

PROVEN AUDIENCE FORMULA LIVE WORKSHOP

Session 6: FACEBOOK GROUPS & PAF

0:00:02 Robert Castellanos: I think that looks kinda good, but I feel like if I'm in...

0:00:06 Kyle Milton: We're live.

0:00:06 RC: Oh! Oh! [chuckle] Hi! Hello everyone! Welcome! We are your hosts today. This is Kyle Milton and I am Robert Castellanos. You might remember us from such conferences as the PAF merchants. And I'm also, how should I say humbly, the voice. So today, we're gonna be going over PAF Facebook Group Marketing Machine. And within this, I have to say it's gonna be one of my favorite, really, talks that we're gonna be going through. It's gonna be engaging, it's gonna be fun. So best way I can say is, "This here's the wildest ride in the wilderness!" So let's get ready. So before we begin, I just wanna know... In our live audience, we have selected and put up a post inside of the group to say, "Hey, if you would like to win a particular giveaway, tap this link." And we actually have a good number of people of our livestream audience who are ready and willing and desiring to win some amazing Dynasty Toys merch. So you guys are going to be their amazing heroes.

0:01:29 KM: Anyone in the crowd wanna roll the dice?

0:01:31 RC: Anyone wanna roll the dice?

0:01:31 KM: [0:01:31] . Oh, I missed. Got it. Alright, go ahead.

0:01:38 RC: Shake it, shake it, roll it, roll it. Boom! A shirt!

0:01:41 KM: Oh, you got a shirt!

0:01:42 RC: So we have our winner here, Kathleen Caffrey; you are going to be getting one of our Dynasty T-shirts. You know what? I love it that you guys are so awesome and willing to roll the dice for someone in our livestream. Who wants to roll the dice for yourselves? Stand up. First person to stand up. Oh, there you go, rolling the dice for yourself.

0:02:09 KM: Second chance.

0:02:09 RC: The second chance, second chance, and we got a shirt!

0:02:13 KM: Another shirt, woo!

0:02:13 RC: Alright, so we're gonna be giving you a Dynasty t-shirt that is gonna be awesome. And this is all part of the concept of engagement. What do you do as far as engaging with your audience? Keeping their attention and really doing that number one thing that Brett says, "Hey, what do we have to do?" Build an audience. So this is our overview for today. We're gonna talk about Groups, the power of Facebook Groups, checking vitals to make sure you're gonna be engaging with a group that is thriving, that's low-hanging fruit. We're gonna be talking about closing the loop on ManyChat. So we started our session yesterday with talking about a merch giveaway. We're gonna follow up today with the broadcast of announcing the winner, and then we're also going to be doing live on stage saying, "Hey, you didn't win, but here's my offer for you." So you guys are gonna be able to see how that all is. Then we're gonna talk about engagement, cultivating community. This one happens to be the very passion and desire of my heart, is to really teach us what it looks like to engage from a cultural perspective to say, "Hey, it's not about the product, it's not about the sales. Really, it's about the cultivation of community and how to effectively do it for an online audience."

0:03:35 RC: So we have the power of groups, and this is the lowest hanging fruit, guys. And by this, I mean there are already groups out there that are unreached who are already having product that they already have on hand. So you're talking about... I was, as we're going through our particular process of connecting with Facebook Groups, there is Facebook groups who are niched in hiking. And so, one particular individual said, "I have a bunch of merch about hiking. I have my online website and have a bunch of people in a group, but I'm actually not able to connect all of them. I don't know what to do." And I was just like, "Friend, I have a couple of suggestions for you," and about connecting their audience, and about engaging with their audience, going live and being able to, using ManyChat, begin to direct the flow of traffic. And so, that's the beauty of Facebook Groups because all of that hard work of saying, "Hey, where do I have to go? What do I have to do? Should I talk about this? Should I talk about that? Should I make a product to send it around this?" That's all done for you. So all you have to do is literally let Facebook tell you what's popular within that. And so, it's just like Facebook is gonna tell you, "Here's the top-ranking groups. Here's the last times they post it. Here's what their engagement look like." And you know what? Groups are fun.

0:05:07 KM: Before we get to groups are fun, I just wanna give you guys a live statistic according to Google's index. There are 620 million Facebook groups right now that are uncharted, are all revolved around specific niches, if you will, or niches, and that's incredible. That means that there is free awareness inside of that group. So groups are fun, which means groups consist of giveaways, and that's one of the biggest things we've seen, is everyone loves giveaways in groups. So I'm thinking maybe someone who has that birthday, that one day of the year that they get kinda stiffed where they either get presents, or they don't get celebrated on their birthdays. So December 25th, anyone at home, if you have a birthday, December 25th, we want you to comment right now on the live video.

0:06:03 RC: 25.

0:06:04 KM: Yeah.

0:06:05 RC: You're gonna type in 25 as much as you possibly can on our comments right now so that you have the opportunity to win one of our... What should they win? You know what? I'm thinking that it should be a Striker pack. If you wanna win a Striker pack, I wanna see those 25s coming all up right now. Throw in some hearts, show us some love. And for those of you who are here in our live audience, I don't wanna forget about you. I love you, you guys are amazing, you guys... It's been fun, really. So the question that I have to me is how many of you are into literature? Books and so forth? How many of you are into movies? Raise your hand. Great! How many of you are into Disney movies? Raise your hand. No. Just all of my tribute just went down that way, but it's totally fine. How many of you are familiar with The Hobbit? Raise your hand. All right, The Hobbit, it's a great, great, great book. So here's my trivia question for you guys to begin to process this. So you have Bilbo Baggins in the cave, and he's facing Gollum through this sense of questions and riddles. What is the riddle that Bilbo Baggin tells or asks Gollum that saves his life? Yes, friend?

0:07:26 Speaker 3: What have I got in my pocket?

0:07:28 RC: What do I have in my pocket? Yes, that is a winner! Friend, we are going to give you one of our battle packs. Congratulations!

[applause]

0:07:39 KM: Yeah! And we got a livestream. I went ahead and chose... We got a lot of people commenting December 25th, so we went ahead and chose, random selection. Barry Gordon, you are the winner of a Striker pack.

0:07:50 RC: Winner!

[applause]

0:07:51 KM: We will get with you after to get your address so we can have that sent out to you.

0:07:55 RC: Fantastic. All right, Kyle, let's see what we got: Checking vitals. So this is what we're gonna teach you, is how do you check to see of whether or not a Facebook is gonna be something that you're gonna want to engage in? Like, "How do I know which group to go to? And how do I go about doing so?" We're gonna talk about that. So there's really... What posts to look for. And so, in these posts, what you're gonna do is you're gonna go into a Facebook group. If it's a closed group, you're gonna be asked to join. You're gonna have to go through an approval process, usually, probably 24 to 48 hours, then you get inside. And then you do your reconnaissance work. And you're going in, and you're gonna be searching. You're gonna be looking at, "How many posts are they posting? What are... Are people engaging with those posts? How frequently are they engaging? What's happening?" Are you noticing that people are going live in the group? Why? Because if we understand that Facebook has low-hanging fruit within the context of groups, we wanna find the lowest hanging fruit. Why? To do the less amount of work. So this is the type of thing where I like to say this is not the time to raise the dead and do more work than is needed.

0:09:07 RC: So if you're looking at a Facebook group, and the last post that they had was back in 1974, which almost in Facebook time, could've been three weeks, and no one's engaging, are you really gonna pick that group, and be like, "This is the chosen group. These are the people of destiny." No, you're not gonna want to do that! Why? Because it's gonna cause more work inside of you to try to figure out a way to raise awareness and to raise engagement. That's unnecessary with Facebook Groups. Why? Because there's always someone there who is thriving, who is going forward. And this is the crazy part: There'll be some groups in there that say, "Hey, I don't want you to sell anything in this group. This group is closed to selling. This is what you do." "Great! I don't wanna sell anything, but do you, and are you able to make awareness of the products and the services that you have to offer in a fun, friendly way?" And then they, "Whoa!" It totally disarms them. Why? Because we're not about selling in regards to Facebook Groups. We're about what? Building and cultivating audiences. And that's what Facebook admins love to hear. "I'm really about actually engaging deeper with what you already have going. And then if you decide that you want to sell something, maybe we can look into what we call a revenue split down the line." So some ideas in regards to that.

0:10:33 KM: Just some background: Some of you guys here, you probably know that we've actually... We started working with Jim Cooper. He's got a Go Pack Go Facebook group. Pretty strong pulse in the group, lots of engagements. They have a lot of comments, frequent posts, every day, people commenting. So we started working with him. I just wanted to give the background for those of you who are on live and some who here don't know. We started working with him and we realized... He actually was going live. He was keeping his audience engaged and he was really enjoying it. And his audience, his group was like, "Wow, this is really cool!" It was all centered around football, the Packers, Go Pack Go So we're gonna go ahead and ask the question. What do you do if you actually find a group that has a strong pulse and is working?

0:11:23 RC: So what you wanna do is you wanna reach out to the admins. And to give you some verbiage and language of like, "What do I say in that awkward situation?" Where you don't wanna be like, "Hi, uh, I wanna help you." We came up with a little phrase here. "Hello! Good afternoon! I'm with a certified marketing group. We are looking forward to expand by helping admins of Facebook Groups to become more engaged with their members. We have some ideas that could help." And name their group specifically, right? "We would love to bring into more detail over the phone in how we can support you. Look forward to hearing from you." Oh, text the word 'market' to 474747. Friends, that sounds like another giveaway opportunity! If you take out your cellphones right now, and if you text the word 'market' to 474747, you'll have a chance to win another Laser Tag set! So go on and do it, we are checking live right now to see who is texting in. Again, you are going to text the word 'market' to the number 474747.

0:12:42 RC: And really, what this is a part of, it's utilizing the system called EZ Text. And EZ Text is a different way of engaging your audience, and actually bringing into the system of ManyChat. So this is another tool that we're gonna be covering. And actually, let me ask you this: How many of you would like to know the detailed steps of how to set up an EZ Text page? Let's see those who raised their hands. Awesome! You know what? I don't really wanna do that right now, so what we did for you is we made a recording. And we're gonna be providing that recording for you guys, and detailed on how to set up EZ Texting, some of the plans that they offer, and how that works, and how to actually take that reference URL. So we're utilizing ManyChat, which you guys should

already be ManyChat experts, making your giveaways, making your connections. We're gonna take that reference URL, and we're gonna play it right there on EZ Text. So when someone texts... Who's someone who text that number and got that reference URL? Can your hand... Stand up? Stand up; first to stand up. Okay friend, right over here. You stood up. What does it say as far as the message that you received from EZ Text?

0:13:56 Speaker 4: Tap link to be connected to Facebook Messenger for a chance to win.

0:14:00 RC: So what are you gonna wanna do right now?

0:14:02 S4: I'm tapping.

0:14:02 RC: Alright, so let's go ahead and tap. Alright, so we're tapping. What's taking place right now on your screen? The suspense.

0:14:10 S4: Well, I have an old iPhone, so it takes forever. But I am now on the PAF task page.

0:14:14 RC: Task PAF page. And what is it asking you to do?

0:14:17 S4: Get started.

0:14:18 RC: Alright, so we're gonna go ahead and get started. And what ends up happening now? Oh, what does that say?

0:14:24 S4: Congratulations, you're officially entered!

0:14:27 RC: Oh, so we're gonna be giving you... Let's see, you did a lot of... You know what? I'm thinking we're gonna do this Striker pack with our battle bug. Congratulations! Kyle, do you wanna see how many people are actually entering as well?

0:14:43 KM: Let's do it. So we got 26 people.

0:14:48 RC: 26 people. And let's go ahead and pick someone right now.

0:14:55 KM: Alright, Lori Sain. Lori Sain.

0:14:58 RC: Lori Sain, we're gonna be sending you a pink Striker pack, which includes our pink blaster and robot bug. Congratulations to you! Alright, make sure you guys message us so that we can go ahead and get your address to get these out to you guys. So we have combining PAF elements together in our Go Pack Go group that we did with the wonderful, the amazing, the outstanding Jim Cooper. For those of you who don't know, he's one of our head leads within the community. Amazing man, humble servant. He's just out there to share his love for the Packers. We had an opportunity and a privilege to work with him. So a little bit about Kyle, nice story to unravel this for you. Some of you guys are just seeing the great success here. You may have seen some numbers; we're gonna be showing you what we've done. But really, on Kyle's and I's side, when we began to engage with him, we were one, new hires to the company. So if you take a look in regards to what we are aware of marketing, I, one, had a degree in English, as you guys found out about that

when we understand where that went, that was...

[vocalization]

0:16:11 RC: And then what? I went into a customer service-oriented aspect and worked in that direction. How much of that is marketing? Zero. So that's where I was at. And Kyle, what were you doing?

0:16:23 KM: Construction.

0:16:24 RC: He was working construction. So I was doing customer service, Kyle was doing construction, the best people to get into marketing. Whoa!

[laughter]

0:16:34 RC: And then what is our first introduction? Let's get involved in a football group. How many of you love football? Raise your hand. Yeah, I did not! [chuckle] So here I am. Zero marketing skill, zero knowledge of football, now being placed in this amazing opportunity to say, "What can we do here? And how can we make this grow?" And the reason why I like to share that story is for everyone who's viewing in our livestream to say, "Hey, the humble beginnings of where you're at, without understanding maybe all of the technical sides of things, or really not understanding how to make that perfect viral video, that's all gonna come with the trial and the error and the stepping into it; and not being afraid to just take that first step." And so really, that's what my word of encouragement is, is how do you get past that level of like, "Well, I don't know, I don't know, I don't know, I don't know," and really begin to wrestle and to take those amazing first steps. And I can tell you, the success that Kyle and I have was absolutely phenomenal, but we first had to go through some humble beginnings.

0:17:44 RC: So here, when I say that this is a combination of all of our PAF elements, because we're gonna be utilizing EZ Text. We're gonna utilize ManyChat. And we're gonna be utilizing our essential shareable story with a video. So what Jim Cooper does is, as awesome and as amazing as he is, he loves being on camera. And so, he's doing a commercial for us, so let's go ahead and hear it.

0:18:15 Jim Cooper: Hey Cheeseheads. We have a new giveaway contest this week. All you have to do is text 'Packers' to 4747 or tap the link above to enter it. If 800 people enter by texting or tapping the link, I will give away three official Go Pack Go t-shirts with the exclusive Go Pack Go coffee mugs. If 1000 people or more enter, I will give away this autographed football signed by LeRoy Butler. Text 'Packers' to 474747 or tap the link to win. Go Pack Go!

0:18:52 RC: Now, I wanna say this about Jim Cooper. This man has most phenomenal gift of being able to pull out merchandise by signed autograph NFL players as like the... I don't even know how he does it. He's just like, "Oh let me just... Boom! Here's a jersey. Boom! Here's a helmet. Boom! Here's a 1974 autographed picture." I'm like, "Where are you getting this?" And so you're looking at that and you go, "Wow. That's setting the bar so high. How am I able to compete? What am I able to do? I don't have any... I don't know any famous people. I don't even know where to begin." But if we look, it's not being driven by the actual signed football. That's just an added bonus. It's actually driven by the shirt and driven by the coffee mug. And the actual value of the shirt itself is only \$13.

And yet people are beginning to have interest and sign in, not because they see the value of the shirt and be like, "Well, this is just amazing," because they see the value and they love Jim Cooper.

0:20:00 RC: And so it's because of his faithfulness to go live once a week, his engagement inside of his audience to talk about Packers. He has a team that is constantly posting about the Packers. In fact, when you get into the concept of football, you can get into a lot of negativity. You can get into a lot of quarreling. You can get a lot of the debates, but if you ever been into his group, he actually stops that from happening. He has a no swearing policy. He has a no fighting policy, and he has no problem with actually kicking people out. And with even those strict rules, people are saying, "I wanna be a part of this community. I wanna be a part to where I can share," because he has something that he's offering his group and that is the pure love and enjoyment for the Packers.

0:20:49 KM: Yeah. We use Jim as as an example, but before we even started with Jim, we were actually... Robert and I's job was to actually reach out to numerous group admins to see if they would allow us to even test our theory of PAF. And one of the first groups we reached out to was actually a hiking group, people who love to go hiking and they would post about their hikes. The group admin, he actually had products revolved around hiking and different things you could have. What we were... And our thought process, this is just for you guys to get your wheel spinning of like, "Well what could I do if I don't have any products?"

0:21:26 KM: Well, if you find a group that's active and they have a niche, you can actually just take whatever they have and buy their product and use it as a giveaway. Yes, you're using money, but you're also building a subscription list and an audience inside of your ManyChat which then become your audience as well. There's a benefit to it of long term, of setting yourself to having an audience and actually creating a product that revolves around them. And you can go onto doing rev shares or however you decide to do with the group admin. It's really fun. You can do a lot of stuff from nothing. For group, Facebook groups is free. All you have to do is use your time to find a group that has a strong pulse and it's a breeze.

0:22:09 RC: In honor of Mr. Jim Cooper. If you guys wouldn't mind, livestream, I think it's time for another giveaway. If you could actually type in GPG, those at Go Pack Go, right now you'll be entered to win a Jim Cooper's giveaway. Jim, I actually asked him, "Hey, what would you like someone to win?" This is gonna be for a four pack of our laser gun set. Online, GPG, Go Pack Go, right now as many times as you can. Kyle's gonna be looking out for a winner. Now for our live audience, how many of you would like a four pack of Laser Tag guns? If you can and if you're willing, I wanna hear a loud Go Pack Go! And...

0:23:01 S?: Go Pack Go!

0:23:03 RC: No, I'm so sorry. I'm so sorry. We're gonna that again. One more time, the count of three. One, two, three.

0:23:09 S?: Go Pack Go!

0:23:11 RC: Oh, whoa.

0:23:11 KM: There was two.

0:23:11 RC: There was two.

0:23:14 KM: Two four packs.

0:23:16 RC: Oh, you know what? That is a great idea, Kyle. We're gonna be giving you guys two four packs of... On there, one for you guys, and... Yeah, we'll be handing those out. At the end of the session, come and pick yours out.

0:23:31 KM: So we just showed Jim Cooper's video, of how you utilize EZ Texting in a ManyChat, so what we wanna do now is actually close the loop on yesterday's merch, to where we actually are able to go [0:23:43] [REDACTED] and we're gonna go to our broadcast. So yesterday [0:23:49] [REDACTED] we actually set up our broadcast, so while everyone was getting shut-eye for livestream, we actually set up a broadcast for our sloth shirt give away. So we wanna close the loop from yesterday with actually showing you guys what we did for sending out our first broadcast with just announcing the winner.

0:24:12 KM: So the same thing with Jim Cooper, all we did was send out a broadcast, "Hey, do you wanna know the winner?" So it looks something like this. "Hey, first name," I like emojis. "Do you want to know who won?" And they just have to tap yes. So when they tap yes, we make a picture and we just say, "The winner is Tonya Byson," and then we just say, "Congratulations Tonya Byson." We've run into some trouble with some of our broadcasts with just saying... You have to be careful how you word the text, 'cause some people were like, "Hey, I won, I won." When they didn't really actually read the text. And then we just say, "Stay tuned for more giveaways and special offers." Now, we do that because we're actually gonna re-broadcast within 24 hour period, because if they click yes, it's as if they messaged us. And so Facebook's terms of service that are connected to ManyChat is that if they message you, you have 24 hours to send them a message, okay, and that's for a subscription. Then if they message you again, within that 24 hours, then you're able to give them a promotion or a deal or a sell within that message.

0:25:20 KM: So we actually... I wanted to show you guys what we sent, and now we're actually gonna go through what we would set up for a second broadcast, which is a hard sell. Everyone tracking so far in here? We're good? Okay. So we're gonna go up to sloth hard sell. Now, just so everyone's familiar on ManyChat, it's... To do a broadcast, all you do is tap "Broadcast" and you're gonna go up here to "New Broadcast" and it'll bring up the sequence, which will look like this. Alright. So we made this yesterday, you can play with it, but this is what we did. We have the shirt set at a price. So then when we run the ad, we're getting people to come in for a giveaway, and then we send them to the link. And we say, "Hey, check out the shirt." Now, even though they don't buy the shirt for us for the rankings, we still want them to see the shirt because it's still a warm lead, because if they're clicking the link, that means they're actually interested. Like Brett said, if you're going into a giveaway, you actually are interested in the product. You're not just like, "Oh that'd be cool. Whatever." So we set up and we said, "Hey Kyle, sorry you did not win the giveaway. We know you love the shirt though." And we actually did the video of the shirt with blinking colors so they could see it.

0:26:39 KM: 'Cause if you saw the ad we made yesterday, it was just a little snippet of the shirt. So now they have another preview to remind them of the shirt. And we say, "We put it in on sale for a limited time. Tap shop now." And on the shop now, we just did... You'll click the action or the thing of "Open Website" and you just put the site, click done and then they'll click that. We went in and adjusted the price and we put it on sale. And so now we're gonna go ahead and click "Go next". And when you guys are sending out a broadcast, you're gonna have a winner of someone who came in through your ManyChat message reference URL, right? So they have this thing called conditions. Now, you might have multiple people coming in through multiple giveaways that you are doing. The cool thing is, in here if you see where it says "opted in through," you'll tap that, and then you're gonna say is, and we're gonna say, is someone who came in through the sloth giveaway. Right? Now, we don't want our winner... We already messaged, we private messaged our winner. That's what you guys can do in ManyChat and let them now they're the winner. And then when you send out the broadcast, the second condition you're gonna do is condition, you're gonna do full name and it's gonna be... Let me just find our winner real quick. Forgot the name already.

0:28:06 S?: Tonya.

[background conversation]

0:28:08 KM: What was that?

0:28:09 S?: Tonya or Tanya.

0:28:11 RC: Tonya?

0:28:12 KM: Was it Tanya? Yes. Tonya, yes. Thank you guys. So we're gonna find her, we're gonna click her, and now it's become a condition. So why we did that is so that she doesn't receive the second broadcast.

0:28:26 RC: We wanna make sure that we say in is not.

0:28:29 KM: Oh, did I say is?

0:28:31 RC: Yeah.

0:28:31 KM: Is not. Thank you. Thank you Robert. Alright. So we have that set up and you have the option of start sending now or schedule for later. We don't really mess with schedule for later, 'cause we've had some mishaps with ManyChat of not sending out our broadcast. So we just like to go ahead and send now. So we're gonna send that out and our broadcast is sent. So we sent that out, we wanna be able to show you guys the results but it's gonna take a little bit of time to curate those results. So I'm gonna go back to the slide and Robert's gonna go ahead and share a little bit of our results with how we ran the same method of using EZ Texting in ManyChat in Jim Cooper's Facebook group and what the results were of doing a soft sell and then a hard sell.

0:29:17 RC: So we had a livestream Go Pack Go giveaway. And I just wanted to announce the winner to them. They... We did a screen shot of that, see here, and that is going to be Tami Vega.

0:29:42 KM: Vagan.

0:29:43 RC: Vagan. Tami Vagan. You are a winner of our Jim Cooper's four pack on our livestream audience. So we're all applauding for you. Jim Cooper has this amazing ability to be like, "You know what? That's just not enough. You know, I gave away this but I wanna give something more." So in honor of Jim Cooper we're also gonna be giving you a Dynasty t-shirt. So we're gonna be messaging you for your size and we're gonna be sending you that as well.

0:30:14 RC: Let's take a look at some of our results in regards to our Facebook with Jim Cooper and his Go Pack Go group. We have our Shopify sales at this amazing level where Kyle and I are really first exploring how to use ManyChat. What does it look like to set up a viral video? How do I use EZ Texting in the process of it? And as you can see our results are zero all around. [chuckle] So amazing. And so we began to experiment and we began to say, "Okay, well what's really gonna drive?" And that's really what we found, that this concept of the love that people had for Jim and being a part of that particular group, he actually went and made an exclusive Go Pack Go t-shirt to which he owns the rights for, right, for his particular groups and he goes, "Guys, I've made this just for us. And just being for us thing, I wanna do a giveaway," and we had hundreds of people begin to opt in. And the crazy thing about that is in the same process that we did, that Kyle just showed us, sending out a broadcast, we said, "Hey, congratulations, so-and-so is the winner."

0:31:29 RC: And then we did a follow up broadcast, "But, yo, hey, if you didn't win... " Instead of saying, "Hey, it's on sale," we just stuck it out there and say, "But you can buy it." With no sale discount, and do you know what happened? People bought it with no discount whatsoever. And so we began to realize the power of a cultivated group doesn't mean that you have to put your items on sale at any price. But that comes with what? The cultivation of an amazing audience and with the power of an amazing audience you can then begin to say, okay, the love that we have can now determine a higher or lower cost of the good, which is absolutely phenomenal. Jim then came up with... And so we're like going, "Yes, we've made a breakthrough." He stepped up and he's just like, "Yeah, but I got one better for you," and he made a mystery box which included basic merch items, coffee mugs, things of that nature. And then he also he go... But in one, 10, so we had about 100 boxes, right, and out of those 100 he goes, "I'm gonna put five of those that's gonna have a a golden ticket." And in that golden ticket you can win a signed autographed jersey, you can win this autographed football, you can win this helmet. And he sold each one of those for \$50.

0:32:52 RC: So people were actually opting in to buy a box, and literally when they opened the box, what could they get? A mug. And how much do they pay for it? \$50. [chuckle] That's an amazing mug right there, right? But then people were just driving and people were going, "Yes, I want this." And they began... So we did it one part of the season and then we did it again and that's just what really drove our numbers to where we see this \$11,000 here on our Shopify sales. And so that's really been a combination of saying, "Hey, what does it look like to go live? What does it look like to use my EZ Text? What does it look like to begin to use all of these different elements together?" Now we talked a little bit about EZ Text and I kinda wanna touch in a little bit on that and what it does and how it operates and functions in the overall, right? Brett mentioned it a little

bit a part in his session. But what EZ Texting is, is it's a way that you're able to, with... Internally within your video, able to speak out loud a call to action that gets someone to do a particular task. Very specifically, text whatever word, make sure it's short, make sure it is something that is not complicated.

0:34:13 RC: Make even sure that it's something that you spell autocorrect when autocorrect something else. So all those little things are coming together and you text it and then EZ Text will provide you with a number. So, our number happens to be 474747, for instance. And so, what that does is if that particular call to action is inherent with the inside of the video, what you'll begin to see is that as videos are shared from person to person, to person, to person and actually going viral amongst the Facebook community, that link that we have at the top, sometimes that gets hidden. And what did Brett say, "Hey, as you see people coming, coming back and put that link right back in," but another way that we said, "Hey, this also will work," is if the call to action is in the video; What is someone sharing? The call to action.

0:35:08 RC: So the call to action is never lost because it's always inherent within the video itself. So, that's one aspect of things and then inside of that particular ManyChat sequence, you're gonna wanna say, "This is for a limited time," and be able to really process through if you're gonna be giving a discount how long you want that discount to run for, because we will have some instances where people will have like messaged us and say, "Hey, I text this number, I'm not getting anything." And then you can say, "Hey, that was for a limited time. This is where you saw that info," and sort of cover some things in the back end. Now this is one of my favorite, favorite things to talk about and to cover, because we're gonna be talking about cultivating community, Dynasty style. And do you know what that means? Another giveaway! 'Cause we love doing giveaways. So, let me ask you this, who has a birthday in June, raise your hand in our live audience? Oh, Billy, you have a birthday in June? Come up here. Come up here. This is Billy everyone. He's absolutely phenomenal.

[applause]

0:36:23 Billy: Hi guys. Hello.

0:36:25 RC: Billy, what I want you to do is I want you to take your finger, point randomly go and then you're gonna choose someone that you're gonna roll for. Alright.

0:36:37 KM: You got any person?

0:36:39 Billy: Yes.

0:36:39 RC: Perfect. You're gonna go ahead and roll the dice.

0:36:44 Billy: Right here?

0:36:44 RC: Yeah, right here and we're gonna see what they're gonna win. Boom! You got a shirt my friend. Congratulations. Give me your size, and we'll go ahead and get that to you.

[applause]

0:36:56 KM: Alright Billy, one more time. You're gonna do one more roll for our livestream, okay?

0:37:00 Billy: Okay.

0:37:00 KM: And we're gonna do a roll for Melissa Reynolds.

0:37:05 RC: Melissa Reynolds, Billy is rolling for you. Billy go ahead and roll that die, and what do we have? Oh. It's another roll. You won another roll. Congratulations. [chuckle] Go ahead and do it. What have we got? You've got a Dynasty Striker Pack.

[applause]

0:37:24 RC: That's what we're gonna be sending out to you. Congratulations. Thank you so much Billy for your wonderful engagement within that. And so, this is what the whole point of it is, is how do I entertain? How do I get an audience attention? How do I begin to engage with my people and what is it that they're really wanting to know and wanting to do, and how do I get into their mind? So as Brett said, we go live throughout the week, and each show is actually unique and tailored to a particular group of people. For instance, we have a trivia show to where we just do trivia. Sometimes, it's just random whatever's popular at the time. Sometimes it's Disney trivia, whatever that is. We actually have another show to where it's consequences, so we have our husband and wife, Jake and Rena here, and they do consequences.

0:38:23 RC: So they'll have competitions inside of themselves, and whoever loses, the other person has to pay a consequence. So in this particular one, we're showing a video where Jake is now actually going to do the makeup of his wife Rena blindfolded. So we're gonna show you what that looks like. So we kinda spin up the audio within that so that we can go a little bit faster with it. And so, she's just explaining saying, "Hey, these are the consequences that we hand. This is Jake. He's gonna go ahead and do my makeup blindfolded. This is super awesome. This is rad. I can't wait. We're gonna see how this ends up turning out." So Jake's there like, "Hey, super excited. Oh yeah!" Now, they're blindfolded. So, what we're first gonna do is we're going to apply, oh, find the face. Oh, okay. We're putting the eyeliner. Is that what that's called? Yeah? Trying to put that on. Okay, great.

[laughter]

0:39:36 RC: Great, that's applying on super well. He knows where the eyebrows are. Perfect. Just wants to make sure it's even. So, we see that really he's like, "Okay, I think I got it. We're even now." It's pretty sure, pretty sure it's perfect.

0:39:53 KM: Not like looking at it. I think this is the thing of it is, not everyone has... Is in a place to just giveaway stuff, right? 'Cause it costs money, and so sometimes we're strapped with money,

so what do you do? You find something like this that's entertaining. You guys, there's so much gold. You can go on Facebook and go to videos and you can see what's trending, and all you have to do is replicate that because, like Brett said, people are going on Facebook saying, "I'm bored. Show me something fun." So if you go on YouTube, you can find what the top most trending videos are of YouTubers that love doing stuff like this, and you can be creative and have someone else do it for you, so that you're not the one doing it, but you can continue to have someone cultivate your live audience, and it's really easy to do, and sometimes it's fun.

0:40:42 RC: And so, it's just like if you were looking at this video to Kyle's point, my question is, who's on the screen right now? Live audience, who's on the screen?

0:40:53 S?: The couple.

0:40:53 RC: The couple, right. Who's not on the screen that...

0:40:56 S?: Brett.

0:40:57 RC: Brett. Brett's not on the screen.

[laughter]

0:41:00 RC: Exactly! And he's probably glad he's not on that screen right now, right? So that's to the point. You don't have to be the one that is your host of your show. You don't have to be that driving voice. And in fact, it's almost good not to be in certain cases, because it allows you to step into the thing that you've been called to do, and where your vision and where your passion is at, so we look at Jake and Rena. Jake's been a youth pastor for quite some time, and so, his engagement inside of young people's hearts is right there. And so, when we were looking for someone, we were like, "Hey, this is gonna be the perfect guy." Why? Because he's gonna know how to engage. He's gonna know how to push the limit, and he's gonna do things in an authentic and very real way that's actually gonna draw people into the story along with him. And that's really what it comes down to. If we begin to look at Facebook groups, what are we really going to see? How genuine can I be and how real can I be? Why? Because there's a generation out there who's gonna be able to smell and to sniff out people who're just not genuine anymore.

0:42:14 RC: They don't want the fake thing. They want that sense of like, "Okay, this is a real person and sometime connecting to me in some real emotional way." And so, that's why we have our different shows that we run on Dynasty. That's why we have the giveaways, and to Brett's point, what are we doing? We're following up with them saying, "Hey, how can we serve you?" If we take the model to understand that I am a servant simply coming to meet a need that you have, then it puts me in a position that's far better to lead than it is if I were to say, "This is what you want, come and get it." Why? Because I'm saying, "Hey, what do you want? I'm going to navigate, I'm going to go and I'm going to meet the different areas." It's being adjustable to people and it's being adjustable to the systems and the times, right? Brett's longing for the day to where we don't have to use EZ Text anymore.

0:43:13 RC: And in fact, even in our international ages, we're not able to use EZ Text, because that particular service doesn't fit. So what do we realize? That the reference URL link is actually going to be the driving force in international ads. So, you have to ask yourself, "Who's my audience? How are they connecting?" And so, we actually did a test with Jim Cooper's group to where we said, "Hey, we want you to go ahead and tap this link." And then we did another video where we said, "Hey, let's go ahead and text 'Packers' to 474747." And we found out that more people in his particular group were willing to text in than to tap in. So with him, we begin to use the EZ Text as a driving force, but really what did it come down to? It came down to just texting. Where is the data leading you? Where are the numbers showing you, that you can actually step into, to really get that information? If that makes sense.

0:44:13 RC: So, when it comes to the cultivating of community, that's actually where we have stepped into as a company and really began to thrive, because we see the necessity of cultivating that particular aspect and even with inside of our ads that we're running, what? We're always following up with a comment, but the comments that we're coming up with aren't just, "Oh, hey, that's awesome. Why don't you buy? Hey, that's awesome. Hey." It's always about, "Hey, that's awesome. I just wanna laugh with you. This is for my birthday." "Oh, happy birthday. How old are you? Can't wait to celebrate. In fact, what would be great for celebrating? A Dynasty party." It's like, how can I connect with you? You just said something to me, how am I gonna relate to you and how am I gonna keep the conversation going? If that makes sense. So that's what we really began to tailor about, and that all came out with really understanding Facebook groups, the dynamics of the groups.

0:45:13 RC: What works one in one group, may not work well in another group. And so, it's always about saying, "Okay, who's my audience? How am I going to serve them? What am I going to do to put myself in the situation?" And it goes back to the concept of community. I hit this point yesterday a little bit. I just wanna reiterate, it's like looking at the talents that I'm bringing to the table. Looking at the talents that Kyle is bringing to the table and how did those began to marry each other? Like I said, I can go down and I can throw down idea after idea after idea after idea, and what? Kyle's falling up right behind going, "Hey, let's sequence that out. Let's sequence that out. Let's sequence that out. Let's sequence that out." But if I had to sit down and start building the sequence for days, I get lost. I was just like, "How to build that?" That's why if you texted in the word market to 4747, why mine was so short, because like, gotta keep it simple. It's either really long? Really short, but Kyle's all, "Okay, this looks perfect and it's great."

0:46:15 RC: So, when you're thinking about even sourcing out the work. The thing is not necessarily needing to take on the full brunt and the full burden yourself. What can I source out? And it could be, even coming up with small little phrases. Hiring a VA, if that's something that you're looking to do to come up with your ManyChat phrases or even building a ManyChat sequence for instance, but you have to remember, in order to build out a ManyChat sequence, they have to be an admin of the Facebook page itself. And so, then the question then becomes to, how do I get, if I'm doing a test over here and getting people into one page and it's beginning to be successful and I have approached a hiking group and I go, "Hey, hiking group, I've actually been running test and all these people over here really are into canteens. I found all these canteen lovers over here, you're a hiking group over here," how do I began to manage to migrate my audience from one to another and that's actually as simple as trading a reference URL and putting it into this group

that you've made over here.

0:47:31 RC: So, you essentially send a broadcast to them and you go, "Hey, canteen lovers, how about a hiking experience?" And then you begin to drive them and then you began to connect. So, utilizing all these different tools and resources and seeing how they begin to connect in the power of community, you can begin to say, "Okay, I'm gonna step back for a moment and I'm gonna be able to look to see at what's really beginning to build out. And to Brett's point, it's really about not necessarily staying focused in one particular area, but being able to broaden yourself and to step in.

0:48:13 KM: I just... It's a lot of information, but I wanted to ask you guys a question with you guys that are here. Do any of you guys remember the five step method that we gave you guys for the foundation of testing PAF?

0:48:29 RC: Method to madness.

0:48:30 KM: The first one started with observing to create.

0:48:36 RC: Any one here? I know it was a long day yesterday. So much happened.

0:48:40 KM: You guys at home, if you wanna answer too, you're more than welcome to comment it on there. We'll be checking the comments.

0:48:47 RC: Remember, that method was used to help us go through that process to say hey, I'm not gonna get emotional to it. Oh, you have it? What are those steps? Let me jump down there.

0:49:04 Speaker 7: Create, test, gather data, review and revise.

0:49:09 RC: Fantastic. You know what, I feel like that deserves a giveaway. We're gonna get you a shirt. That's gonna be absolutely phenomenal. So let me ask you guys this question, what did that process help us do? Someone raise your hands in the live audience. What did that process help us to do? That method to madness, what was its function and purpose?

0:49:35 Speaker 8: To review the information that you gave us.

0:49:37 RC: Yeah, simply to review. Fantastic, we're gonna be giving you a shirt. So fantastic for that. And so, what we have is these little tools that we have come up with that help us navigate through these different processes. What does it look like to come up with a particular test, reviewing the data? How are we ever gonna know that Jim Cooper's group was gonna love easy testing as opposed to the tap link? We had to test it out, we had to look at the data. For instance, Kyle and I even with our international ads of being transparent within that, he goes, "Robert, I think if we phrase things this way, it's gonna work." [chuckle] And I'm like, "Oh Kyle, I don't think you understand. I have my degree in English, surely I know how things are phrased." And he goes, what are we gonna do? Let's test it." Lo and behold, do you know who won? Kyle won. [chuckle]

0:50:38 KM: Thank you Facebook for free translation.

0:50:40 RC: And so, Kyle was able to go ahead and be like hey, I won that won. Why? Because it was just a matter of testing the data. Which one's gonna work? And so, when you ever get into that situation to whether you're coming up with a concept or idea of whether something's gonna be a good live show or not, what do you do? Test it. Then if it doesn't work, what do you do? Revise it. This is a simple process. And so, all of this is as simple as saying never get hung up on any of the steps and simply do what, I'm gonna test it. Because your audience is gonna give you the feedback. And then if you adjust to the audience feedback, imagine the power that they're saying my voice, what I'm saying, is actually directly affecting what's happening. You're putting the power in their hands and actually getting them involved. So, with that I also wanted to open it up for a little bit of questions for here, live in the audience.

0:51:41 S8: You told us the two shows that you have, the trivia and the consequences, but I know there's other shows for the Dynasty. What are the other themes of the shows? 'Cause there's the one gala in the morning I think.

0:51:54 RC: Yeah, totally. We have a show that is in the morning that is Java Time. And so, essentially, that's early in the morning, we'll do a spin the wheel. In the same manner, actually if you go in and you see this whole presentation from a hindsight, you'll actually be able to see what we do everyday. This whole presentation was a way of how to engage in audience in it of itself. And essentially, the techniques that I've learned is exactly what we do. We look for comments live. We look for them as they're coming up within the show. So some shows is driven by comments, some show it's driven by spinning the wheel, some show it's driven by consequences that we have, some shows are driven by rolling the dice. And so, each one has their own individual niche for that. Any other questions?

0:52:52 S4: What are the logistics for having different people around the shows when they might be geographically dispersed?

0:53:00 RC: That's a great question. If I were to really process that, what keeps everyone on track is actually having that specific standard time of when to go live. So it doesn't matter where I'm actually geographically located. For instance, Josh and Hannah are in Northern California. Jake and Rena are just down the street in Riverside. We have other people who are gonna be joining our team, that are in different places throughout the United States. Hopefully someone will be on the East Coast, so that we can be meeting with our international team a little bit more. And so it's all of these different geographical locations really doesn't come into play. Why? Because everything's done online. And so all you have to do is like, "Okay, well what time do I have to be awake? What time do I have to look beautiful for the camera?" [chuckle]

0:53:53 KM: So, here on the screen, as you can see, this is another one, this is Josh and Hannah and they actually do like a spin the wheel. So they'll be engaging their audience, and then every so often they'll choose someone that answers a question or whatnot and they'll spin the wheel. And those are some of the products or some of the things they can win as far as a giveaway. That's one of them. And the other one is with, this is Jake and Rena. So we have three groups, that two of them use the wheel, and the other ones will use the dice. But all of that is to say, you can copy that, but you can also be creative. People love games. And it's fun. So I actually wanted to go back to our

Jim Cooper's Facebook group, and I wanted to give you guys a live example that we ran, as far as what does it look like to take someone through the funnel and have fun with them. Would that be okay with you guys, if I showed you guys an example?

0:54:48 KM: So I'm gonna go ahead and click that. It's gonna take me to Messenger. It's as if someone clicked the link. Alright, so it says... Alright, here we go, "Welcome, Bartlett. So glad you could join this contest giveaway. That's right, autographed football by Jim Taylor. Remember, you must play to the end, Brett, in order to be entered." So we made this dynamic of, "Hey, you gotta click all the way through in order to be entered to win this football." So they tap Game On. Alright, so Go Pack Go. And it should pop up with a question. We put in some delays to make it fun. Alright. So, "On what day and in what year were the Green Bay Packers founded?" Does anyone know that question? Wanna take a guess? Take a gander?

0:55:32 S?: '33.

0:55:34 S?: 1919.

0:55:35 KM: '33 or 1919. Group vote.

0:55:38 RC: 1919, raise your hand. 33, raise your hand.

0:55:43 KM: Alright, 33.

0:55:43 RC: 33 as a whole.

0:55:44 KM: Let's see what the answer is.

0:55:48 RC: The suspense, the wow, the intrigue.

0:55:50 KM: See, and this is... If you don't like football, it's not fun. But if you're in this group, for them, it's fun. They love the history of football. So the correct answer is 1919. The Green Bay Packers. So we threw in a little bit of history of the Green Bay Packers, where they were founded, the coach, and then even their team, you can see. So then we follow up with the next question, "What Packer running back rushed for a total of..." Now these questions are geared towards Packer fans, like I said. So we'll go ahead and keep clicking these in so I can get to the end.

0:56:22 RC: And mind you, Kyle and I are creating this particular series of questions knowing nothing about football, knowing nothing about the Packers. And so who became our best friend? Google. [laughter] And so we were like, I need to be able to talk football in a short amount of time.

0:56:41 KM: And just do it. [chuckle]

0:56:43 RC: And so when it began to engage, it then began to be fun for Kyle and I to see how people were interacting with the different things that we actually made. To see how far people would go. And then over a period of time, I just began to learn things, which is super phenomenal

for myself.

0:57:02 KM: Alright, so we're getting towards the end. You have the ability to put in GIFs, or GIFs. Just wanna get it to the end.

0:57:11 RC: And so these are an example of how extensive do you want your build out to be, how complicated do you want to have them go through. So we learned that Packer fans love Packer trivia, so that's why we created a [0:57:26] of Packer trivia for them. We actually did this thing to where we would send out a broadcast, and we'd go, "Would you like Packer highlights? And/or would you like Packer news on a PDF? Or would you like Packer trivia?" And we're thinking, people are gonna love the highlights, people are gonna love the videos. And they were like, "Nope, don't want that. Nope, don't want that. I wanna play trivia." And we were like, whoa, that's... I didn't know. And I would never have known unless I put it out to the people.

0:57:53 KM: Testing it. Exactly. That was kind of our tester of what is something that they're looking to see that we can actually feed them, while keeping them engaged. After we get to the end of this, I actually wanna... Would you guys be interested of actually having a live example of how to set that up in ManyChat, as far as this question with the multiple options instead of buttons? Would you guys like that? So at home, we're gonna do that for you guys as well. Just because I know that, for me, if I'm sitting there, I'm thinking to myself, man, I think it'd be cool to see a step by step, how do you use that function inside of ManyChat. And granted, ManyChat has multiple tutorials that you can use, but just for the time being, I wanna help you guys. So when you end this broadcast, you guys can go and do this right after this. Or even right now if you want. Alright.

0:58:55 S8: Have you seen a difference if you use those quick responses? The little things that we're seeing here versus the button that's attached to the bottom, do you get a difference in interactions?

0:59:05 RC: That's a great question. So this is what I can answer that with, is that with the quick response is okay. I would say about 98% of the time, it's gonna work flawlessly. We have had that 2% of the time where the buttons just disappear, and we can't explain why. And it just becomes a ManyChat type of weird thing that ends up happening, a glitch on that side. So we've noticed that from time to time. The actual button itself where you push to enter, that tends to be a little bit more reliable. I haven't had any issues with that, going forward. But for us, it just became a matter of let's just kinda change things up and make things look a little bit different. And actually, if you use the quick responses in the same way that Kyle and I did, what you'll find is you will not have to build out your sequences as complicated as I would do, because if you push the wrong answer, it would just simply give you a quick response and actually tell you the right answer.

1:00:11 KM: Alright, so they got to the end, they finished the questionnaire, and it says, "Alright, Brett, you've completed the challenge for now, just tap below to officially enter." Alright, so you click tap enter, you get the picture, you're entered. Now this is the cool thing about ManyChat, because this is how we learned how to expand the subscription list without using ads, to where you can create the shareable content to share with people inside of Messenger. Brett used a statistic, and I don't remember the number, but it's millions of people that are utilizing Messenger. So within Messenger, they're sending the content that they like within Messenger. So we took that and we

were like, "Wow, okay. How can we twist that?" So we said, "Hey, you're a great team player, Brett. If more join the contest by sharing I'll give away my famous green and gold t-shirt." So we upped the ante and said, "Hey, if more people share this, we're gonna give this away."

1:01:05 RC: So to go to this point, it's an interesting aspect because Facebook terms and conditions say, that if you're running a giveaway using an ad, you're not allowed to say, "To be entered, like, comment, or share." But inside of a ManyChat sequence like this, you're simply giving someone the opportunity to share an experience that they had. So you're still within Facebook's terms and conditions because it's not an ad, because it's up to an individual to send it to another individual. So it's another way around that. I feel like you have a question. Nope? No questions? Okay, great.

1:01:46 KM: Alright, so we set that up when we did a share, it just said, "By the way if you ever wanna see the highlights, you can click the menu." We set up a menu inside of ManyChat. So I'm gonna go over to ManyChat now and we can actually set up a new growth tool that we would make for people. We'll go new growth tool, we'll just use a Messenger reference URL, and go to edit. Alright. So we're gonna get rid of this. I'll use you guys and we can build this together, if you will. So say we're running an ad... Let's stick with, what's something you guys like? What's a good niche that is popular? Chocolate? Okay, chocolate. Chocolate's good. So this is what we would do, let's do a question of... We would say, "Hey, first name." And if everyone knows, right here the dropdown, you can use first name. I just wanna reiterate that. "Hey, first name, what... " Or we're gonna do this. Actually I'm gonna copy this, I apologize, and we're actually gonna go down here to where it says user input. And I'm gonna get rid of that. Alright, this is where you're gonna enter your question. So, "Hey, first name, what is your favorite... "

1:03:17 RC: Type?

1:03:19 KM: Type of chocolate, right. I'm gonna spell this wrong. Auto-correct, no. There. Good. Question mark. Alright, so right here, gonna click this, and we're gonna get out of that. And we're gonna do a quick reply. Okay. So it's gonna send that and they're gonna have the option of a quick reply. And right here, we're gonna say...

1:03:57 S?: Milk.

1:03:58 KM: Milk? Okay.

1:04:04 S?: Dark.

1:04:06 RC: Dark chocolate.

1:04:08 KM: Dark.

1:04:10 S?: White.

1:04:10 RC: White.

1:04:14 KM: And white. Alright, so we have that. Now, they're gonna do that, and then I usually like to set up... Let's see. Get rid of that.

[background conversation]

1:04:35 RC: Yeah, where it says free keyboard input, that's where we would wanna put our options.

1:04:45 KM: Right. Give me a second. They changed it around on us. So...

1:04:53 RC: Then multiple choice.

1:04:55 KM: What was that?

1:04:56 RC: Select and then select multiple choice.

1:04:57 KM: Right, there it is. Alright. So this is where I would go. Sorry, guys, I got mixed up for a second. White and dark. Alright, cool. So I'm gonna go ahead and get rid of these. Delete, delete, and delete. Alright. And then so they're gonna select that, they'll select one of those. We'll put in a delay right here.

1:05:24 S8: Why did you put it in that spot instead of the first place where it popped up?

1:05:30 KM: Which part?

1:05:31 S8: The message, 'cause it was in, like it popped up in a window, and then you chose...

1:05:34 KM: That's the text box. So that text box is what allows you... So if I pull up the text box right here, that allows you to add a button. But we don't wanna use a button because you have to actually build out the complexity of the flow chart, which means you have to have... So if white chocolate, then we have to build that out. But if dark chocolate, then we have to build that out, and then so on. But if we use the instant reply or quick reply button, that just allows them to click one of those, but you don't have to keep building out a complex flow chart. Does that make sense?

1:06:12 S8: Can you still tag them depending on what they've clicked here?

1:06:18 KM: I don't believe... Okay, use another value as a save answer. I don't believe on the quick reply, you can actually tag them, but this is, it would be more for the trivia. So if you wanted to do that, the beautiful thing about ManyChat is... So if we did that, say that's the question of "What's your favorite chocolate?" And we said "White," add a button, "Dark," and "Milk." Thank you. Alright, so I'm gonna switch, you guys might not have seen this before, but I'm gonna go up to, go to Flow Builder. And that's gonna transition to the flow chart, which allows me to see everything that I'm building right here. So this is my first page, as if you would see it. Now right here, I have this, so I'm gonna click this and I'm gonna say "Send message." Okay. And in this message box, I'm gonna say, "Wow, that's great, first name. I love chocolate," or "I love... " What is it, dark? "Too."

And then right here, you're gonna go like this, you're gonna action group, add action. Did everyone see how I did it? You just double-click on the screen, add action, and you're gonna do add tag. Tag is gonna be "Dark." New tag. Okay. Now I'm gonna go down here to "Dark," I'm gonna click it and I'm gonna go right there. Okay. I drag it to action. Now I'm gonna grab this, push, and I'm gonna drag it to send message.

1:08:14 S8: You can't do that while you were setting it up on the top, on the top one.

1:08:17 KM: When I use the insert reply and the quick reply buttons, it doesn't give you the option of tagging them. But the amazing thing that ManyChat did, this is their greatest upgrade, is the flow chart, because if you wanted to tag them, you can still build out a crazy complex thing, but not get lost. Mind you, we didn't have this option when we were building out trivia, so we had to build them out and we were like, "Hey, did we get the no to the yes to the no? And the answer to that? And then did we bring 'em back in?" So Flow Builder, I'm just giving you guys options to what you can do to build out. ManyChat is, to me, I think it's amazing 'cause it's one of the tools you can use to engage your audience, and it's great to keep the relationship going.

1:09:05 KM: Do you guys have any questions so far on this? Live audience, I know you guys are probably... Swiss chocolate, that's a good one too. Yeah. Any questions on that? Did that make sense? So if I go back, Basic Builder, back to building out our user input. So I'm gonna get rid of this. So user input, they're gonna select one of those quick replies, it'll be a delay. And then I'll do user input again, I'll ask them another question. And then I'll do multiple choice again, and the same process. So the waiting for reply, ManyChat's waiting for them to click one of the quick replies.

1:09:48 RC: And within using this particular style, it's going to be great to get information that you're really needing from a particular individual. So within all of those options that you have, you can go into the fields. So where it says quick reply, for instance, you can open that up and actually have different options to what people are able to do. So you can say, "Hey, I want to gather someone's phone number. I want to get someone's email address. I want to get someone's name." And ManyChat will not let them proceed until the information, the user input information, that they put in matches that particular style. Now, there are times to when that particular concept gets a little awkward. And so inside of our PAF certification, this is exactly how I built it out, so that no matter what it is that you put in, you're always gonna get a quick reply that says, "Hey, thank you so much for submitting." Regardless if you put in a picture, regardless if you put in a reference URL. Whatever it is that you put in there, it's always gonna generate that quick response. So that's another way to have that open dialogue if you're requesting information, and then being able to send that to someone as well.

1:11:08 RC: So, just to cover, it's just like the Facebook groups overall, are just gonna be a phenomenal resource for you. Again, checking your vitals. Don't do more work than you have to do. Just to recap all that. And we've closed our ManyChat loop. For our live audience, what we're gonna be able to do is during our breakout session, is go in and we're gonna share with you our merch sales and see how those do. In our livestream, we're gonna be able to go ahead and post that content later, to catch you guys up on that end as well. And it's also really going to be about what? The cultivating of community, the passion and desire in my heart, how do I relate to another person based on me being another person? And how do I serve them, and how do I meet their needs? So,

with that being said, we've concluded our presentation for right now. We're gonna be heading into a break. So we're gonna say so long, farewell, auf wiedersehen, goodbye, adieu, adieu, to you and you and you.

1:12:17 KM: Yeah. So live audience, we'll see you guys back on at 3:00 Pacific Standard Time, 3:00. Goodbye.

[applause]