

Andrew: The session is about how to launch products in major online marketplaces, like the iOS App Store, Google Play and Kindle Store. It's led by that gentleman who you see up on the screen, Abel James. He is a musician, bestselling author and founder of The Fat-Burning Man Show. He's also the creator of "Caveman Feast" and Gluten-Free Dessert apps and so much more. I'll help facilitate. I'm Andrew Warner, founder of Mixergy. Where proven founders teach.

Abel, I know my audience.

Abel: You do. Thanks so much for having me, Andrew.

Andrew: I know my audience and they're going to say, "Alright. Who is this guy to teach me how to do it? What has he done and so"? I have a certain kind of audience, "What has he done"?

And so, I'd thought we'd lead with this. Brag a little. What are we looking at here?

Abel: Yeah, so this is all in the past few months, actually. Is getting to the number one spot in most major marketplaces that are out there. This is using entirely free traffic using white hat techniques. It's just engaging your community in a really interesting way.

And this company that I have right now and pretty much everything behind it didn't even exist like a year and a half to two years ago. I just had a fire under my butt. I was working at a strategy consulting firm.

And I wanted to do something bigger. I wanted to build a company and I had been dabbling for a while. But once I started focusing on it and learning some of the advantages that we have being small and nimble, I started to take advantage of those. And start to move ahead of some of the people who are trying to own the marketplace, which is a lot of the old media companies, but they don't really understand this whole Internet thing.

And so, I try to use that to our advantage and do something that's a little bit different. And so, what we've been able to do is launch a podcast--

Andrew: This is the podcast right here, I'm going to circle it as best I can. The podcast right there, where were you in the podcast store? It's not really a store, right?

Abel: Yeah. Number one in health, it's more than a half-dozen different countries. A lot of times when I check, it's number one. It doesn't always stay number one. But I pretty much know how to get back up there when I want to.

But that's not the most important thing. Hitting number one is more important than staying number one in a lot of these marketplaces. And we'll explain why later on. So, you're circling now Amazon, that's kind of a cool story.

I put this book together in a weekend and then iteratively expanded it and kind of crowd sourced the biggest paying points and some of the other things that people

really wanted to have included in a book that would be actionable. And so, when I put this out, it's called "Intro to Paleo" and it hit number one in "Men's Health." Which means that it outsold, as a Kindle book, all hard-copy books as well. So I was totally stoked about that.

Andrew: We also see the iOS store right here. That is the top paid iPhone apps.

Abel: So that one was pretty nuts. Because I applied some of these frameworks when we launched our first app, which was "Caveman Feast" and we've launched a few others since then. And I wanted to see how well it would work in the apps store.

And it worked ridiculously well. When we launched in the first hour, it hit number one in all food and drink. It took down the Food Network, Martha Stewart, a bunch of people like that. And then, it kept going up all the way to number six in the world on the iPhone.

So Angry Birds at that point I think was number 45. You can see their Contra and Minecraft and all of the other apps that everyone knows of. And all of a sudden, instead of competing with the little guys or other podcasters or something, you're competing with Warner Bros. and Disney. And that's way more fun.

Andrew: And then, we got this right here, actually. This is essentially the same, right?

Abel: Yes. So, that's number one in Food and Drink. And we were able to maintain that for a really long period of time. We can go back up there when we want to, too. Especially with "Caveman Feast."

But the coolest thing, too, is the top iPhone paid apps. This was on Thanksgiving and Black Friday. We had two of the top five in Food and Drink, which was pretty rocking. We were stoked about that.

But all of this, it's not about where you hit in the rankings. It's about what the long tail looks like. And that's why we really do this.

Because if you do it with the podcast, you build an audience. If you do it with a product, then you continue to get generally reliable sales as long as your app doesn't break or something like that. And you're focusing on making sure that you still have a relevant product for the years to come.

Andrew: The next thing they are going to be saying is, 'Well, this guy just has it easy. It comes easily to him.' But it does not. What of this?

Abel: My approach has really been a [shock-out] approach. All of the things that do not work disappear pretty quickly. I am surprised that you found that interesting. This is kind of funny: when I had first launched my podcast, it did really well really quickly. A lot of people asked for the ability to make it more portable than being truly digital.

A lot of people asked for CDs to give as gifts to their grandmother, their mom, or what have you. I was like, "Okay. I will do this." I designed the cover and worked with a firm to put it together and do print on demand. I printed a bunch up, and then it was like crickets. No one bought anything because it is available for free and you can download it. It is kind of obvious why it did not work, but I was just amazed by how many people asked for it and then did not actually end up buying it.

Andrew: I know what you mean. It is the kind of thing that people ask for all of the time, and anyone who tells you how to succeed online says, "Listen to what people tell you to do." You listened, and it does not work. Many of us have listened, including me, and it does not always work.

Abel: Listen to what people do.

Andrew: No. Let's talk about what does work.

Abel: Yes.

Andrew: This is what you did to get all of those high rankings that we talked about earlier. The first step is kind of what did not work for you: ask customers about what they want. What are you doing differently than you did before, when you were listening to the CDs?

Abel: It is always important to hear people out. You do want to listen to them and let them know that they are being listened to. However, what you really want to do in terms of action steps, especially as you are building a product, is to make sure you listen to what your customers do. What do they purchase? What do they consume? What actions do they take? That is true in interpersonal relationships as well.

Andrew: Give me an example. What is a product where you did that for- where you listened to them and you heard them in the right way?

Abel: The one that I brought up before, the "Intro to Paleo" book, I put that together literally in a weekend. It was a short guide that was based and built around the questions that came in from people who listened to the podcast, read my blog, and had purchased some of my other products.

Based around those pain points, those areas of interest, I filled those in with relevant information. I did not have all of that information then. I researched it or reached out to someone who knew. That is really useful too, because you do not want to give people something that is incomplete. You want to give them exactly what they want and need.

Andrew: This is the book, right?

Abel: That is it, yes.

Andrew: By the way, dude, you are ripped.

Abel: Thank you.

Andrew: I hope that that is not inappropriate to say here.

Abel: It is all good.

Andrew: What you are saying is, you just started out by putting it out there, asking people, 'What do you think of this,' and improving?

Abel: Pretty much. At first when I put it out, it was free. It was as a favor to my followers, as a special thank-you.

Andrew: OK.

Abel: Then I figured, "Why don't we build this out a little more and just see what happens in a marketplace?" I put it on the kindle store. I went back and forth a little bit and came out with a new version that was a little more complete and on target with what people wanted. It is still very brief- about 70 pages. When I released that and launched it, it actually hit number one in 'Men's Health.' That is when people really started rallying around it. It made more of a splash in the marketplace because all of a sudden people are finding a book that is hitting all of their pain points.

Andrew: Yes. I understand putting something out there for free. People are going to accept it. It takes some work, but they are going to try it out. Asking them for feedback and expecting them to actually give you something useful and doing something with it, that is a tough process. People do not just give feedback. When they do, their feedback is sometimes more about what they think they want than what they really want. You get so many different opinions that it is then hard to integrate it. What do you do to make it work out well and not end up creating another CD in a digital world?

Abel: I think it is the ones that resonate. It is the ones that make sense. There is a difference between the complainers and the people who are trying to help. Some people just want to get their complaints out. They want to feel like they are being heard by someone. Maybe they are frustrated, so they will just get something out. They will say something terrible. They do not even really mean it.

Andrew: Right.

Abel: That happens all of the time. What you want, though, are the people who you can tell have thought about this for a little while. What they are saying is on point, if you hear that same theme a few times. A really popular one in health is that people have so much trouble getting off of sugar. Sugar is an addiction. And that's one that comes up all the time, but very few books and resources really focus on that as a major problem, there's like, oh yeah, sugar, don't eat that and that's all they say.

Andrew: Okay.

Abel: But what people want is a lot more. They want people to engage with them and embrace that this is one of the biggest struggles that they have. So, how do

you deal with that? And so, that's what we try to do. You look at the feedback that's coming in and then you find the major themes and then you take those themes and build upon them and try to, try to expand upon them in a way that most people aren't expecting. That makes it feel like you're talking directly to them and answering the question that everyone has, whether they've asked it or not.

Andrew: Okay. You gave me this before we started. What is this image?

Abel: So I do this all the time. My show, I really want it to be high value for people.

Andrew: Mm-hmm.

Abel: And so, it's important to me that I am hitting upon those main things. Because I'm not, as someone who, like you said, is ripped or whatever, that's because I've been doing this for a while. I like, know what works for my body and if you've been doing something for a while, like, for you, for example, you're a successful guy, you have a platform, you make good money, but because of that, it's very difficult for you to converse with someone who's trying to start a business right now from zero, has nothing. Because if you don't keep in touch with those people, which is what you do, by the way, but if you don't keep in touch with those people, then all of a sudden, you can't talk to them anymore.

You don't know what their struggles are and so, it's really important at strategic moments, or even if you just need like fodder for content, to put this out there and social media is a really good way to do it because people engage very quickly, but I found, actually, just sending out a blast on my newsletter saying, "All you have to do is respond to this e-mail. I really want to hear from you. What are you struggling with right now?" I actually have that built in to the auto-responder of products that people buy as well. It's just, you know, like, on the fourth day, it's just like, "How is your day going? What can I help you with? What's your biggest struggle?" and so...

Andrew And do you respond to everyone who does that?

Abel: I respond to almost everyone. Like, the number is enormous, so I have a community manager who helps me out a lot, but a lot of people know that she's on the team and it's Emily and if she's listening, you're awesome, Emily. Totally love you...

Andrew: Alright, on to the next point and I already, I actually was going to edit this out quietly, but I got to call myself out publicly. It's just tease[SP], it's a typo. Alright, tease.

Abel: I noticed that, but I wasn't going to call it out.

Andrew: Did you? No, you should. You should keep calling me out. If I'm going to be the person who calls everyone else out, I've got to be called out to be called out too. There it is. Tease, only mention your product in passing at first. How do you do that?

Abel: Especially when you have a lot of different things competing for people's

attention...

Andrew: Mm-hmm.

Abel: ... so you have a lot of free products, you have a lot of products in general, you want to make sure that you're not asking people or telling people to buy all of the time all of your products because what you're going to do is just dilute your whole message.

Andrew: Okay.

Abel: And so, what you want to do there is, especially if you do have those kind of like, competing interests with the way that you run your business, or your platform...

Andrew: Mm-hmm.

Abel: You want to make sure that you're bringing it on to people's radar, but you're not just shouting it at them because it's annoying. You don't want to be marketed to. No one wants to be sold to, but they do want to know if you're, for example, like, we just built an app that was gluten- free desserts from my girlfriend Allison and myself.

So literally from my kitchen and a lot of people, when they listened to the show, they were just like, "Well, I don't really care what all these best- selling authors and health experts eat. I want to know what you eat. What do you eat for dinner. What are these desserts that you're always talking about?" And so, we listened and we built an app for them that are exactly what they asked for.

Andrew: Mm-hmm.

Abel: And so, being able to do that and staying nimble with it is kind of a cool way to do it. So, the way that you bring it up is just like, oh yeah, so, three weeks ahead of time maybe, I'll be like, "By the way, we've been working really hard behind the scenes on this new cool thing that you guys have been asking for us, all the desserts from our kitchen, and we're really excited to bring it to you. Stayed tuned, it will be coming out in the next few weeks."

So what that does is basically says, it's coming, we built it for you, it's what you asked for. It's all about them, as opposed to saying, "We've been working on this new app and it's totally cool and you need to buy it on Friday, December 22nd because of blah blah blah," and it's just a very different approach. It's still a call to action, but it's a softer one.

Andrew: This is, I think, from your podcast, when you launch, I'm actually crowding on my own logo here, my own hashtag.

Abel: Oh no.

Andrew: It's important to do it. I want to crop properly. Let me do it. Crop from the top, boom. There we go because I need to zoom in and just move it up right there. Right here on the bottom, this is where you're linking to it.

Abel: And then this is where you announce it but it's not the first time you actually talked about it on your podcast. You would intentionally say, "Hey, you know what, Alison? I'm going to mention that we're working on something this week. Next week I'm going to mention that it has to do with gluten free deserts."

Andrew: Is that kind of a roll out?

Abel: Yes. It's like, a lot of times it would start with, you'll see a twinkle in my eye, talking about working behind the scenes. Not ready for you guys yet, I can't even talk about it yet but I know you're going to love it.

So that's ramping it. It's fun to ramp it up that way because a lot of times that's totally true and we don't really know where some of these projects are going, we don't know when they are going to be coming out. So you [??] and you get more and more specific as you get closer to releasing it.

So a lot of times we are talking about it as we're developing it, asking people for the features that they want and need, as we're developing it.

Andrew: I see.

Abel: So if you do that, then they're kind of a part of the process of building these things. You're not just throwing products at them, you're incorporating them into building the products themselves.

Andrew: Okay. All right. I think we can do that. Tease it.

I'm looking also on your site to see are there any other mentions that we could bring up. It looks like you started talking for a while there about gluten free desserts. This is August, 2013. Here is one from April. Alright.

OK. I see the build up. Let's go on into the next big point which is hopefully spelled correctly, it looks like it is.

Abel: You got it.

Andrew: Run a giveaway. Here's one giveaway that you ran. Tell me about how this works and then let's understand what the bigger idea is. But what's going on here?

Abel: Okay. So what you're looking at here is the share-able social media graphic that we use across Pinterest, Instagram, in Facebook specially. You can also get to it through Twitter but usually you focus on photo based social media because it's much more share-able and our demographic shares it a lot more if it's a photo. That pretty much applies to everything but specially applies to what we do.

So what we're looking at here is we launch, this is for Caveman feeds which is a collaboration I did with George Bryan of Civilized Caveman. Totally awesome dude, great marketer, pay attention to him. So we launched Caveman Feeds the

app in the Google play marketplace. We came out for the Android, which by the way people have been asking for for a really long time because we released on the iPhone first.

When we released this, we also did a giveaway at the same time. We didn't make purchase necessary. That gets complicated legally but we did it around the same time and if you notice it's a 16 Gigabyte Nexus 7, which runs Android. And so the things that we're giving away are very much relevant to the products that we're coming out with.

So for example, I have a launch coming out in just a couple of weeks for another product that I'm doing called Fat Burning Chef. And that's like a digital cookbook and video, cooking classes and that sort of thing and we're giving away like 25 pounds of bacon. So the more relevant and fun and exciting you can make it, the more luck you're going to have with getting it to more people. It'll become more viral that way.

So doing giveaways is something that's like really effective for us, especially if you pull favors at the same time. So for me I don't really have any affiliate relationships, I don't really ask people to mail for me, I don't really mail for anyone, I keep all of this very close to my chest but what I do do is when we release an app and I'm really close to someone or I've had them on my show, I've tweeted about their new book or something like that, I'm just like by the way we're releasing an app this week and we're doing a giveaway.

Would you mind helping us out by sharing this with your audience? And more people would be like Yes, of course. I'll send a tweet or I'll post this on Facebook or I'll share this image because it's a very small ask as opposed to saying Hey, can you blast this to 100,000 people, which is a big ask.

Andrew: I can see people posting on their Facebook pages. I mean, your friends doing it and then you get Likes on your friends pages. I can see you posting it and getting Likes and comments. But ultimately, wow, what's going on with the camera here? There we go. Ultimately, though, what's the point of it? How does that help you get higher up on the charts?

There we go with the camera again.

Abel: So the way that that works is the more people who engage with something on Facebook, for example, [??] for a Like on Facebook or a share on Facebook, because the more people do those things, the more people see it. As a direct result it becomes viral if you do that. And if you ask other big thought leaders, they're very likely to help share your post as well.

Andrew: I see. So it's just to get the word out and get people to see that this new thing is coming out. I'm looking now at the image, and on the bottom of it, it says, "Cavemanfeastapp.com." And so, the more people like it, the more their friends will see that URL, the more they influence or share it, the more likely their followers are to see it.

Abel: Mm-hmm.

Andrew: Look at that. Something's up with Skype today. This is all just straight-up Skype. All right, on to the next.

Number one, before we started you said, 'Hey, Andrew, what's the technology that you're using to do all this cool stuff?'

[laughter]

Andrew: Now you don't want to know. Forget it.

Abel: It's kind of working.

Andrew: It's working. Except, you know what, Skype for some reason goes letter box and squares, letter box and, you know, squares. So strange. Not always, but with some cameras and I can't figure out why.

Abel: Yeah, it happens to me, too. We'll get the hang of it one of these days.

Andrew: One of these days. All right, discount for early customers.

Abel: Yeah, so what we do around a launch is we will launch something for less than it actually costs. So, if it's an app that usually costs \$2.99, we might discount it to \$1.99 or even \$.99...

Andrew: This is one example of that.

Abel: That also applies to Kindle eBooks. That applies to pretty much everything we put out there. The way that we frame it is Fan Appreciation Sale, which is just totally true because our fans to be able to get it for, you know, as close to free as possible, but still allowing us to, you know, move up in the market place.

But this is a favor for them for helping us out, build these things through the crowd sourcing, or just being our fans. So, it's something that, you know, that even the discount...technically, it applies to everyone, but the only way that they'd know about it is if they are our fan, is if we move up the market place.

So the way that we frame it, and what I truly believe, is that we're coming out with this to get it to people for less than it actually costs because we appreciate their help so much. You can use that in your own marketing as well for pretty much anything that you come out with, and it's just a really good move for a number of reasons.

At the beginning, when you launch something, at least that the way that I do it, I focus more on the velocity and the momentum and making a splash in the market place than revenue generation straight from the get-go.

So like, I don't care what it costs to develop. I'm going to price it at the price point that is appropriate for the consumer and for the fan, or for whoever is on the other

end of that so that we can make as big of a splash as we possibly can.

If you want monetize that later. It's much better to do that on the back end, because if you launch it, and, you know, if your app is \$6.99 because you're worried about how much it costs you to develop, where competing apps are at, like, \$1.99, then you're going to have a really hard time getting momentum and making a splash in that market-place because it's just too expensive, and it doesn't really...

Andrew: It's supposed to just see how many orders you can get quickly. Because the more orders you get quickly, the more likely you are to rise up in the charts. So, as you're going to email your list, you might as well give it to them at a low price because what you care about at first is not so much the money, but the ranking that comes from people buying, right?

Abel: That's right.

Andrew: If you give them, hey, here's a deadline. In this case you gave them the deadline of November 27, then they're more likely to do it all quickly. And if they all do it quickly, then you're more likely to rise.

Abel: Exactly. So, that has a discount built in, so it's a great offer, and there's also scarcity there. But it's not like fake scarcity. This is real. We up the price after that, and usually...

Andrew: Actually, I went into the store to see did you really up it, and this is what I found now. It's right now, I don't know that people can see it, but I will tell you that it is \$2.99.

Abel: [??]

Andrew: But, actually, this is a different app, isn't it?

Abel: It's a gluten-free desserts. I believe it's \$1.99.

Andrew: It's \$1.99. Exactly. \$1.99. Here, let me see if I can grab that. You can't give it away for free in the iOS app store because then that won't count toward your paid rankings later, right?

Abel: Yeah, and it's a whole different...Like, releasing a free app is fundamentally a different move. It's kind of a different market place, and I'm more excited about the paid market because with a free...I mean, yeah, you can certainly monetize, and we're going to do some free apps as well I would like...

Making a big move in a pay marketplace just means so much more. Like having a best-selling free eBook or something, doesn't really mean that much. But if you have best-selling app, and people have paid money for it, then it says something. And you can build more, and it's easier to get developers who are doing great work because they know that you're doing great work. You know?

Like, the more serious you can make it, the more major of a move you can make, I'd

say go for it.

Andrew: Abel, some marketplaces will count those freebies towards the overall charge which would then allow you to be able to boost and bring more people in because you've hit the top of the charts. Is it the Kindle marketplace that does allow that, that if you give it away for free...

Abel: Yes.

Andrew: It does. So how do you know, where do you find out which marketplace allows you to do it and which doesn't and all the other subtleties of these marketplaces? Who do you talk to about that?

Abel: I stay focused on one first. There are so many experts in Kindle, in app marketing, in SEO. All of these things have their own idiosyncrasies, but within each of these marketplaces the fundamental algorithm is pretty much the same. You're looking for velocity, momentums, reviews, whether it's a subscription or clicking "like" or what have you.

You want all these things in a compressed [??], and you also want consistency. When it comes to like hacking it and saying, "Well, this needs to be free on a Tuesday so that we launch the paid version on a Wednesday at this price point then we upped by this much," that stuff can totally work. But the problem is it doesn't work two weeks later, like literally. [laughs]

Andrew: Is there a forum that you go to to talk to people about this? Are there other people somewhere that you talk to about this?

Abel: I talk to my close friends about this. And a lot of my close friends are people who are really into cooking. They have their own blogs, a few masterminds as well. But really if the information is out there I don't really pay too much attention to it less a book, to be quite honest.

The most useful information I received has mostly been from books that some of them are 30 years, 60 years old about copyrighting and marketing.

Andrew: There's no book that's going to keep you updated enough to tell you, Abel. Now Amazon suddenly will take care of you. I will include those free downloads in their overall rankings.

Abel: No problem.

Andrew: So you're saying, for that you go to your friends.

Abel: No. I'll go to my friends if they know about it, but if no one seems to know about something than you have to figure it out on your own. You have to try different things. There are different blogs that you could pay attention to that would be on top of something like that.

An example would be in some marketplaces all they care about is the raw number

that hour, and nothing else enters into it. Another one is more of an average. It's not just an average of that day or that hour. It's an average of that week, that month. So it's really hard to build that out. The problem is that if you focus on that too much than it changes, and it's costly changing.

So since I've launched in Kindle I've seen so many things change there, and that's exciting because every time something changes the big guys [??] and aren't small like you. All of a sudden they're very slow and bureaucracy and red tape won't allow them to adapt and learn that new algorithm as quickly as you can.

So I get really excited about this. When something stops working, I'm stoked about it because that means we need to figure it out again.

Andrew: And when you figure it out, you want to figure it out ahead of everyone else at the [??] and you get the advantage before they do. Do you do this as a consultant, too?

Abel: Yes. So I coach other people. My background is in strategy consulting. I just do launches for Fortune 500 companies and even launched a \$4 million website for the government. In interview cases, I've seen this work on a ...

Andrew: Does this have anything to do with the health care launch, this launch for the government?

Abel: No. Fortunately, it did not.

Andrew: It does not have your name on it.

Abel: It does not.

Andrew: Alright. Let's continue with the big board here. The next one is we want to stack those early reviews. Here you did it. I'm going to again show the big screen shot and then I'll zoom in. This is one of your apps. Let me just zoom in properly here. Let's see what I can do if I do that. Is this where you got 1100 reviews within a couple of days? Is that what you did there?

Abel: Yep. It was actually like 1,000 reviews in the first few hours of our launch.

Andrew: Okay.

Abel: So you can see on the Apple app store, the ratings every time you update it or add a new feature, they kind of dilute your ratings which is pretty annoying, especially when you have like 1300. Twelve hundred five are ratings plus and then you go down to...

At the same time the point is you want to have a good amount because you don't have to have the full 1100. That's absurd. We probably even got too many because we want to save those calls to action for something else.

Andrew: How do you incentivize people to give you reviews without doing anything

that gets you banned from the marketplace?

Abel: So that's the hard part. This works the best when you have a platform and when you have people that listen to you and love you and are really interested in what you do. What's really interesting about this app, for example, we put it together based on recipes that were available for free, like on George's website and my website as well.

Usually there's a lot of those that are free as well. The sheer amount of content that I put out for free on my podcasts, videos, YouTube, the eBooks, blog posts is enormous. I give 95% of them away.

Andrew: [??] If you say, "Hey, I'm launching this," can you review it? Does that do it?

Abel: Yeah. If they can't buy something, a lot of people will be like, "Get them off your list. We don't care about those people. They're not going to help your business." I take the opposite approach to that. If people can't buy from me, I think that's great.

I'm not worried about it one bit. I believe in this message. I don't care about making money as much as I care about spreading this message. So if someone can't buy your app for \$2.99, that's okay because when you ask for review on some other market plan, it's for your free product, for example for podcast review. They'll do it because they believe in what you do and they want to help you.

Andrew: Maybe they feel guilty that they never bought from you, but they still got all of this value over the years. Without enough of an incentive people don't do anything. So how do you incentivize them to go and click and to then write a review?

Abel: So in most marketplaces you can't directly tie in some sort of a giveaway or rewards into reviews. That's how a lot of people gain it, and they do it that way. What we do is... I guess it kind of simulates that, doing a giveaway around the same time. People might implicitly think that they need to buy it in order to win an iPad or a Nexus seven or something like that, but mostly I just think it's when you have a bunch of attention and these people care they will leave reviews.

It doesn't matter really if you have 1200 or if you have 50 or even if you have five. If they're solid and they're believable and they're coming from real people, that matters so much more than the other garbage. What happens is - I've seen this happens many, many times, especially in the Kindle marketplace.

A friend of mine had like, it was 1800 plus reviews, and they had put an incentive onto leaving that review. And Amazon noticed and they just like blocked him. That's what happens in every marketplace. As soon as someone knows that you're gaining the system all of a sudden you have zero long tail. There's nothing you can do, and you're gone unless you try to do it again and figure it out. That's really not a sustainable business.

But the reviews are powerful, and they're important so just get some of them, but get... Everyone has a platform now. Everyone has a brand. Everyone has a Facebook account, a Twitter account, an aunt, a brother. So if you're serious about those people get some reviews.

As long as you have a handful of them you're going to be just fine, but in terms of tactics to incentivize it, the best one that I found is raising awareness about what you're doing, what you're launching is, and between giveaway and [??] time. That's the best one that I found.

Andrew: But not a giveaway tied to reviews, just a giveaway to get...

Abel: That's right.

Andrew: I see. Okay. Alright.

Abel: And you can kind of like subtly ask for reviews, but you can't like say, "I'm going to give you a carrot if you give a review."

Andrew: Okay.

Abel: Depending on the marketplace.

Andrew: Okay. Is there a marketplace where I am allowed to bribe people?

Abel: [laughs] I'm sure there is.

Andrew: I don't know of any one.

Abel: There might be a few.

Andrew: This next one I wasn't sure whether to include or not. The way I put this together for the audience is [??] and I were talking before. I said, "What are you doing?" Then I said, "How are you doing it?" I just started taking notes, and then I said, "Can you show me that you're doing this? Don't just tell me that you've got featured. Can you prove it because I'm a bit of a jerk?" I don't trust anyone. I said, "Show me."

That's how I just walked through it. I take obsessive notes, and then I pulled out the key ideas and then I put them together, and he helped me find all these visuals. This one, I wasn't sure we should do because I don't know if we can promise to people.

You said, "Get featured." After you do all this you're get to start to get featured if you get reviews, if you get those early users from the discounts. And I was shocked. This is a spectacular feature. Is it in the iOS store?

Abel: Yeah.

Andrew: Yeah. This is unreal, but can we promise that to people. How do we get

them featured, too? What do they do?

Abel: You can't promise anything like that because there are so many inputs there, but you certainly can stack the stack. And I say that we've been featured in most countries across the world in the app store, featured in most podcast stores as well, and featured on Amazon. People have sent me emails that come from Amazon saying that they should buy my book, like, at the top of the email.

So it's like, once you get enough momentum, once you get good reviews and you have a solid product, that, by the way, people, employees at that company have probably gone through, once that's established, then why wouldn't a marketplace love you?

Because what you're doing . . . every time I promote an app, every time I promote my podcast, every time I promote a Kindle book, I'm promoting Amazon and Apple, right? Or if I say I'm releasing an Android app in the Google Play Marketplace, and right now it's a best-seller in the Google Play Marketplace. That's like an advertisement for them. So they like that, because you're bringing them loads of business, and most marketplaces will keep 30%. And so it's to their advantage to feature very well-performing products that are high-quality.

Andrew: Okay. Well-performing products, look good, etc. Is there anything to do to make sure that they know that we exist and make sure that we kind of ask for the sale? It's not enough to just be good.

Abel: Yeah.

Andrew: You have to ask for the sale sometimes, right? So what do you do? Do you have a contact there? Is it something else?

Abel: I have no contacts at any of these companies that I've used, although some have come after I've been featured.

Andrew: So they feature you, and then it results on them calling you and saying, "Do you have artwork so we can feature you?" That's how you get the contact?

Abel: Yes. I mean, they emailed us asking for artwork before they featured us in the ad marketplace, but they featured my podcast many times without ever asking me for anything. And same thing for Amazon. So they don't always tell you.

But the best thing you can do to stack the deck is start with a very, very solid product. Whatever marketplace it is, whatever product it is, it should be amazing. If it's not, you're not going to get featured. If you do it, you totally . . .

Andrew: What about your product? You don't have a developer on your team, do you?

Abel: I have a lot of collaborations. And so the way that my business is run, quickly, is mostly as a result of those collaborations. So one of my partners, his name is Andreas, he's a kick-butt dude. And we decided to build apps together a few

months ago. And so he handles the whole design and programming team, the development team. And basically, he manages that process. So they're not on staff, although we're thinking of bringing them on.

Andrew: Actually, before we go to the final point. Did I come across as a jerk earlier, where I kept saying, "What about this? Well, can I see that you were featured?" You can be honest, just like I asked you to be honest with the teasing typo.

Abel: Oh, I don't think that's being a jerk at all. Especially in this industry, people say a lot of things, right?

Andrew: Yes. It's got to be tough.

Abel: People say a lot of things.

Andrew: I'm always worried I'm going to get it wrong.

Abel: Yeah.

Andrew: But I don't want to be a jerk.

Abel: And I think that's really important. I'll tell a quick story. There's a podcaster who I know and love. Very sweet guy, been doing this for a long time, and doing great work. But he was asked to be on someone else's show, and that other person just wanted to talk about being low-carb. And that's totally fine, right? You think that someone with a platform and a show does pretty well, would be a good show to go on.

So he goes on, and after he goes on the show, he starts getting hate mail from his own listeners, all these horrible comments from people. It turned out the guy's a well-known white supremacist.

Andrew: Oh, no.

Abel: So he goes on the show, and all of a sudden he's sharing the platform of a white supremacist. And that's an issue. So you're fact checking all this stuff, tip of the hat. I think it's really important. We don't have enough of that today.

Andrew: Thanks. And you know what? And I think you were saying earlier, where some people end up getting a lot of positive reviews. There's one guy, I wish I could think of his name, not so I could say it publicly here, but so I could talk about it privately when I have people over for scotch. This one guy, clearly he was gaming the process. All the reviews were five stars, and they all said the same thing.

Abel: Yeah.

Andrew: And one of the things that Anne Marie here is doing to check on guests when we consider them is going in and seeing are there reviews, what do the reviews say. And she said, "You know what? We have to make sure that they're not cheating. Because here's what I saw."

Boy, that is . . . it's funny, and I'd love sometimes to catch people on that publicly, but that's not my thing. My thing is if that's what they're doing, I should just keep them off. I don't want to catch the white supremacist and say, "Hi, you're a white supremacist." I want to say, just no. Avoid him.

Abel: They'll catch themselves.

Andrew: Thanks for going through all that. And we have one more, but thanks for going through all that.

Abel: Of course.

Andrew: Here's the last one. Build your own database. What is the problem that we're avoiding here? That we're trying to protect ourselves from? Or here, let me show you the image so that you know. This is from my notes. This is what I noticed that you do. All these [??] for people.

Abel: Yeah, sorry, I was just getting . . .

Andrew: Illustrator to illustrate for the people.

Abel: Yes, sorry, I was just getting a little delay there. Yes, so what you want to do is, you know, a lot of these market places...If you do it right, you wind up with many, many customers, a lot of times tens-of-thousands of customers.

The problem is, Amazon, Google, Apple, they're their customers. They're not yours. That's the way that they see it, right?

Andrew: Mm-hmm.

Abel: So, there are usually little things that you can do. You can do this in Kindle Book. You can have live links that go to an opt-in form. You can do this in apps as well, and that's what we did. We knew that people would purchase our apps, and we can still send, like, push notifications to people, but you don't have them on an email list unless you do something like this.

So on the side of all of our apps, we have this area that it says "Bonus Content: or "Get Your Free (X) Here," or whatever. Then it has something like this, which is an opt-in form, and it offers them a bribe for signing up for your email list. Which is, you know, any internet marketer is very familiar with that process.

But then, of course, you give them a lot of value, and so what you can do there...This is where it gets really interesting. The reason that I play in most of these major market places is because it's all lead generation for my premium products. Because when you get a customer who has already seen you on their phone or on their device, and they've been really happy with what they've purchased for \$.99 or \$1.99 or \$2.99, don't you think they are a heck of a lot more likely to buy your product that's \$495.00 or join Master Mind or something like that?

Andrew: I see.

Abel: Because they see that you're delivering value all over the place, and so if you capture that lead, they're an extraordinarily valuable lead and one that may not have come through your own funnel or your own affiliate connections or anything like that. They're coming from the market place itself. And so, all of a sudden, you're using free traffic, and people are paying you to get that lead as opposed to paying for leads.

So, it's a really cool way of doing it and I have...

Andrew: I see, and it allows you then to have all that mailing list that you can go back and say 'I've got a new product. Will you review it? I've got a new product. Go download it while the discount's there.' And it just creates this virtual circle.

Abel: Exactly.

Andrew: All right, and the products are right here, right? These are some of the products that we're talking about?

Abel: Yup.

Andrew: They are right on your site, and we'll link to them. Do any of these products use Skype to create, because I hear Skype is very weird, as you could see.

[laughter]

Andrew: You don't use Skype?

Abel: Only the podcasts.

Andrew: Only the podcasts. Way to go. Does this ever happen to you when you record a podcast where the screen goes narrow and wide and narrow and wide? No?

Abel: I've had it been...It's been a little flickery, but I've never seen it do what it's doing right now for you. This is novel. [laughs]

Andrew: It is. Well, that's one of the reasons why I'm glad that we have all of these visuals. Thank you so much for doing this. I will, of course, link to all of these products, all of these apps, so that people can see them directly.

But, the site to go to, is it fatburningman.com? Is that the best place for people to see what you've been working on?

Abel: That's the best place for the health vertical, but also I have a number of projects that are in, like, the business vertical. If you're interested in consulting or publishing type things...

Andrew: Yes, that's what I meant.

Abel: It's ablejames.com. Also, I have a project that I'm pretty excited about that's done with Jaime Tardy of Eventual Millionaire, and that's called Done Cast. Basically what that is, it's going to go over a lot of the stuff I talked in terms of launching in the new media.

Andrew: I know that. Where's that site?

Abel: You know, so it could be a podcast. It could be an app. It could be something else, but, yeah, we're really excited about that. And that's at donecast.com.

Andrew: How do you spell that?

Abel: Actually, we're building it right now. [laughs]

Andrew: Ah, sounds great. Sounds right up my alley. I'm curious to see..

Abel: But, it's d-o-n-e-c-a-s-t.

Andrew: All right. Thank you so much for doing this. Thank you all for being a part of it. If you've got anything of value from this besides learning not to record using Skype...Actually, Skype is really good. This is just a one-time thing. It's one of the...

Abel: And the audio is going to be stellar.

Andrew: Sorry?

Abel: And the audio is [laughs]...

Andrew: The audio is going to be stellar because you have a good mic, and the content is...

Abel: Forget I said that.

Andrew: If you've got anything of value, please let Abel know. ablejames.com. Thank you all for being a part of it. Thank you, James. Bye.