



How to achieve omnipresence with your brand using Social Media

JOURNEY

He had an Internet Marketing company, grew it to 400,000 a month very quickly.

But also ended up with a lot of debt and had to get out.

He was generating 500-1000 leads on a daily basis, with email open rates of 15-30%.

He had a lot of great content but couldn't get anyone to see them.

He kept spending more money – at one point 70% of all his advertising money – on getting his content out there, with no idea with what the effect would be.

From an egotistical standpoint, he just wanted more people to see his content without the goal of creating a positive effect or anything.

Scott realized that we were all living in these bubbles online where we're being figured out so that business can run better retargeting ads at us.

He realized if he could infiltrate the bubble of different groups of potential customers, he could hack their attention by sending advertising in front of those bubbles 180 times with 180 different angles.

This made him become a celebrity in a small, relevant niche.

Compared to traditional advertising, by triggering 16 psychological triggers with the right frequencies, timing and messaging to open up doors of opportunity, instead of selling he can have a conversation with people and feel connected.

That how he created the ROI method (relevancy, omnipresence and intimacy), which is what his company is based on.

He started with 1-on-1, \$1000/month, but now he's selling \$700,000 a month.

"Humans like to buy shiny objects and think that will solve problems quickly."

THE CHALLENGES AND TURNING POINT

When he blew up his company, he felt out of place. A nomadic lifestyle helped him realize he had an empty feeling inside and was lacking self-love and self-worthiness.

He took his dream car (an Audi R8) for 3-hour drives every day around Malibu. He was doing a lot of reflecting because he didn't know who he was anymore.

One day he was sitting in his car and wondered "How did this all happen?"

That's when he started thinking about Relevancy, Omnipresence, and Intimacy. He realized that he needed to focus on increasing human connection, because the human connection will always overpower the need for perfection.

Then he got back to work while a friend and a client helped him put his ideas on paper.

"This method ROI (relevancy, omnipresence, and intimacy) works across everything in life."

This method helps marketers learn the fundamentals of psychology because marketers understand one thing which is:

"Humans like to buy shiny objects and think that will solve problems quickly."

These are the fundamentals of most marketing, using human psychology and selling quick fixes and tactics.

This makes marketers buy into the short-term game and not the long-term game.

When it comes to marketing, Scott believes in the long game and the only people he wants to work with do, too.

He's in the process of licensing this idea because it helped him build his successful information product business.





RELEVANCE

Relevance consists of having the right Audience, Position, Messaging, and Offer.

The Audience

Having the perfect audience consists of knowing who you want to work with, who you can actually help and who is going to actually pay you.

Those three questions will build your perfect avatar/audience. Your message has to go to the right people.

The Positioning

How you position yourself to your audience. What is your unfair advantage? What is your methodology?

Scott thinks that every business should have their own methodology because everyone creates, identifies and utilizes patterns because we are all pattern driven human beings.

The Messaging

The correct message types for specific groups/bubbles of people who you are trying to connect with or it won't work.

1. Pain and problem type: The message for people who do not understand their pain or and problem
2. People who know their pain and problem type: They need to understand the process and methodology to get to the yellow brick road.
3. Fast lane type: People who want a solution fairly soon.

The Offer

If you don't have the right offer, you won't be able to get anyone to pay you.

If someone doesn't know what you do in less than 3-5 seconds, you're done. It's about relevancy: someone needs to be able to say "this is for me, this isn't for me."

This allows you to grab someone's initial attention and show them your secrets, which allows you to activate their logic center and then be able to hack their attention in the omnipresence.

OMNIPRESENCE

The main idea is to be in front of somebody every single day, multiple times a day.

But it needs to be at the right time, where they are engaging, where you can see what is happening.

Example: For many marketers, they think the first 14 days is to get your customer to know what you're all about through your product, testimonials and your strengths. Scott thinks this is BS.

Scott believes that within the first 14 days you need the potential clients to reimagine their pain and problems.

They need to see that you have a process, methodology, and your value - being able to share actual value, some level of personal story to show that you're actually a human being. You want to connect with them "in person," ideally through a podcast or video.

First 14 days should not be about selling, it should only be building and showing to them that you have a process and methodology, who you work for, how you can help them. It should not be about how you can get them to buy something.

INTIMACY

This is a need that everyone has - the ability to feel seen, understood and heard in society.

If you can make someone feel the most seen, understood and heard, the chances of them doing business with you will be ultimately higher.

"People are disconnected. Whenever you make someone feel connected, they will want to do business with you instantly because you get them."

If you want your business to stay successful long term, if you want to build something, this is the foundation.

"It goes from 'I don't know this person' to I know this person, oh my god this content is so great, damn I gotta be on a call with them."

