It seems Facebook has assumed some interests for me which is interesting. I see that's a new feature. That's actually a pretty good start to it. What you can do here is if I wanted to start from scratch, we'll do just as they did. craft beer is the interest that I was going after because that's what my shirts about. If I can plug in craft's beer here and it says behaviors, purchase behaviors, food and drink and alcoholic beverages. You can actually target people who drink, who are proven off of Facebook are proven to drink craft beer and have some interest in it. It's not going to be the biggest audience in the world. That's not right, that should be more than a thousand people.

Brittany Lynch: That's not going to be very ...

Matt Schmitt: Ads manager has been a little bit glitchy lately. If you can go for beer, lets move the interests over here. There we go, that's more like it. That's 333,000 people who you have a potential test of your shirt of. The cool thing about this is that's a precise interest. You can see the lower case c here. That's a precise interest versus a broad interest which has an upper case. This is like social involvement in a niche, will get you lumped into by association. When you do a lumped in audience like this you can see it's 214 million people in that niche. Then something like this is you actually like hard data, like we were talking about in the beginning of this call. Hard data craft beer, you have a actual like for craft beer. This is a great target audience for us to do. You can do a lot of other stuff. You can do craft brewing and craft beer lovers. You can throw some of these other ones on here but knowing that this interest's size, it's decently large. We can do a good test with our shirt here that we've got to see how it responds in the market.

Now as far as good budget and things like that, I always test out with about twenty bucks for a day. It's 3:14 at night right now, not night, afternoon right now. It's a little late so I would actually go ahead and hit this and start this tomorrow. I always do 3:00 am. Oh, this is central time that I'm on. I'll do 5:00 am and so that ad will start tomorrow at 5:00 am. I want to give it the full day

optimization. A full day to spend the budget. I don't want them force through my budget by any means with just a short amount of time. Then that's really it.

You're going to have your post engagement set to automatic. I wouldn't touch any of this stuff right here. Name your set and then you're going to go over to ad creative. It's telling me to do Instagram. Now here's a cool thing, you can see my shirt here. You can remove. I would recommend removing the right column. Remove Instagram because I'm learning, I sell a lot on Instagram now which is cool but you got to change up the way things look. You can't just be the traditional ad so it's great that they include it there but it's not beneficial for me yet to do that. I got my ad and you can see kind of like the text that I have here. I'm trying to relate to the people. I want them to say a yes before purchasing something. Do they support local brewery's? If they do then their going to say yes and they're mine. This is for you so they say it either consciously or sub-consciously. See I've said yes right here and then they go into this is for you. It's like, oh it is for me. Then you give them a link. There you go.

Brittany Lynch: Really simple, clear ad copies work well for you in this sort of model?

Matt Schmitt: Absolutely. I've seen people you know, really, really complicate it, really go over the top. That's really just not needed. The thing about the mentality on Facebook, again knowing your medium, 90% of the time somebody's on Facebook just flipping through the news feed. They are not really paying attention. The most important thing for you to do is take them off guard. You can see I don't even have anything fancy, creative around here. Take them off guard with what you want them to purchase. I keep all of my focus on the design. If the design can take them off guard, that's the only thing that they focus on. Then they're going to go, okay I understand the shirt. I'll go read the text and we want that to be as minimal as possible, psychologically. The person who's on Facebook probably on their phone, who's proven to have a short attention span. You really want them to go as simply as possible to that buy link. That's why we even say, buy it now, right. Here is it and here's an arrow to it and here's the link. Tell them what to do and they end up doing it.

It's funny because I've had seen some really over complicate this. They'll say, comment on it, like it, share it with your friends and then buy it. She couldn't understand why people weren't buying it. Tons of people were liking it. A little bit less were commenting on it and even less people were sharing it. Then nobody was buying it. I was like, you told them to do four things.

Brittany Lynch: Right.

Matt Schmitt: You told them to like it and people were liking it. Then you even got some of those people to go, oh, I'll comment on it too. Then a little bit less of those people did all three of those and then nobody did all four of them. The great thing about Facebook is knowing that there's already a like, a comment and a

share button. The one thing that there isn't is a buy link. That's what you need to include in your text.

Brittany Lynch: Yeah. That's really good advice in terms of giving them one call to action. Don't confuse things. Buy it now. That's worked obviously well for you and you've done hundreds and hundreds of thousands of dollars in sales through your Shopify store. Obviously this is coming from real data.

We've gone through the steps of launching a Shopify store. This is the starting point. When you have your product initially, you use the paid post engagement ad. You kind of alluded to other ad types and I know that in your course, physical costs systems, you talk about the different stages of growth. How depending on the stage you're in, you're going to use a different ad type. I'll include information on the product below this video because it's definitely worth getting it and going through it. If you want to build an e-commerce store this is a great program for you to go through.

Though Matt, before we go, I do one more question. You've given us a lot of great information so far. With anything, starting any new business, there's work that's involved initially to get it set up. If someone ultimately wants to set this up as a passive business model, is that possible?

Matt Schmitt: Yeah, you certainly can. I'm in the process of really trying to achieve that right now. I know people that do very well, as well as me that have outsourced this almost entirely. This is a straight up business. You might not be completely hands off, depending on your comfort level of really handing things off to people. I'm ultimately am planning on having some stores run by sets of people who I really just kind of get a report from each and everyday. I can have a network of stores up, all doing hopefully like my main store like I'm doing now. Then I'm off to create new ones and do some other things. It's not I don't want to run the day to days of these stores. I don't typically run the day to days. The last thing I need to outsource is the ads. It's just because I've been doing paid traffic for seven years or six years now, it's a little bit easier for me to do these things than other people. My goal is to have, like I said, passive stores generating me a thousand dollars a day or whatever it is a day and just have a network of things. It's perfectly possible for you to just get your store up and running and then outsource it to people.

Brittany Lynch: Yeah. I think that he is get your store up and running first. I know a lot of people with any business model are in such a rush to outsource everything. They don't want to do any work period. I think it's important and I don't know if heard me or not but I think it's important for you to do it first. For you to see success on your own first before trying to outsource it. It is difficult to train people to get people to manage the store if you haven't done it successfully before him.

Matt Schmitt: Yeah, I agree with you 100%. I always tell people that learn it, master it, then outsource it. How are you going to teach somebody if you don't know how to do

it? I've tried that in certain business models before and it does not work. You can't just hand it off to somebody and give them no knowledge. You have to basically master it and then slightly replicate yourself off into different little pieces. Yeah, no, I 100% agree.

Brittany Lynch: That's one of the big mistakes people make about passive income. They mistake passive with no work period. Often there'll be passive income but there is a heavy period of active work initially to get to the point where it's going to turn passive. That is definitely something to keep in mind.

Matt, I'm wrapping up here. Is there any last piece of advice you have for someone who is interesting in launching the Shopify store?

Matt Schmitt: Yeah. I mean if you're interested in doing it, I would just recommend doing it. Test it out. I mean if I had known about how easy this was, I probably would have been doing this a long time ago. Given even more of T-string which is super easy too. I made half a million dollars on T-string alone before moving over. That is an incredibly easy platform but you can do that with so many different products now. The world is developed around this industry and evolved for us to do this on a day to day basis with really minimal or no effort. I mean you give this thing the good college effort over a weekend and you could figure out if the stores viable and something that you want to do.

I mean it's not going to school for four years and getting your education. Then stepping out into the real world to realize that you don't want to do this. It really can be as fast and and as hard as you want to make it happen. To figure out if this is something you want to try out and you want to keep going with. Don't be afraid of doing it. Take something, ultimately the reason I don't want you to do something that your ultimately passionate in and I say this in the course, because I want you to have business decisions driving your each and every move. If you bring in your own passion to it then you kind of get blinded. Like all of the design, that t-shirt design was great. I need to keep pushing it. I really love that necklace. I bought one for myself. I think it'll sell. That's the kind of stuff that you don't want to do. Just let the numbers drive it for you early on.

I was telling Brittany before this call that I'm creating products in niches now. Private label products in niches now that I'm really passionate about. I'm going to spend the rest of my life doing this stuff but I've been doing this for years. Just do something, get it up and going. Try it out, give it the good college effort and see if this is good for you. It could be something that literally changes your life and makes you quit your job like it did for me.

Brittany Lynch: Yeah. That's something that I had never really thought about before in terms of passion possibly blinding you from making good business decisions. That's a really unique perspective and something that is worth considering.

Matt, thank you so much for being here. It's been really great. I know our listeners are really going to enjoy this. For those of you who want to learn more about Matt and about this system, I highly, highly recommend you pick up his course, Physical Products System. I'm going to provide details and a link below this video. It goes into a lot more detail of everything that we talked about here today. Matt's not only really skilled in what he does, he's a really good teacher too. It really takes you through step by step through this entire process. Matt, thank you again so much for being here.

Matt Schmitt:

I really appreciate it. I hope everybody enjoyed it.