

# BIG FISH METHOD



# Full Transcript

Brian Cassingena

Alright, How are you? I am very privileged to be here today with the guy who I've followed online for quite some time. Chris, we've never met in person but we sort of got connected through our work with Justin Brooke at AdSkills. You're connected with him as well so thanks for taking the time to jump on a quick call with me about this.

Chris

No worries, this is awesome.

Brian Cassingena

Yeah. Thanks for coming along because what we'll talk about here is how to get clients and specifically the big names are paid well or who are great clients to work with so I know that you're one of the biggest experts in the content marketing field with getting clients. Can you tell us a bit about how you got started in this particular field?

Chris

Yeah, so back in 2016, I was trying to get clients in my own agency. So I was trying lots of different things. I tried a lot of things back then, I tried doing webinars. I tried doing Facebook lead ads. I tried doing like personalized videos, I'd spend one day and I do three personalized videos, going over the person's site giving them specific feedback and upload it to YouTube, and then I'd send them the link and this will be an unlisted link on YouTube.

Chris

And so I tried that with people over one to two months. I was just doing that every day to see if I will get that to work. What are some other things I tried, cold emailing and I also tried paying someone \$3,000 a month to do the cold emailing for me since I was starting to get sick of it. And then nothing was working really well.

Chris

Of all those things I did like the personalized videos that I did. I did actually pick up one client for doing that, but it wasn't like the amount of time I was taking to do that, doing three per day. And then over 30 or so days, and then just getting the one client it really seemed like worthwhile. I like spending all that time.

Chris

So I was trying to find a better way to get big clients for myself, for my agency. So at the start of 2017, I figured I'd try doing content marketing. And at this stage I was in the AdSkills per lead group with Justin. And so Justin had done stuff like this, he got really big clients before he worked with Dan Kennedy, Russell Brunson and all those big guys.

Chris

He has done this stuff before. And so I asked him and he said that the biggest thing that he did to get clients was using content. And so I asked him, What's the one piece of content you've written that gets you the most sales and the big clients? And so he looked me up to a specific post that he'd written.

Chris

It was about a future investment and how he reverse engineered future investments, media buying strategy, because he was targeting people in the financial space. And so it made sense for a topic on Reverse Engineering Future Investments and that he thought a customer will be attracted to that specific topic.

Chris

And so basically, I kind of model based off what Justin told me what he had done with that piece of content. I kind of modeled what he'd done and I tried this kind of content marketing thing like the start of January 2017. And I started writing one piece of content each week, and I just put up on medium, and the medium publications called Rocketship Growth.

Chris

It's still live online today, but I don't update that anymore. I'm not working on that at the moment, but that's how I got started. So I wanted to be really fast because often at the very start, the time to upload the post, publish it and all that stuff. You can just stop you from moving.

Chris

So I did that to move fast, and so I wasn't really at that stage at all or I'd never written anything. I kind of had the mindset that there was so many people publishing content. I just thought, why should I publish content? Because everything's already been written about. That's kind of what I thought and so why should I even do it? But I gave it a go.

Chris

And I was writing one piece of content every week on Medium. And it wasn't really working very well but then when I asked Justin about this one piece of content that he did that was getting the most sales. That's when I kind of went after a specific topic that I knew that a lot of people in my market would be interested in.

Chris

So at that stage, I was targeting, B2B SAAS companies like software companies who were kind of making \$5 million. I wanted them to be a pretty big companies, not just small ones, that they'll be able to afford my services. And at this stage, I was offering paid ads services.

Chris

I was doing paid traffic to people and so the one that taught me that I can do it with ad space like HubSpot was really hot. Everyone was talking about HubSpot. So, the topic that I picked was going after HubSpot reverse engineered like HubSpot's strategy. It was called Peek Inside HubSpot's Multimillion Dollar SAAS Growth Strategy.

Chris

So if you just search for it on Google, you'll see that the publication is still out there and everything. And that's kind of the one piece of content that I then used to get clients and I spent a lot of time trying all these different methods to promote the article. But the one thing and Justin will say this as well, is to keep it really simple.

Chris

So you want a really simple strategy to do this. Think of who your ideal target customer is. And so in my strategy was B2B SAAS companies and fans of those companies who are doing \$5 million or more, and then come with a topic that particular tackers will be really interested in.

Chris

And so in this particular scenario, this article was about HubSpot. And so I could just run like a \$5 per day ad to the HubSpot audience because the article is very relevant to people following HubSpot. Just have that run like day after day, don't worry about going in and changing the copy or the image or anything like that.

Chris

So in this case, I came up with the topic of HubSpot because I knew that HubSpot was bigger than these companies like these 5 Million Dollar plus companies. It was someone they looked up. And so I reverse it by Reverse Engineering them and then promoting the post to them. That worked really well and to keep it simple, you used to like a \$5 per day ad.

Chris

Once I have the one ad set up, I just kind of kept it running. It was a small amount of money that you have to worry about. So that's the simplest thing that you can write one piece of content and have the one photo per day ad running to the targeted audience, with the people you want to attract.

Chris

And then in the actual case study like this particular post of HubSpot, there was a call to action at the end to contact me, to work with me. So I put a few qualifying criteria, so the type of criteria that I wanted for the client that I wanted to attract. So that was kind of filled out people who are contacting me who weren't the right fit. This is what I'm looking for, if you're the right fit then hit me up here.

Chris

Instead of getting overwhelmed, how to do everything. But if you want to go in and take this a step further and try to get this one piece of content that go viral. Not viral all over the internet, but viral in your market. All the big decision makers know about this one piece of content you've written

Chris

Get somebody to fill out a form that they can email you directly, however you like to do it. And then that's the biggest way I've used to get clients, from doing that and then also have that one article. So I'll talk more about some of the more advanced stuff you can do around promotion, because you can do the one piece of content and the one photo and can do really well.

Chris

There's a framework that I've developed based on what I did to promote and other price started after that. And what it is, is I kind of break it down to free traffic multipliers and paid traffic multipliers. And so free traffic multipliers is three things. One is List multipliers. So these are things like your email list, a push notification list of Facebook Messenger list. So if you build up any of these lists yourself, then you want to promote that piece of content to that list.

Chris

And so the next one after this is the average list. So this is like a lot of people know about this when they're trying to get big clients on a dream 100 list. So I had the list that I built, The 100 SAAS company owners that are really wanted to work with. And then what I do is just send them a piece of content.

Chris

What I did though, in the actual email that I sent, because I first got one piece of social proof, one strong piece of social proof that I include inside the email. So in this particular scenario, I got Dharmesh Shah, who was the founder of HubSpot or the CTO to share it on medium.

Chris

And so I use that one piece of social proof of Dharmesh Shah sharing the post, and I put a screenshot of that in my outreach email. It was a really short and simple email. It was kind of like Dharmesh Shah really enjoyed this post, I thought you might like it too. PS, if you're interested in this content, just reply to this email. It's really simple and short, just that one sentence.

Chris

The one piece of social proof underneath my name and then the PS. If you're just really interested and may work for you, then just reply back to this email. So that's what I did for the Dream 100. I didn't want to annoy them. But what I did know was it is a piece of content that they would be really interested in.

Chris

I wasn't emailing them for no reason. It was one of the articles that I've written on my medium publication. I probably would have emailed those ones to them because I knew that those might not be as relevant to them, but because it's a Hubspot one, I actually did email it to all of them.

Chris

The other items on this list.

Brian Cassingena

Yeah, go ahead, because it's really interesting, so keep going with it.

Chris

So the next one is social media multipliers. So these are things on Facebook, LinkedIn and Twitter and usually people will just post it on their profile and then that's what I'll do. But the way I do it is a little bit different to that. And so what I'll do is so some of these ideas, I actually posted in a group and this was a group.

Chris

I think the name of the group was SAAS Great Hacks. So this is like a group that was very relevant or interested in SAAS obviously and software. And so I made a post about a company I've reverse engineered and I'm sure Hubspot also did to the other ones as well. So the other ones after this and then I just asked people and give people incentive to share the article.

Chris

So it's like, if you share the article, comment below and I'll pm you a PDF of the five tools that I use to reverse engineer the company in the post and that got people to comment on the post and got more engagement in the group. I actually got shared 53 times just one post inside a group.

Chris

And so you can actually go and do this, if you just jump into a group, do this post, and then you leave the group. I've been doing post once a week in this group. I wasn't linking to anything else, I was just kind of giving stuff that I was learning myself as I was going through this process inside that group, once each week.

Chris

And then I did a post like this where I actually promoted the piece of content and provide an incentive. That's not going to work unless you actually take the effort to be active in the group, like weekly for at least a month. So it's not something everyone may want to do but that's something that I can work really well into promoting the piece of content.

Chris

And then other things I've done is a tweet storm on Twitter, where I just do different tweets, like 1,2,3 and then get a story behind the piece of content and then I'll link to it at the end of the tweet storm. So that's what I've done on Twitter that's worked really well and got people to share and retweet and things like that. And what I do is I then pin that on the top of my Twitter profile because that's like the one main piece of content that I want my clients to see.

Brian Cassingena

So what do you say are Tweet Storm?

Chris

Tweet Storm is like when you go on Twitter, you put in the text of the post like the 280 character post and there's a little plus button at the bottom, you click the plus button and then you can add another tweet. And then you can run another 280 characters and you click the plus button again, and then you can add another 280 characters. You keep doing that forever if you wanted.

Chris

But the idea is that it's just like you're doing an email and you're doing a story by email. And like email one to email three is like a story, It's the same sort of thing on Twitter, you can do like part one, part two. It's 280 characters, it's really short. You can do more like a story behind the content side and people are reading the full piece of content.

Chris

The next thing is on LinkedIn. And what I did here that's worked really well is that I've done a bit of a teaser post where I'll take a screenshot from the post and then I'll ask people to guess something in the post and I'll do this before the post is even been published, before it's even coming out.

Chris

And I'll tell people, Can you guess which company I reverse engineered in this post? And it might be like one example I did was a graph. And it had a list of five different names of companies. And it had the most revenue per employee and on the graph, it has Slack, Amazon, Google, Apple, Facebook, and then I blur out the other company.

Chris

And this company is doing more revenue per employee than all those companies and So I asked people to guess who's the company that I've reverse engineered in this post. And if they guessed correctly, then I'll send them some behind the scenes video footage of one of the most profitable marketing strategies, if they're able to guess right.

Chris

The actual video of the behind the scenes footage, I've actually already included inside the article. So it's not like an extra piece of content or anything like that. It's already included inside the article. And then what I'll do is after people guess, I did this once on LinkedIn and got over 200 comments.

Chris

And so this gives me an idea that these people are probably going to be interested in the article, it gives me 200 people now I can promote the article to, for the price that I like. If you've got no audience, no email list, no social followers and things like that. It's a sign that can work really well because now you've got a small audience like these 200 people.

Chris

Obviously, you have to actually manually reach out and go, here's a link to the post. But you have to do stuff like that at the beginning if you don't have like the audience. So I did something like this and then I messaged people if they got it right, I send them a link to the post. And even if they got it wrong, I'd send the link to the post but the message was different.

Chris

And just like, Oh you were will close. It's like close but no cigar. But here's the actual link to the post if you're interested in the company. And then if the person was right, I'd be, Congrats, you got it right. The video is on page. So it's in a PDF that I created. So it was page 47 of the PDF is where the video is. And then here's a link to the full piece of content. So it was a way to promote the content as well. I can definitely keep going with the other things that I've done. I can keep going if you want.

Brian Cassingena

Yeah, cause what you've covered so far is a really interesting process that anyone can follow to build up that audience and start contacting people and try to get them as clients. Now this might work for any niche, any writer, copywriter, doing paid traffic or any other kind of thing you'll do for clients, would that be fair?

Chris

Yeah, could watch it any service and the way I think about it is, there's really two pieces of content. Two types of content that I've seen that can work well for getting big clients. And that's either a post where you reverse engineer a company that's directly related to your target customer.

Chris

So I already gave the example of HubSpot. And then the other type of post is a strategy posts which is more like a signature strategy that you do for clients. And you write about that signature strategy and you go over it, and you can give examples and then you can kind of make a call to action to work with you.

Chris

So there's two types of posts that work really well. I guess it's strategy sort of case study sort of post, with your signature strategy and how you've actually implemented it for someone. And then there's the reverse engineering type of post. And then what you can do is, if you're not sure about the topic, this is like a hang up for a lot of people.

Chris

What I am going to write about, especially if you've never written content before, this is not something you do a lot, so that can be really hard to start. But what I do is I just get the market's feedback. If I don't know what I want to do. So if it's the reverse engineering type of post, I'll think of the top companies that I think will be most interested in. I have a list of five or six.

Chris

And then I'll go into a Facebook group, but I know that there's a group of people that are interested in that particular thing. So if it's a software company I want to attract. I'll go into a group where there's a whole group of software entrepreneurs in the group, and I'll do a panel.

Chris

I'll ask people, I'm thinking about reverse engineering company, which of these companies would you most like to see. And then in the poll, I'll put the five or six companies that I personally came up with so we're going to pick from those. And then I'll add an option that people can add their own. So they can say who they want reverse engineered, and then whichever gets the most votes, then that's the company that I'll reverse engineer and I'll pick.

Chris

So that's the process that I did to do that. And then if it's a signature strategy post, and obviously you will have your signature strategy, it's not something you do a poll on. But if you've run that same strategy for someone and you've got results with it for someone else, it's likely that other people in your market will be attracted to that. It's just a matter of structuring the post right. And writing out your whole strategy and making sure you have that call to action to work with you. So there's two types of posts which works for any sort of service business.

Brian Cassingena

Yeah. The second strategy strategy is something I use for happy clients. There are a couple of different things that got amazing results. I just put a price up and then the CTA and get the right clients that way.

Chris

Nice. That's a really good way to do it. There are two types, I've tried other other types of posts as well but I think what really worked well are those two types to actually get big clients. There's something about those topics that are really attractive.

Brian Cassingena

Go ahead

Chris

Do we need to go through the different promotions?

Brian Cassingena

Yeah whatever you like to share. The people who will be watching this recording will be after the big name clients or the value clients or the high ticket clients. So that's what you've covered so far, it's really going to be really useful and some of the people have not done much marketing before, so whatever you can help.

Chris

Okay, cool. So the next thing is like content multiplies and people are probably seeing this from things like Gary Vee, how he how he multiplies content across the one piece of content multiplies it across to all different places. And so this is something you can do as well. It's not a strategy that I like to do forever.

Chris

I don't think that's the right thing to do forever because that really works forever unless you do that consistently, every single day for five years. But at the very start, if you've got an audience to promote your content to, you do need to do stuff like these to get eyeballs on your content.

Chris

And so these are things that you take a piece of content, and you might post it post it on LinkedIn. But the thing on LinkedIn now is they actually need to promote the article and get eyeballs to it so that doesn't always work as well. But one thing that does work well is pricing the post on medium.

Chris

If you posted it on your site first and not on medium then you can do it on medium and there's like little canonical URL you can choose so you can put the link to your original post up there and then you can put the full post on medium and you'll tag it with five different tags and that will get more people seeing it on medium.

Chris

And you can do different things like doing a Facebook video and you could include that video inside the actual post if you wanted to. I could see a short video about the post I explained the price in a minute or so. And then you link people up to the video. You can do things like doing answers and answering questions specifically related to the topic and things like that.

Chris

So they're something like the content multipliers that you can do. And then it's having the paid traffic multiplies. And this is retargeting and cold traffic ads, and then native ads. And so I already talked about the \$5 per day ad, which is like a cold traffic ad that's going out to a cold audience and doing that one thing.

Chris

But you can also do this via retargeting, so it's like a signature strategy and people will come to your site, but you haven't seen that page so you exclude that page from that audience. Because then you know people haven't actually seen that yet. Then you can also use retargeting to that particular signature strategy post so you get those people who already came to your website and familiar with you.

Chris

They're going to see your signature strategy. So that's another thing you can do and then native ads, Native Ads is more so if it's like a broader topic and more like a health niche or financial nature or something like that, when it comes to getting bigger type of clients and what we're talking about here, it's probably not the right approach to take.

Chris

But if you're going to have a huge volume of leads, doing something like native ads with a piece of content would work really well, because we're talking about going off like high ticket clients. I wouldn't recommend doing that in this particular scenario.

Chris

I'll just focus on that retargeting and then the cold traffic ad. And then if a lot of the stuff I've talked about are a lot of different stuff and just seems overwhelming. Just stick to that simple strategy of one piece of content with the one topic that talks to your target customer in the \$5 per day cold Facebook ad.

Brian Cassingena

Yeah. I remember there's a story of a guy who had a marketing agency, and this was when I was writing for Mindvalley. He came along and created the ad campaign campaign tied to this marketing event and they were fishing some it for this job. And now he's a manager in the company so that was his way that he got into, he got a job at Mindvalley as well.

Chris

that way. Oh, that's right. So he was actually trying to get a job instead of like, yeah, I'm just trying to get it. Yeah. That's funny. That's cool. And what you can do with the ads as well is if you don't know who to target with the ad side, I've given us a specific example of how to spot and tighten the household audience. And that's kind of an obvious example here.

Chris

But if you'd like written about your signature strategy, and then you're not sure who you should target inside the app network. What I usually do is I like us, actually. So I did. I've done I've done this recently on content metrics I got, I got on the phone with 10 different customers ask them a whole heap of questions. But one of the questions that I asked my customers was, Who did I let into their inbox?

Chris

And so this gave me an idea and I noted down every person they told me that I let into their inbox. And then I could then use that when it comes to the targeting of the ads. I can use that if they say for example, HubSpot, and that someone that they are subscribed to, then I know that if three people say that, it's probably I could use that as a target, use HubSpot as a target. So it's like I kind of have an idea of who I can target and that if you're not sure who to target.

Brian Cassingena

That's a good strategy too.

Chris

It's a good strategy to do the survey if you don't want to do a phone call, but the phone call helps you with all the other questions and getting more feedback from the customers.

Brian Cassingena

Yeah, I think most people are happy to have a quick chat. That's what I do as much as I can as a copywriter.

Chris

Okay cool. There's not really too much, that's basically the whole full strategy. Also, it came across to me like this is one article that I end up going to flying over to Austin to help out with super.com stuff until I have come in contact with me and then what I've done eventually is just put people onto a waitlist.

Chris

And so now that I don't really want to focus on working with a lot of clients anymore. I used to work with at the most one or two at a time. I just put all these people who come across the article onto a waitlist. And then if I was after clients, every month. I could send one email out to the waitlist each month. Say I have one client now, and this is a strategy you can use if you're not willing to take on a lot of clients, you won't take on a handful of clients. And then you can hit up your waitlist. But you've always got this small trigger of laser coming in from setting this up.

Brian Cassingena

Yeah. So what you've been over here is a process that anyone can follow that sort of get these kinds of clients that's going to be really valuable for anybody who is watching this recording, which is kind of what I set out to do. And if they want to learn more about this, how can they connect with you and learn more about what you're doing in this area?

Chris

Yes, all my time now is focused on Content Mavericks and the training there. So they just go to [contentmavericks.com](http://contentmavericks.com). If anyone wants to ask me specific questions, hit me up on Facebook, search for my full name Chris Von Wilpert and just add me as a friend on Facebook and then you can just send me a message on Facebook.

Brian Cassingena

Yeah, I'll check a link to those in the members area where I put this recording, [contentmavericks.com](http://contentmavericks.com). It's a great site and your Facebook, it's one of the ones that I follow. I think I have you set to see first. I've been following the content stuff that you've been posting lately so which is why I wanted to get your input into the art and science of client getting.

Brian Cassingena

So I appreciate you sharing everything that you have done on this call, so thanks for doing that. And people should definitely get in touch with Content Mavericks and it's a great course that you've got there and also connect with you on Facebook.

Chris

Thanks a lot for having me on the call.

Brian Cassingena

No worries, man. I'll talk to you soon, thanks for that.