

Andrew: This session is about how to create videos worth spreading. This session is led by Kong Pham and Jesse Jah, co-founders of this site. Let's bring up the site here. SimplePickup, where they teach guys how to be more confident through video evidence.

Recently they launched Project Go. There it is up on your screen, which offers full videos of them picking up girls and breaking down their interactions. I'm going to help facilitate. My name is Andrew Warner. I'm the founder of Mixergy, where proven founders teach. Hey guys.

Kong: Hey, Andrew. How's it going?

Andrew: Hey, give me an example of someone who's not doing this right. Let's call them out by name, by website. I'm going to show it. Who's smart, but still not able to get their videos viewed?

Kong: There's a company that I used to work with, and I used to work for them actually, and afterward it was more like an advisor role because they wanted to make a viral video. And this company is called SlugBooks.

Andrew: I'm going to them right now. This is the site.

Kong: It's an amazing website. Their idea is perfect, and they've had a tremendous growth. But their video, the one that you see right at the bottom there, they actually tried to make that a viral video. I was telling them you got to make it shocking, you've got to have humor, you've got to do this, you got to be risky, be polarizing, maybe offend some people. But they decided to go the safe, informational and boring route. And you go to the video and you'll see that they only have 2,000 views.

Andrew: Two thousand five hundred eighty four. This is the exact same video that's on their site that they're promoting. I just went to YouTube to look at the numbers.

Kong: They did actively try to make this video go viral.

Jesse: And as you can see it's not.

Kong: I think they have a couple other videos, too. They actually paid people on YouTube to promote that video.

Andrew: Really?

Jesse: People that are our YouTube friends that have lots and lots of

subscribers, hundreds of thousands, a million, and they asked them to promote their video, and it still did not catch on because [???

Kong: It sucks.

Jesse: Yeah, it sucks. It lacks the shock value that is needed to make a viral video.

Andrew: Okay. Give me an example of what you guys have done with a video. How many views do you get? Give me an example of one of them that got a lot of views.

Jesse: Before that you should tell what your advice was.

Kong: Oh yeah, my advice to SlugBooks was do a campaign, a video, where they make students angry. They get them angry at the bookstore. So I told them, do a huge campaign called "Fuck the Bookstore." Basically make a whole bunch of videos that are kind of humorous, but kind of make people angry like look at all these rip off prices. The whole campaign should be pretty much fuck the bookstore.

Jesse: And some just cause because the bookstore does rip off students. Students aren't genuinely angry about it, so if you play off their anger, rally them together, they would I believe want to say "Fuck you" to the bookstore. That would've been a better viral concept.

Kong: We'll go into more of why this works, but this whole "Fuck the Bookstore" mentality, that whole tagline itself, really encompasses every single thing that you need to make a viral video. So, to answer your question, one of the ones that we did that had a lot of good numbers...

Andrew: By the way, before you go into that I'm looking at the title they went with and said they went with "Welcome to SlugBooks. Compare college books." So they're trying to say that they're better, but they're not being nearly as outrageous. Alright, and you were starting to say, Kong, that there was one that you guys did that got way more.

Kong: Right, right. So one video we did was "Drunk Times with Hot Girls at ComicCon." I believe something along those lines. There we go. "ComicCon 2012 Drunk Times with Hot Girls." What I did here was instead of going to ComicCon and just interviewing girls...

Jesse: Also there's a lot of ComicCon interview videos.

Kong: A lot.

Jesse: A lot of YouTubers, it's a thing for YouTubers to go to ComicCon and interview the weird people at ComicCon. And that video formula has been done over and over and over again. We wanted to put a twist on that.

Kong: So our twist to make it a little bit more viral, I guess you could say, is one, I got drunk, and you can see me drinking throughout the video, so it adds to the humor. Two, I'm doing very, very forward things, things that some people might find offensive. So for example I insult people, I motor-boat this girl that is on screen right there. And again I [??] that's wrong at a convention where you're supposed to be looking at comic books.

Andrew: I see.

Kong: And even that part, just messing with people at Comic-Con, that has been done before so we wanted to take it a step further. So at Comic-Con they have these panels that you can ask celebrities-

Andrew: Oh hang on, let's save this for the rest of the program because I want to break down the process and not reveal it all at once here. I've got to stop you-

Kong: Alright right, okay.

Andrew: I'm going to put this video away right now. Alright. I got what you guys are saying, you want to be shocking, not ordinary, and I don't just want to hear "be shocking", that's not the way you guys talk; you break things down. And we're going to break it down right now. And here are the different sections that we're going to talk about. The first is to prove it on camera, [??], and show that it works. How did you guys do it, give me an example.

Kong: So for us, it really depends on what industry you're in, what industry you're trying to get in. For us, we wanted to get into the dating industry, and how we proved it... I mean basically we always knew that we wanted to teach guys how to be confident with girls, how to be better at talking to girls. But now our question is how do we prove that we are people who they can take advice from, how do we prove that we have skills, enough skills, to be teaching them how to do this? So YouTube is a great way to prove that whatever you're teaching works.

Andrew: Okay.

Kong: So for us, we put out videos where we went out and picked up girls and on YouTube it gets a little bit ridiculous; we'll dress up, use Harry Potter pick-up lines, one time I had black lipstick and eyeliner because I was trying to be like Goth-emo. And we did that to show that we can do it with all of these obstacles and handicaps. So if we can do that then one, we can do it with our regular selves, and two; you can do it, too.

Andrew: So here's an example, what's going on in this video, in this shot right here?

Kong: I dressed up as Batman, ran around, and hit on girls as Batman. Obviously I got rejected some times, but I also had girls that were intrigued, that thought it was funny, and that gave me their phone numbers. And-

Andrew: And the idea is you're proving to people, sorry the whole point you're about to say and I just jumped on to it.

Kong: The whole point is that we're trying to prove to people that if we can do it like Batman and Superman, and these ridiculous characters then you can do it by just being you. And we also show us picking up girls just being ourselves, too. And it's just we want to provide a ton of evidence that this is doable and that this is easy so that guys can [??] themselves.

Andrew: I see. And on a more ordinary example, this is - bring him in here, it's not cooperating, there we go - this is Jason, is that right?

Jesse: That's actually me.

Andrew: Oh that's you?

Jesse: Jesse.

Andrew: Excuse me. So that's you grabbing someone and kissing? How long did it take you to make that work?

Jesse: About 20 to 30 minutes?

Andrew: Of going and talking to women and trying to get one that's going to allow you to kiss her.

Jesse: No, no, no, 20 to 30 minutes with this one girl. And then, like-

Andrew: Oh, I see.

Jesse: -for this, yes.

Andrew: I see, okay. Alright, so you guys have something that I imagine people think is easy to, well not so easy to get proof you're going out there and you're doing it, but it lends itself to a visual proof. What about other companies, can other people do this?

Kong: Yeah. Yeah, so you're talking about making videos, right?

Andrew: Making videos that prove it. I mean what would you say to someone-

Kong: Yeah, of course. So again it depends on what industry you're in. There's a lot of people on YouTube right now who are making YouTube videos and then they're finding a revenue stream on the side. So YouTube itself, yeah you can make videos from ads, but to get really good money off of that you need to get millions and millions of views like every single week. Which takes a very long time to build up, especially if you're in an industry like us where it's kind of a niche industry or a niche audience, then it's going to be hard.

So for somebody else, you just have to think, "How can I prove that I am very, very, good at this or if my product is the best?" So I'll give you an example of one girl, let's make up, her name is Michelle Faun[SP], and she does makeup videos and she proves that her makeup tips are very good, and she is a guru at makeup because she does it on herself and she makes really good videos. And she turns her average-looking self into a very, very, beautiful girl with this type of makeup or this type of look. And it appeals to people, people like to see that, and now she has this subscription service where she sells makeup.

Andrew: I see.

Kong: Or she sells, like- makeup tips - that what it is? Yea, something like that. But it's super, super successful so that's another industry that you can do it in. Basically you can do this for anything; you can go into interior design, you could go into even teaching people how to market, and how to make YouTube videos. And everyone wants to know how to do something, so you can see a commercial for makeup on TV, they don't have the time first of all, they don't show you how this person put on their makeup product. But the difference on

YouTube is you have the time to show people how something is done, and people are very curious about how, and they will pay to know.

Andrew: Wait, and you're saying though not just how, shnd prove that it works.

Jesse: Exactly, right.

Andrew: I see. Alright, let's go onto the next point, the next big point for us to talk about is to market videos on forums with shocking titles. How did you guys do that?

Kong: Well, the first time we found out how to do that was our first video came out and we were under the idea that if you just put out a video it'll automatically go viral - and there are very rare instances where that happens, like cat videos or whatever, but generally speaking a lot of videos don't go viral on their own. What we did was we marketed this on a forum. So what we would do is go on popular forums such as NeoGaf, or Bodybuilding, these are some of the most popular forums on the internet-

Andrew: Yep.

Kong: And kind of like an account, we have friends on there, you can also make a dummy account, and you just say something like, "Asian Guy Says Penis to Girls and Gets Their Number" and you have a title, which we actually did, or something like that. So you have these shocking titles, so a lot of people will start clicking on it and start commenting on it.

Jesse: The first video we ever did, it was basically Kong walking around and the challenge was to use the word "penis" while talking to a girl, and try to get her number. Just try to fit in the word penis somewhere We initially were going to call the video just "Penis Pickup" but the term "Asian penis" is more of a curious term than just "penis" alone so-

Andrew: So how do you know that? How do you know what words are going to shock people into clicking and which ones are just going to feel like you're trying too hard?

Jesse: I mean, I'll ask you. Would you rather click a video that said "penis pickup" or "Asian penis pickup"?

Kong: And also it comes out of trial and error, too, so sometimes we'll have videos that we think we put out the best title on a forum, but later on we go, "We should have done this" so you're not always going to be

perfect all the time. You just do.

Andrew: Are you looking at someone else's stuff and saying the word "Asian" is really funny right now and people accept it. If I say, "Indian guy goes and picks up a woman by saying penis" it's just not going to work, how are you doing this? How are you figuring out which words are going to get people interested?

Kong: For example, well, with "Asian"; I mean the stereotype with Asian penises is that they have small penises, that's just like a stereotype. So if you type in "Asian penis" into Google, you'll find thousands of forums and people asking questions about small Asian penises. So it's just kind of intuition pop-culture thing that you just kind of know living in today's society.

Jesse: And again, you're not going to be perfect, sometimes you're just going to put out things that you think will work but later you're like, "That wasn't that great of an idea."

Andrew: In a moment I'm going to ask you the one question that I think a lot of people who are hearing this have, the one area where they're doubting it. But let me take a look at this, what are these two screenshots you guys sent me before we started. I've got to really zoom in on this one. "Asian does it again with ridiculous pickup."

Kong: Yeah, so this is like a very shocking title that someone actually posted before us, and if you look to the right there's 15 pages of comments and-

Andrew: I'll go to the right, and there it is. I'm actually moving this with my mouse here. That's why it looks like it's just going up and down. There it is.

Kong: There's 30,000 people that watched this, and that equals 30,000 people. You only need a few to share it on another viral forum, or another site, and that spreads to another one and that spreads to another one. The point is if you make it go somewhat viral at the beginning, it's kind of an exponential trajectory that starts.

Andrew: People are actually going to forums still? People use forums?

Kong: A lot.

Jesse: Yes.

Kong: A lot.

Jesse: Yes.

Andrew: Really? Which ones are you finding people going on?

Kong: The biggest one right now is Reddit.

Andrew: Okay. Reddit I feel like, of course, Reddit gets a lot of traffic. But I don't think of Reddit when I think of forums. I think of something like this when I think of forums.

Jesse: Yeah . . .

Andrew: People are going to . . .

Jesse: . . . so you're thinking more traditional forums.

Andrew: . . . those little [??] forums.

Jesse: Right.

Kong: Yes. I think Reddit is a forum. It just has a little bit of a different format. Bodybuilding, for example, is a huge, huge forum.

Andrew: This is bodybuilding.com.

Kong: Yes. Their miscellaneous section is just huge. If you go on it and you make a thread, within a second it's going to be on page two or three because there's just so many threads being made. It's a very popular forum.

Jesse: Very, very popular.

Kong: NeoGAF is a very popular forum. 4chan is a popular forum. There's a bunch of very, very popular forums. I don't think they're dying out. We have a forum.

Andrew: How are you finding the popular forums? Where do you see the ones that actually have traffic, not just reputation?

Kong: We literally just looked up most popular forums on the Internet.

Andrew: I see.

Kong: Then we just tried to target some of those. A funny story is one of the most popular forums, at least at the time, on the Internet was the Disney forum. This was probably not the best thing to do, but it's kind of a funny story.

Andrew: Alright. I always want to hear the truth. I want to hear exactly. I want to hear how you honestly did it, and not the fake story that you're supposed to tell other people.

Kong: Yeah, yeah. Exactly. So we went and just Google searched what's the biggest forums. And then two of them we had friends on there who had a reputation, which kind of helps a little bit. But generally speaking, we'd just get a new account and posted it on all of these forums. A few of them hit.

Andrew: Even on the Disney forums?

Kong: No. The Disney did not. We actually did a Disney pickup lines video one time and posted it on the Disney forum. I think we got banned. [laughs] . . . [SS] . . .

Andrew: You did it intentionally? You created a video with Disney pickup lines intentionally to get on there.

Kong: Yes, yes.

Andrew: OK.

Jesse: . . . [SS] . . .

Andrew: What is this one that I showed up on this screen earlier? Then I'll ask that question that I know the person listening has.

Kong: That one is also another one that, this one was a really interesting one because we did, there's these things on the Internet called memes, where it's kind of like phrases that people use. We use these phrases. We talk to girls using these phrases, and then we got their numbers. Now all of these forums that use these phrases, like, 4chan, Bodybuilding, and even Reddit, where we got these phrases from, are now spreading it. They're, like, oh look, they're using our memes.

Andrew: Ah, they're using our memes to pick up girls. I see. Got it. Got it. I see what you're doing.

Jesse: That was supposed to work in theory with the Disney pickup lines thing. Because if you're using Disney lines in a video, people that watch Disney videos would hopefully post it. But the mistake we made there was we were targeting a demographic that was not our demographic. [laughs]

Andrew: What about this? We're saying that people need to use shocking titles. You guys can do it because you're in the pickup business. But someone who's selling textbooks or selling something more conservative, should they really be using shocking titles? Or wouldn't that hurt their reputation and their brand?

Kong: They should. They should. Shocking is very relative to, again, your industry. For us, we're picking up girls, and we're saying swear words all the time, so it doesn't matter what we put. But for textbooks, for example, you're targeting college students. Yes, you think of college and you think it should be more PG, but realistically there's no reason to be. Let's take a more conservative audience.

Andrew: Sure.

Kong: The makeup audience. You don't have to say fuck the makeup companies, because that's a little bit inappropriate. You might be targeting 13 to 17 year old girls when you're doing makeup. So what you do instead of just saying, how to do your makeup like Lady Gaga, you can say something like, look fabulous like Lady Gaga. That alone, that wasn't an amazing example because I'm not in the makeup industry, but that alone is way better than the first one. You see what I mean?

Andrew: I see. I see what you mean. OK. Let me ask you this. I said that you guys should call me out in this session if there is anything that I do that's wrong. I'm going to call myself out. Or if there's anything I say that you disagree with. See how it says "Market Video on Forums with Shocking Titles"? I was thinking it should be "Market Videos". Do you guys ever publish something and find a typo, maybe one that's worse than this one? What do you do when that happens?

Jesse: [laughs]

Andrew: Video's a bit of a pain that way. Bloggers get to just go in and edit.

Kong: We did a commercial for Project Go where we misspelled through instead of T-H-R-O-U-G-H, we put T-H-R-U-O-G-H...

Jesse: Yeah, something like that.

Kong: ...something like that.

Andrew: Somewhere on this site, uh-huh.

Kong: Yeah, that was a long time ago, you can't find it anymore. But it was like in the video in big letters because we were quoting someone.

Jesse: And we were [inaudible] inspirational and motivational and then there's just like a very distracting misspelling in the middle of the video.

Andrew: Yeah, and you guys want to be the people with credibility. There are so many people in the pick up space who have nothing. No value, they're just kind of slapping a website together. So what do you do? You just go in and edit it.

Jesse: Right. And I think generally speaking, those are the kind of things people will forgive you. Especially if you have evidence, real evidence elsewhere that reaction.

Andrew: Alright. Let's go on then to the next big point and hope that I don't have another typo. If you aren't offending someone, something is wrong. You guys offended people at the Gay Pride Parade. Is that where this shot was taken?

Kong: Yeah, I mean, these kind of things aren't really offending the people that we're talking to. If you watch the video, you'll see that they're having a good time, too. What we mean by offending is offending the audience. So a lot of people, take the SlugBooks for example, this is what I mean by that whole line of fuck the books stories, it kind of describes everything that [inaudible] viral campaign. They were afraid to do that because they didn't want to offend anybody.

And realistically you can't do that because if you don't offend somebody, then you're not being shocking enough. And if you're not being shocking enough, your video won't go viral. Simple as that. You know what's a really good example of this? Dollar Shave Club. Dollar Shave Club is really good and recently McAfee. Have you seen the McAfee video where's he's like doing lines of coke?

Andrew: Yes. Yeah, yeah, yeah. Where everything that people have said about him he's illustrating in that video. He's showing them doing coke.

He's showing all these supposed prostitutes in the video.

Jesse: Imagine if he just came out with a video where he's just sitting in front of a camera and just explaining his side of it. That would not be nearly as viral as that video. You know, where he's acting crazy and doing coke with strippers.

Andrew: I see.

Kong: Or the other company we're talking about called the Dollar Shave Club, they made a video and it's literally the biggest video on Reddit, I think ever. Don't quote me on that, but it's definitely in the top ten. What their whole line was, "Our blades are fucking great." That and their whole [inaudible].

Jesse: ...like thunder of dollarshaveclub.com. What is dollarshaveclub.com?

Andrew: I went to their website and the video, I guess, is so good that it immediately starts playing. They're so eager for you to see it.

Kong: Yeah. And it went super viral and they're making tons of money now on this shaving subscription service.

Andrew: How many views do you guys get on a typical video? Everyone says that they know how to go viral. That they get viral views and then they're in the hundreds or thousands. How many views are you guys getting?

Kong: So it depends. If we do one of our informational videos like where we give guys tips, generally speaking now around 300 to 500 thousand views. But if we do something that is meant to go viral, that we actually think has the potential to go viral, anywhere from 800 thousand to 1.5.

Andrew: So this one, this is a relatively new one. We're talking about three quarters of a million views on this one.

Kong: Yeah, yeah. Exactly.

Andrew: The one that we talked about.

Kong: The only reason that that one didn't go higher is because they age restricted it.

Jesse: Right, you see content warning right there?

Andrew: Yes.

Jesse: That warning significantly lowers the amount of views that we would get on a video.

Andrew: And the only reason it's doing this is because I'm in incognito view. Otherwise I'd go right to it. The odd thing is, you guys have done more shocking things than you did in this Gay Pride video. Do you think it's because it's at a gay pride parade?

Kong: No, it's pretty random. People just randomly flag videos and YouTube has an algorithm, it's like a very automated system. So like three people flag it. The video...

Jesse: However many people.

Kong: Yeah, however many people, this will automatically be flagged and you have to sign in to view.

Andrew: That is one of the thing that you did there.

Kong: Yeah.

Andrew: Again, you're offending people and that's the goal.

Kong: So again, it's not like we're offending that guy right there.

Andrew: No, I saw the video. That guy looks very happy to be a part of this video.

Jesse: Very, very happy.

Kong: But if you read the comments, there's a lot of people who are like, "Eww, I don't support this gay stuff." Or whatever. And realistically we don't care about that. We wanted to do this event because we knew there were going to be haters. So it's not a big deal.

Andrew: I don't know if I said this earlier, but I should have. Every video that we're talking about here, we will link up right underneath this video so people can actually go watch it. I didn't want to start playing videos and coming back to the conversation. That would be a little distracting. So if you see this or any other video you will actually be able to go and just watch it on YouTube.

All right. On to the next point. Or anything else from this?

Jesse Should be good. Yeah, I'm good.

Andrew: All right. On to the next. Rally against a common enemy to unify your community. You guys have enemies?

Kong: We do. We do. And I think . . .

Andrew: You do? Who?

Kong: . . . no matter what you do, you're going to have enemies, especially if you try to make viral videos.

Andrew: [laughs]

Jesse: If you're [??] in any sense, there will be haters out there.

Kong: Yeah. And our . . .

Andrew: Give me an example of how you guys found an enemy and how you rallied your community to support you against this enemy.

Kong: One example was when we started a while ago. We still get them to this day, but there are a lot of feminists who are very, very adamant on getting us off YouTube and making us stop making videos. There was one who wrote, was it a guy who was [??] this?

Jesse: There were so many. I don't know. There was a blog called "Fuck Yeah, Feminists" that was after us for a while. What they'll do is they'll pile on to our videos, and they'll flag them, or they'll down vote them, or they'll report them in masses, like, in feminist masses. They'll try to mess us up. So we have to do something to protect ourselves.

Andrew: So you guys rally against the feminists?

Kong: Right. At first we were, it's not even rally, like, hey go mess up their website or whatever. At first when they did that, we were, like, oh man, what should we do? Let's just ignore it and hope it goes away. What we did afterward, when the third or fourth article came out, feminist article about how these guys are misogynists, and these guys do this and that, and they're [??].

We actually emailed that article to our fans. At first we were scared that they might read it and think, oh shoot, they might be persuaded. But then we thought, why don't we just email it to them and poke fun at it? So we email it to them. We don't have the email anymore, unfortunately. But it went something like check out this hilarious article that this feminist wrote about us. Then we just linked them the article.

Then you can see that all the fans were sticking up for us. Nobody was swayed at all by this article because they liked us. In fact, that made their love for Simple Pickup even stronger because now it's an us against them mentality. It's, like, we're on a team and we've got to battle against this.

Jesse: Just to clarify, usually when feminists don't like what we do it's because they don't actually know. They don't watch the videos. They just hear a third party that, oh they said this out of context. We did a speech at Berkeley about a year ago. Feminists were supposed to protest us during our little speech.

Andrew: Here, I think it says Kong on your forum, I think, talking about that. Feminist protesting Simple Pickup event?

Jesse: Yes. Yes.

Kong: There we go.

Jesse: They showed up. They listened to us speak. They sat politely and listened to us. And they just walked out after it was done. I guess they realized that we weren't these misogynist people that other people portrayed us to be.

Andrew: Cool. Before we continue, I'm wondering this. Looking up at the title that I picked, "How to Create Videos Worth Sharing", I feel like Jesse and Kong would not approve of this title. So now that you know so far what we've talked about, what kind of title would you give our conversation here.

Kong: That's good. For something like that, I would probably change it to "How to Get 100,000,000 Views in One Year".

Andrew: Because that's what you guys did.

Jesse: Right. Or was it two years?

Kong: Either way. You could even put "How to Get 100,000,000 Views." That's good enough.

Andrew: I see. We're not, are we shocking people? I guess we're getting a lot of people to say, no, this is not possible. This guy, Andrew, is now overselling it. It's not really going to work. That's what you want.

Kong: Right. If it's, like, for you, it's more of an information product. You don't want to be overselling it. But when you're talking about a video, you want to oversell the video. You have to oversell the video.

Andrew: I see.

Jesse: An example of overselling, not really overselling, but basically having a title that's very catchy. We, [??] twerking video, we originally titled it "Twerking in San Francisco". We wanted to share it on some forums, and we just titled it "Twerking in San Francisco" on these forums. It wasn't really getting shared.

So I thought to myself, what could be a better title to use on these forums? So I put black girls twerking in front of confused white people.

Andrew: I see.

Jesse: That got shared massively on the forums. Once I changed that title just to that.

Andrew: I see. Actually, what is twerking?

Kong: Twerking is a rapid, imagine how a mermaid swims, but now it's like a girl standing up and doing it.

Andrew: I see. Okay.

Jesse: It's a new dance craze on YouTube.

Andrew: Okay. Let's go on to the big board. Include one or all of the three key elements, and those are, let me bring it up here. There it is. Humor, motivation, or shock factor.

Jesse: Yeah, and these are arming three and there's a couple of other small ones like anger or, it kind of falls into shock also. So what you want to do is have a, or motivating too. So these are kind of like the three big ones. And what you really have to focus on is eliciting a

response of the audience for one of these key elements. So let's take that SlugBooks video for instance. They're going to be so mad when they find out. Talk about [inaudible]

Andrew: Our audience buys text books. Maybe they'll be happy.

Jesse: Yeah. Makes a good website, but they're video was very informational. It tells you what SlugBooks is. It did like a little cute cartoon on how the book store is kind of ripping you off. It wasn't shocking, it wasn't humorous, and it wasn't motivational. It was none of those things. So you really have to get one of those things to elicit the response out of the audience. And that is when they will share it.

Andrew: Give me an example of how you guys do motivation in a video.

Jesse: We mix motivation with entertainment. If it's just purely informational on YouTube specifically, the audience is going to be geared towards wanting to be entertained versus wanting to be informed. So it's kind of a little bit of a struggle between information and entertainment. So we try to balance the information with jokes, with funny examples, just to make it more digestible for the average YouTube.

Kong: Now when we're talking about a viral video, let's say we think of a concept of [inaudible]. When we're talking about a viral video, we'll always go a shocking or humorous route. One example of that is there's a video called "Gay Guys Pick up Girls," where we dress up in like short shorts, pink outfits, goofy pink outfits, roller blades, and we went to pick up girls.

And that thought on its own is very shocking. One, that gay guys would be picking up girls in the first place and two, if you watch it, it's just these three straight guys dressing gay and then going out to pick up girls.

Jesse: And that's our most viral video.

Andrew: What's happening in this video right here? Why is she smiling?

Jesse: That is Michelle Rodriguez. I think it's the Avatar, or no, it's the Resident Evil panel at Comic Con. Like we were saying earlier, you have to have a twist in your video. We were talking about the interviews that we do. A lot of people do interview and a lot of people make fun of people at Comic Con in their interviews and they put that on YouTube. No one does something really crazy in the interview.

Kong: Especially to a celebrity.

Jesse: Yeah.

Andrew: So what did Con do that was so crazy?

Jesse: So we wanted to figure out something to do that was just out there and people could say here, watch this video for this. And there was a Resident Evil panel at Comic Con and Collin went up to her...

Kong: In a Buzz Lightyear outfit.

Jesse: Yeah, in a Buzz Lightyear outfit. And asked her, how did you ask her?

Kong: I was like, because the thing is they have their foot on a button so if you say anything personal they just block it away. So I kind of phrased the question to make them think that I was asking a legitimate question, but I just said something like...

Jesse: This is in front of like five thousand people so...

Kong: It was something like, "Michelle, I really love your work, but in terms of the Resident Evil series, would you ever have sex with me?"

Andrew: And you didn't give her enough time to hit the button.

Kong: Yeah, and then by that time it was too late. Everyone was like laughing. Michelle started laughing too. And that itself was very shocking and it's also humorous.

Andrew: I see. Alright. So the three big ones are humor, motivation, shock factor?

Kong: Yes. One thing not to forget, though, with all these tips is, you have to have good content too. If you don't, you might get people to click on your video based on your title or whatever. But they won't stick around. So just remember . . .

Jesse: They won't share it.

Kong: . . . they won't share it. You have to believe that what you're sharing or making is worth sharing.

Andrew: OK. On to the big board. Final point is, steal and remix. Do not be afraid to get ideas from other people. This . . .

Kong: Yeah, other people.

Andrew: How does this and who is this and how did they both relate to the work you guys do on Simple Pickup?

Jesse: So that's Castle G and . . .

Andrew: Here, let's bring him on.

Jesse: . . . [SS] . . . watching him in college before we started our own YouTube channel. He basically just interviews people out on the street about random stuff. So the one you have up is on tattoos. He interviews people and asks them what they think about tattoos. He makes jokes. And the other one is Jay Leno who . . .

Andrew: And by the way, this one got a tattoo on, that he posted up just a week ago, over half a million views.

Kong: Right, he's very big on YouTube.

Andrew: Huge on YouTube. OK. Alright. And of course, Jay Leno.

Kong: Yeah, and then Jay Leno has a segment called "Jay Walking," where he interviews people and he kind of does the same thing, man on-the-street interview. Talks to them about random things. You know, kind of pokes at them a little bit and generally just makes jokes while they answer questions. Now . . .

Andrew: So essentially, it's similar to what you do when you go out on the street with your mike and camera.

Jesse: Very similar. It's similar to what a lot of people do.

Kong: Yeah. But remember you have to have a twist.

Andrew: Yes.

Kong: You can't just steal and copy because now it's like. Unless you can just do it like way better. What we did was, we started interviewing drunk girls instead of regular people out on the street. And then sometimes if

they weren't drunk, like a [??], then I would be one.

Andrew: I see.

Kong: So we call this segment "Drunk Times with Hot Girls."

Andrew: I see. And so that's your take on what they are doing. You are just taking ideas that are already existing out there and you are adding your twist to it.

Kong: Right. And the other twist is the hot girls, too. We only interview hot girls.

Andrew: I see.

Kong: There are a lot of people think that they want to create a huge draw. They want to create the videos that go viral. They want to create something that people keep coming back to watch. But they don't have any ideas. And they are trying to think up these original ideas, very elaborate and the thing is that it's very high-risk. If you know it's going to work, go ahead and try it, but it's very high-risk. So why not take something that you know already works? For example, interview people on the street, people love watching that, and turning it into your own. So adding getting drunk or having only hot girls.

Andrew: What about the way that you guys edit your videos? It feels like it's just regular guys who are shooting the videos and recording those and doing the interviews. But the cuts are so professionally done. How do you do that? How did you learn to do that?

Kong: These cuts we learned just from watching YouTube. So we watch . . .

Andrew: So you are just reproducing what you see other people do?

Kong: Right, we just watch the videos that we like. And then we say, "oh I like this about that" or "I like this about that." And we kind of just mix it together into our own. So it's not like we came up with how to edit videos. It's not like we came up with what kind of music to put in the background. We literally just got inspiration from all these other videos that already have success on YouTube. I can sit a random person down for a day and pretty much teach them how to edit just as well as us.

Andrew: I see.

Jesse: It's not . . .

Andrew: All right. And the majority of your revenue, I'm guessing, is coming from the site? And from, not this program, because this is a fairly new program?

Kong: . . . [SS] . . . is our first program from a year ago.

Andrew: I see.

Jesse: Yeah. Our new program is Simple 30. Which we don't publicize to the public, yet, because we are still kind of testing some things out.

Andrew: Simple 30, that's the one where you show where there are 30 boxes, each one has the challenge. I love that.

Jesse: Yeah.

Andrew: I say it because I was checking you guys out to see are we really going to have someone come up there and do Simple Pickup? Then I looked at your stuff, the quality is real good. And you wouldn't come on to do an interview about how much money you make and how you do it. So I said, "Let's find a way to learn from them."

Jesse: Yeah.

Andrew: But that's the new product and it hasn't officially launched?

Kong: Yeah. It's only launched to people who already subscribe to [??] go.

Andrew: Overall, are you guys doing over a million dollars from this business?

Kong: Oh yes.

Andrew: You are. Alright.

Kong: The thing about doing online video is it's very, very low cost. So there's pretty much no overhead.

Andrew: Well, this is fantastic. Thanks for going through all this with us. The course is "How to Get a Hundred Million Views." We re-titled it right here.

Jesse: Yes.

Andrew: Thanks for joining us, guys. The website is simplepickup.com or go.simplepickup.com. Thank you for doing this and thank you all for being a part of it. Bye guys.

Kong: Great.

Jesse: Thank you.