



## From college dropout to running an agency delivering 300 million ads to mentoring up and coming entrepreneurs.

### THE JOURNEY

In high school, Billy was part of the San Diego Links program where he did volunteer work, was introduced to a successful mentor, and exposed to mansions and fancy cars. These experiences instilled the possibility of such luxuries and choices being a reality.

*"I believe experiences, deep experiences, are the only thing that actually makes people change their mind."*

He later dropped out of the University of San Diego and had to move back in with his parents.

Struggling to pay bills and to get a place of his own, began offering Facebook ad work, consulting, teaching... whatever would pay the bills.

*"I had to pay my bills, I had to get out of my mom's house, I had bank accounts close on me, I had f\*cking credit card debt, my credit score got to like 475..."*

Once he had his own place and started bringing on employees, they worked out of his house until he could transition into an office space.

Continued to expand and run ads for companies including Kia Motors, Orangetheory Fitness, CorePower Yoga, and Massage Envy.

Facebook flew him to their headquarters to work with their policy team.

Has run targeted ads through Facebook, Instagram, and Youtube which have been seen 300 million times.

*"...in the last six or seven years, I have probably, personally, built or managed more ads for small business owners than most people in the world."*

Made \$83,000 in one day with a Clicks into Customers webinar.

Established an educational program for entrepreneurs which has grown individuals to seven figures.

### RIGHT TEAM, RIGHT MENTORS

It can be hard to admit when things aren't going well. It's easy to want to exaggerate your success so people will be proud of you or envy you, but that won't help you grow.

*"Be real. Be transparent. Because everyone goes through problems and ironically enough that's when you usually get the most momentum. That's when people want to buy from you. That's when people want to be around you. That's when other people want to help you."*

It's important to ask for help when you need it... and if you don't ask, you likely won't receive it.

*"Trying to figure it out by yourself... is literally the most toxic poison and worst idea any entrepreneur can have. And the idea that your challenges and struggles are unique and just yours and that someone else hasn't experienced them is just so arrogant and ignorant, it's ridiculous."*

*"A tip I would give everyone in regard to mentorship – and this is important – is there's no one person who will solve all of your problems. Most people can only be a master at one thing. So, you're going to experience a lot of different challenges in your business and you need to figure out who's going to be the person that's good at solving that specific problem."*

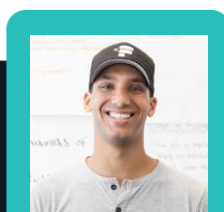
Find a COO to help with procedures find marketers to help with marketing, find spiritual leaders to help keep yourself centered... don't take advice from people who are guessing or don't have experience.

*"Stop asking people for business advice that don't have f\*cking businesses and stop asking people for business advice that aren't doing really well at it. There are so many people that have businesses but they're struggling and you're taking advice from them. So, you end up taking advice and taking three steps backwards because you asked the wrong motherfuckers."*

*"Sometimes, to get the right advice, it costs money. Sometimes, you're like 'well I just can't afford it right now.' No, usually the priorities that you have are just fucked up."*

You need to make the sacrifices, financial or otherwise, to get the things and people you need to succeed. Keep your priorities in line. Don't make excuses. Stay solution oriented.

*"Anyone who is successful will tell you they've never done it by themselves... it's always a team that gets them across the road."*





## THE ART OF ADVERTISING

The key to running successful ads on social media – Facebook, Instagram, YouTube, whatever – is to be entertaining and to keep people on the platform for as long as possible.

*"How do [Facebook, Youtube, etc.] dictate what they're going to show and what they're not going to show? The answer is simple. Whatever is going to keep people on that platform because that's when they make money."*

*"Every time that all you guys show an ad that people do not click on and they deem it in their eyes as something that's ruining the experience of their platform, you're going to lose."*

On these platforms people are looking to see photos, events, memes, ridiculous videos, music, etc.

*"You need to be entertaining. It's not an option, it's a requirement."*

In order to gain attention, Billy makes use of Google Trends to see what people are interested in and find a way to ride the wave of interest.

*"So that's a big thing too, not necessarily always reinventing the wheel, but going with something that you know works."*

This can also be applied to things like holidays in intriguing ways.

But remember... what you pay per click is based on relevance scores and click through rates.

*"The more relevant, and it's a score out of a scale from 1 to 10, the higher that number is on the scale the less you pay per click. Period. So, if you can identify how to make your ads more relevant – a.k.a. more entertaining – it just changes so much of your stuff, it makes your life so much easier."*

How can you make your ads more entertaining? If you're putting yourself on video, improve yourself by taking an improv class. Add music, add props, go to a unique location, show your personality. Do whatever you can to be interesting, different, and entertaining.

And don't forget to niche down to a specific audience. Stop trying to get all the market, not targeting your ads to your ideal customer is a waste of money.

"The number one thing that is going to make your ad better, which nobody really talks about, is to make it more entertaining."

## ADVERTISING FROM THE ZONE OF "GENIUS"

What three words will focus your plans and actions into meaningful results?

Entertain, Educate, Execute.

*"First thing we do is we entertain, then we educate the customer on the product or service that we're trying to sell. And execute is all about taking action because that's when the real wins are made."*

*"People can buy and consume your stuff but if they don't take action, you'll never gain a tribe, loyal followers, etc., so the action is huge."*

*"Capture yourself in your zone of genius. So, whatever your product or service does, literally have someone record you explaining it."*

*"If your whole magic is how you interact with customers have somebody record you interacting with a customer if you do coaching via the phone, have somebody record you doing that on the phone. Entertainment will happen."*

Want to create effective ads? Use your skillset and put it on display. Grow your skills in your zone of genius (and find team members to fill in the gaps) so you can focus on what you do best.

"It's not about just selling your product or service, it's about selling you."

