

Day 6: Using AI To Get Your First Sale Transcript

0:00:00 Jason Drohn: *Hey, what's up? Welcome to day six. Today we're going to talk about getting your first sale using AI, using social media. So before we get like super deep into marketing stuff, because this is marketing, it's important for you to understand or realize that whenever it comes to marketing, there's always the free. There's free and paid, but they're both paid. So you pay for marketing in some way or another.*

0:00:31 Jason Drohn: *Free, as in monetarily free. You aren't paying any money for it. Oftentimes takes time. It might take time to get your blog post ranked in Google. It might take time for you to get a sale in social media. It might take time for you to write forum posts and answer questions on Quora before any lead ever comes back to your website to buy something from you. And it's monetarily free, but you're paying for it in your time and in your writing and energy and all that stuff.*

0:01:07 Jason Drohn: *Paid traffic or advertising, which is what we do at done for you, is paid is monetarily something, but it's instant, so it gives you immediate turnaround time on what you're doing. I've been doing this for 17, going on 18 years. The first half of it, actually. I was allergic to paid traffic. I wanted free traffic. I wanted all the free traffic. It was search engine optimization. I was really good at ranking stuff in Google.*

0:01:41 Jason Drohn: *But the problem is, as soon as Google updated their algorithms and then all my traffic went away because my sites were de indexed or re ranked or the thing that was working before wasn't working so well. Now that was a huge problem, right? A giant ginormous problem. So I went from just using free traffic to paid traffic. And now I am of the opinion that you do anything you can to get the first sale, two sales, three sales, five sales, ten sales to get the first sales, to basically prove that the thing works.*

0:02:17 Jason Drohn: *And then you start running small paid traffic campaigns so that you can automate those sales coming in. You don't ever want to sell just one thing or two things or ten things, unless it's a \$10,000 a month membership or something. You want a steady stream of traffic and prospects and buyers coming into your world buying something. That's how you get predictable revenue. That's how you build your business and your brand. That's how businesses and brands are built.*

0:02:52 Jason Drohn: *It's having a good foundation for your business. So what I'm going to show you today are some growth hacking strategies. And it's growth hacking. It's not a business model it's a way for you to get some quick sales so that you know your thing is going to work and then you can start building the ecosystem of your business. Now, my first sale ever came from social media. That's why I'm teaching you this technique or actually showing you how to plus it with AI, because way back then it was just me on Facebook, it was actually*

Myspace way back in the day, but it was me on social media, typing, answering, commenting, adding stuff to pages.

0:03:32 Jason Drohn: *And I have worked with thousands of clients and it's a no risk sale. You already have usually a couple hundred people at least on social media who know and trust you. Most likely one of them is going to buy your first thing because they have a need for it. There's a reason you're friends, you probably like the same kinds of things. So if you were daisy chaining on yesterday's, on the video, from the AI prompting video, if you're launching a travel backpack, then you know, then somebody else, one of your friends probably travels and you probably have similar tastes, they're probably going to buy it. So that's just how it works. So growth hacking strategies for getting your first sale using AI and social media.*

0:04:18 Jason Drohn: *Today's session, what I want to do is just walk through how most new businesses start. It's how I started, basically you have this excitement for launching. There's a certain anticipation for success. You got high hopes. Startups and entrepreneurs launch with high hopes. They anticipate success. The energy and enthusiasm at the beginning of the journey really is contagious early on and there's usually some sort of a setback.*

0:04:48 Jason Drohn: *You haven't experienced it probably in this challenge because everything has been AI and awesome, but there's always an obstacle or something that kind of creeps up. And I just want you to be cognizant and just be aware that there is something that will creep up. Startups often face initial setbacks and disappointments while trying to make their first sale. The challenges and frustrations encounter build up the tension, setting the stage for the journey ahead.*

0:05:14 Jason Drohn: *And we've seen this with a lot of clients. A lot of clients, they don't have false starts, they just get scared to start. They've invested money in a build and the marketing and the assets, and we've talked about the launch and we've brainstormed the ad copy and everything is set to go. But they continue throwing roadblocks up. And sometimes that manifests itself in constantly revising a website or a page. It's not perfect, it's never going to be perfect, or it's not the right copy, or the brand colors are wrong, or the headers wrong, or the fonts wrong. We got to change fonts.*

0:05:47 Jason Drohn: *None of that actually matters to the person you're getting your first sales from. None of it actually matters at all. So at the end of the day, building the thing that is going to make you the most money, or going to make you money, or the most money, or whatever online has nothing to do with being perfect in fonts and colors. And yeah, that's all branding stuff. Once you cross a million dollars in revenue, then start talking about all that stuff, but until then, it doesn't actually fucking matter.*

0:06:17 Jason Drohn: *Just do, just launch. And the thing about online is, there's this daunting task of getting noticed. Standing out in a sea of competition in a saturated market, startups*

face a challenge, really catching the eye of their potential customers. Gaining visibility and standing out is an uphill battle, requiring innovative and attention grabbing strategies. That's why we start with our warm market. We start with the people already around us. If we get a first couple of sales, we can daisy chain that into paid traffic and future sales.

0:06:47 Jason Drohn: *And there's a certain pressure to succeed. There's a make or break moment a lot of people feel. But startups face immense pressure, really, to get their first sale, to break out of the gate, to get their first revenue, the first money in. But the thing is, I fail every day. I fail at something every day. There's a campaign that doesn't work, there's something that screws up, but every single thing helps us be better.*

0:07:14 Jason Drohn: *And we're able to continue growing and evolving because of it, because of those failures. And everything we do is a test. So we might have five ad images, four of them are shit, one of them blows the lights out. We fail four times to get to the one that actually worked. And the most important thing is understanding your audience needs. We covered this in the AI prompting video. We know what those demographics are, we know what those people are looking for.*

0:07:41 Jason Drohn: *We know who they are, why they need, what the products are serviced. We know exactly why they're coming into our funnel, they're coming into our ecosystem, in our world. We know why they will purchase our stuff. It's just getting them to the page that's really the biggest thing. A lot of that is understanding their pain points and walking in their shoes. And this is. We haven't even really talked about crafting marketing content yet. We did a little bit on the prompting video, but you need to understand what they want in order to create the social media posts and create the content and the sales material that is going to get them to give you a credit card and going to part with their money.*

0:08:24 Jason Drohn: *By empathizing with potential customers, insights could be uncovered to create compelling and relevant content. And we started talking about content categorically, at least on the AI, prompting video where we were going and asking about those backpack companies, what is the top content that this blog post is publishing, and that then we can use to create a lot of the same kind of content. We know who our audience is, what they're reading, what they're looking for, and what they're buying, because we asked Bard in that example.*

0:08:58 Jason Drohn: *So now all it is executing on that business model. Crafting a persuasive narrative is essential for startups to create an emotional bond with potential customers. Startups can leverage storytelling, which is helpful in social media to capture attention and drive engagement by appealing to the audience's desires and aspirations. And in terms of aigenerated content, which we're going to follow up on, you get about an 80% lift. Even aigenerated images, you get a big lift in terms of how people are interacting with that content itself.*

0:09:33 Jason Drohn: *Of course, you want to make sure to have a good brand voice. You want to make sure to be authentic and have some personalization. You need to show your personality. Especially now with AI. You can't just spit back out AI and hope that it works. It won't. People now more than ever in our AI world are looking for some sort of a personal connection. That's what they're looking for. Their ears are up because they know AI is here.*

0:10:03 Jason Drohn: *So they're like, who? Sure, everybody's using AI, but who can I trust that is also using AI? And a lot of that is just showing personality, showing your flaws, showing your screw ups. Personalization and authenticity are key in AI generated content to maintain genuine brand voice, making it relatable to potential customers. And we have content scheduling, so we use AI tools for this. Strategic content scheduling involves timing and frequency to engage the audience. So one of your most popular times to post content.*

0:10:37 Jason Drohn: *Startups can build anticipation and maintain interest over time by creating a narrative arc through scheduled content. And that part's important for, especially when you get into physical products. It's known as product drops. There's something called drop mechanics and the Econ brands nomadic Mellon that I've talked about in this series, they use product drops so well, launching new colorways. Once a week, I get a text message from Mellon and they're like, up new colorway launch. And I'm like, if it's black and orange shit, I'm buying it. That's just how it works.*

0:11:13 Jason Drohn: *So they're able to use all of that in story form. And just a quote, it's an unknown quote. But engagement is not about one off actions, but an ongoing interaction with the audience. So your audience is constantly growing and evolving in that interaction with you. And another one. Every great dream begins with a dreamer. Always remember, you have within you the strength, the patience and the passion to reach for the stars, to change the world. And that came from Harriet Tubman.*

0:11:44 Jason Drohn: *So we're going to flip over to the software based part of this presentation. We got some really cool stuff to show. So we're going to use the standbys, the old standbys, catchy BT and Bard, for the foundational level contents. Usually that's where I start and then I branch off into some of the other things. But some of the tools that I want to show you, first of all, the first one is lately. Lately will actually take your long form video, cut it up into segments.*

0:12:15 Jason Drohn: *It will chop different segments based on Facebook, LinkedIn or Instagram, and then it will attempt to write a social media post for it. Really cool stuff. We use opus for that now, but lately works very nicely for having different types of content for different platforms. Their tool is. So they adopted this social selling and lead gen kind of thing. Doesn't really make too much sense to me because their social media tool is awesome.*

0:12:51 Jason Drohn: *So really cool stuff. There's another one, video vidyo. AI also makes short clips from longer videos. There's a lot of tools out there that do this, so any of them are good. We use opus for hours. There's an AI podcasting tool called Podcastle. Podcastle AI. It's an AI powered podcasting software. It lets you create, edit and publish the podcast. Podcasting is one of those longer term strategies. It's going to take a little longer for you to actually generate any kind of big lift, but a couple of the tools.*

0:13:36 Jason Drohn: *Okoya is a social media scheduler, which is awesome. You're able to schedule from one platform and send the content everywhere. But we need the content first, and that's where we're going to break everything back down. So we talked about Opus, and Opus is awesome. So I'm going to go back to chat GBT and we're going to stick with the luxury travel line. I am going to tell chat GBT. Okay, so the prompt is, you are an expert social media manager who posts on LinkedIn, Facebook, Instagram, and Twitter.*

0:14:13 Jason Drohn: *The product you sell is a 35 liter travel backpack with pockets for a DSLR camera, two lenses and a drone. Come up with five different social media post topics that I can choose from for our next promotion. For the topic for each platform should be the same. So I'm going to go through and just see what it gives it back. Creating engaging social media content that appeals to your target audience is crucial. Blah, blah, blah. So here are five social media post topics that can be tailored for LinkedIn, Facebook, Instagram, and Twitter. Customer testimonials. That's good.*

0:14:50 Jason Drohn: *Photo challenge. That's also pretty good. A day in the life of a travel backpack. That one is super interesting because it would be easy to shoot, right? It's just images, travel and photography tips. Yeah, it's behind the scenes of product development. I really like that one. Each of these topics can be adapted to fit the style and audience of the different social media platforms. Okay. A day in the life of a travel backpack. It's pretty cool.*

0:15:25 Jason Drohn: *I'm going to say expand. So the prompt is expand on the idea. A day in the life of a travel backpack. Write the social post that should be on each of the platforms. Take into consideration length. The content should be clickbaity and encourage sharing. Okay, absolutely. Let's expand on that, which is great. In LinkedIn, we have a post title content, Facebook. We got some emojis. Nice. A day in the life of a travel backpack. More than just zippers and pockets.*

0:16:01 Jason Drohn: *Imagine your backpack could tell its story, from safeguarding your DSLR and lenses to being the cozy home for your drone. Nice. And then Instagram. Oh, swipe. To dive into a day in the life of the ultimate travel buddy. So it's taking into consideration swiping right for photos. You can pair these with photos of the travel backpack and you have a ready made social post right here. Okay, cool. This is good stuff. This is really good stuff.*

0:16:34 Jason Drohn: *Now write a short concept for a video project. For a four, we're going to say three minute video. Write a short concept for a three minute video that can accompany the above social media text style, cinematic with narration. Okay. Sunrise in a picturesque landscape. The backpack is being packed with DSLR camera. So this includes your shot list, which is cool. This isn't exactly where I wanted to go, and I'll show you why.*

0:17:14 Jason Drohn: *We are going to use a piece of software called nvideo. So Nvidia IO. I usually go when I do this one to the AI video creator I guess they did change it. So Nvidia IO. So I use Nvidia a lot. What Nvidia does is make faceless videos. So what I'm going to do is I'm going to take this shot list and say, so this is my video concept. And then the model is premium AI, which this is a paid version of it. Select. The workflow is going to be YouTube.*

0:18:04 Jason Drohn: *Create a video so we don't need a script for it. I'm going to create a YouTube video. Three minute YouTube video. The concept, give me an engaging topic. So a day in the life of a travel backpack. So what I'm going to do is I'm going to take one of my initial prompts. There we go. So I'm going to put this over here. So this is where we would put our creative directions. So I'm going to come back down here and then length, 3 minutes, style, cinematic with narration, background music.*

0:18:58 Jason Drohn: *Did it have a background music here? I think it did. Cinematic. Okay, so we're just going to say cinematic. Use any voice. Probably wants to be a male, clear american voice. We should probably do male. Add subtitles. Yeah, we'll add subtitles. Use watermark, use istock. Okay, now we're going to tell it to generate the video. Create a three minute YouTube video using about. Create a three minute YouTube video. Okay, so it's running through, doing the analysis. Now it's thinking.*

0:19:36 Jason Drohn: *Still thinking. This takes a minute now, mind you, like literally we just told it what kind of backpack we were selling. It came up with social media posts. We picked one. We can always go back through and pick another, right? It doesn't have to be the one. We chose it then told us what kind of video to go through and put together. And now it's prepping. It's going through and preparing a three minute video for us that we're going to be able to use for our social media post.*

0:20:14 Jason Drohn: *Granted, I didn't record any video yet. Audience is traveling enthusiasts. Look and feel is going to be crisp. A platform is going to be. You can do one for each. We're just going to say YouTube. Actually, YouTube wasn't on our list. So I'm going to do Facebook and then we're going to pick. Continue. So what's interesting though is travel enthusiasts, photographers, videographers was on our list. So if we were targeting just photographers, that was the primary interest group.*

0:20:46 Jason Drohn: *So that's different than travelers. Right. Okay, so now it's 5% of the video is ready. It's generating the script and we also get licensed all the stock media used, so*

it's all istock photo stuff. All right, I'm going to go in and pause. This sometimes takes two or 3 minutes. All right, so here's our video. You should be able to see it. So we're in 480 mode, and then we can actually give it a command to edit it depending on what it wants.

0:21:17 Jason Drohn: *It took a couple of things. This was highly. We were pretty specific in our commands, so let's see what comes up with it.*

0:21:26 B: *Every journey begins with a single zip. In the quiet moments before the world awakens, we prepare for the day's adventure. We pack our essentials. A DSLR camera, two lenses, and a drone. Each item finding its place in the compartments of the 35 l travel backpack. It's more than just a bag. It's a trusted companion designed to protect your gear and your memories. It's the first step in your creative journey.*

0:21:50 B: *Meet the 35 l travel backpack, your ultimate companion for adventure. As the world awakens, so does the spirit of exploration. The hiker one with the morning, captures the first light of day. With every sunrise, a new story unfolds. The backpack, more than a mere carrier of gear, is a part of this narrative. It's a silent partner, offering easy access to the camera and lenses, enabling the hiker to seize the moment effortlessly.*

0:22:17 Jason Drohn: *All right, so that's our video. How crazy is, like, literally, Chad GBT gave us the idea, prompted the video creation, and now we have a video, so you can go through and ask it for edits. If you want, you can delete the second scene, you can make the scene. So there's some examples there. I am going to go ahead and export this video. No watermarks in. We're going to hit continue, so I'm going to export it. This is a three minute video that we're now able to use in social media, but I'm going to send it over to Opus and cut it up so that you can see what that looks like, too.*

0:22:57 Jason Drohn: *So now video is successfully rendered. We went through and downloaded it. It gives us the title, it gives us an outline, and then this is the full video. No popping, more than a mere carrier of gear, no stock photo. We downloaded it and we're uploading it into Opus. At the moment, that's about 50% uploaded. And what Opus is going to do is it's going to split. It's only a three minute video, so we could for sure post it to social media, but I'm hoping it gives us two or three or four clips. That we can use the vertical video from that will capture them doing their thing, like hiking through the mountains, filling up the backpack, so that we have some varied content, not just the long form YouTube Facebook format, the widescreen, but we can also cut it up into some of the vertical stuff that will engage people on Facebook or Instagram or engage them in a more story kind of format.*

0:23:53 Jason Drohn: *All right, so you got a video up, get clips in one click. Check this out. The Services is currently experiencing high demand. Oh, they actually fixed it. And you're currently number 329 in the queue. Used to be that. It was always one. You were always*

number one in the queue. Always number one, which was fine. So now it doesn't take 20 minutes, but it used to be 335 in the queue. Yeah, funny. It was literally always number one.

0:24:24 Jason Drohn: *That's funny. Okay, so we are going to pause it. I'm going to come back and we'll show you the good stuff when we return. All right, so Opa's taking a little bit of time. I'm still in queue. We've been here for probably 30 ish minutes or so. So queue number keeps jumping around. So that's fine. We're going to go into munch and I'm going to. So munch, which is actually one of the tools that I walked through, also on day one, we're going to go ahead and upload the video. So we're going to get, let's say we're going to do Instagram video.*

0:24:59 Jason Drohn: *We're going to hit next. Then we're going to upload our travel backpack video. It's going to go through and upload 322 megabytes. Not terribly big, but much of the same thing. It's going to take that longer video and chop it up into smaller videos. And then it also has social media integrations. Exactly. Opus does. Opus is really cool. I guess a little slow every once in a while. We already saw this example, but this is a Jerry green video that one.*

0:25:37 B: *Of the tactics that I've trained a lot of people on is simply walk through and take photos of everything.*

0:25:44 Jason Drohn: *So it goes through and edits or adds the Alex Hermosi type captions. It gives us a score, it gives us a summary so we can post it in social media. This is literally the same kind of thing, different interface. So there's a lot of these kinds of social media sharing AI softwares. The video editing takes a lot of time. So it's just one of the bottlenecks that people have when it comes to their content and their video.*

0:26:12 Jason Drohn: *So we're going to go ahead and hit next. Pick your favorite subtitles. This is pretty cool. So there's some white and black. So this one has a dark background on it. So we're going to hit next. Give a name to your project. So travel pack, describe your source of video. Is going to be an explainer video. Optimal clips length. I trust Munch and we're going to munch it. So now it's going through and it is munching that video for us.*

0:26:53 Jason Drohn: *Looks like we have an estimated time remaining. That's 39 minutes. They normally don't take this long. I'm going to go ahead and hit pause, though. I don't think it's going to last. It's going to take that long. All right, so it took a couple of minutes, but we were able to get opus, this bit out. Video clip. We have shortened vertical video, finding its.*

0:27:14 B: *Place in the compartments of the 35 l travel backpack. It's a trusted companion designed to protect your gear and your memories.*

0:27:21 Jason Drohn: *Meet the third, so it squeezes it down and pulls it open. And then in Munch, we got ten clips.*

0:27:35 B: *The backpack, more than a mere carrier of gear, is a part of this narrative. It's a silent partner, offering easy access to the camera and lenses, enabling the hiker to seize the moment effortlessly. The journey is not just about reaching the destination. It's about those moments of creativity along the way.*

0:27:52 Jason Drohn: *This. It's pretty cool.*

0:27:57 B: *It's the first step in your creative journey. Meet the 35 l travel backpack, your ultimate companion for adventure.*

0:28:06 Jason Drohn: *Okay, so these videos are ready to go. You can export them. You can integrate them with your social media. You can send them to Instagram, you can download them. Lots of cool things that you can do with them. There's even some keywords and keyword search volume. And it's pretty cool. Pretty cool. So that is the social media AI piece. Obviously, what you want to do is you want to take the content that AI gave you. We went through, let AI help us brainstorm social media posts for LinkedIn, Facebook, Twitter.*

0:28:45 Jason Drohn: *It gave us five scenarios. We chose one. We then took that scenario. It wrote the social post for us. It wrote the video outline that we then loaded into Nvidia. And Nvidia created a faceless, really good video that we can use in social media. We can either post that live or we actually cut it up using Opus and Munch to create the social media content videos from there. So all you have to do now is actually go post that stuff.*

0:29:18 Jason Drohn: *Go post it, get it out add a call to action link in the social media post. So they're going back to the website that we set up yesterday. They're going back to the website and they're purchasing the website there. So that rounds out the AI to social media piece. Just keep posting until you get your first sale. Your first sale isn't going to be easy. That's how we started this video, right? Your first sale isn't going to be easy, but it is simple if you just stick to it, just stay with it and you will get your first sale. Now, tomorrow we're going to talk about going from your first sale zero, proving product market fit and actually starting to scale your business.*

0:30:03 Jason Drohn: *We're going to walk through what getting your first few sales to getting ten 5100 sales a month or even a day look like. And we're going to give you some tools and resources to help you get there faster. So make sure to check for your email tomorrow morning, 10:00 a.m. You're going to get that video in your inbox and I'll talk to you soon. All right, thanks. Bye.*