

Andrew: This session is about how to get free traffic and customers from Facebook. I'm smiling because today's guest loves his Red Bull, and he just took a quick swig of it. It's led by Lou Abramowski. He is the founder of Unbenchable Fantasy Sports on Facebook. There is his website. Previously he co-founded 8thBridge, a pioneering Facebook shopping apps. I will help facilitate. My name is Andrew Warner. I'm the founder of Mixergy where proven founders, like Lou, teach. Lou, thanks again for doing this. You did one of the first courses on Mixergy, and it was an incredible hit because people could actually do what you suggested and then start to see results, which is fantastic.

Lou: Yeah, and it's funny because it's almost been three years now.

Andrew: Really?

Lou: Yeah, and I'm not kidding. I get e-mails probably about every other week still with questions about Facebook.

Andrew: Wow! I love that audience.

Lou: Yeah. I mean I think we were both kind of experimenting at the time. I had all this knowledge, and I don't really blog about it or share it, and I just kind of talk about it here and there, and this was an opportunity to talk about it, and help you audience a little bit. It's just been terrific to get that response and to have a dinner with you once in a while has been awesome, too.

Andrew: Cool! Yeah, I love that, too. One of the first people who you introduce these ideas too is this woman. Who is she, and what was the challenge that she had?

Lou: So that's my girlfriend. She, I think, is most well known as the character, Twig the Fairy. I think most people have been introduced to her, at least before we met, on the streets at Renaissance Festivals. She walks through the lanes entertaining people, and she kind of has, I think, four things that identify her.

One, she's dressed as a fairy; two, she doesn't speak at all when she performs; three, she hands out little fairy stones without explanation; and four, she plays a double-piped flute called an aulos. We started dating, and it's actually kind of funny because maybe two or three months into dating I think I actually said to her at some point, "You know the fairy thing is really cute, but you're going to have to get a real job someday", and not really realizing that she had kind of dedicated her entire adulthood to this art and craft . . .

Andrew: And you were telling her "dump it" because there's not enough money in it.

Lou: Yeah, and because she lived like most artists do, right? You know, for the love of their craft, and trying to make ends meet. At that point I hadn't actually seen her perform, but a couple months had gone by, and she wasn't performing in the state I lived in. I went out and saw her perform at the Colorado Renaissance Festival, and I was just blown away. I immediately said, "I was so wrong. You are extraordinarily gifted, and the world needs to find out who you are." She's fairly easy on the eyes,

too, so that obviously was there. At that point I took some of the stuff I had just been doing for fun; specifically a lot of Facebook stuff, and it happened to coincide with Facebook launching its pages products along with the platform. I convinced her, and I was like, "All right. It's time to set up your Facebook page." She was like, "Well, I've got my Myspace, and that's enough work."

I explained, "Well, that's great, but let's see what we can do with Facebook. I think it's a little bit of a bigger deal." There was actually a tremendous initial response without having done anything was that there were quite a few people finding her just organically because they were a fan of hers, but there wasn't any sort of, I would say bio.

Andrew: So, because of everything you did for her, much of which we're going to cover here in our session today, is she now making money off this art?

Lou: Yeah. I'd call it a business with almost too much to do.

Andrew: A full-on business?

Lou: Oh, yeah.

Andrew: Do you guys reveal? I don't know if you guys reveal what the revenue is, and I don't want to push you to talk about her numbers, but what can you tell us about her measurable success?

Lou: You know, at the time, she was well below the poverty level, and where [sounds like] magnitude is higher than that.

Andrew: She's got about a quarter million likes on Facebook. When she did a Kickstarter campaign--I'm looking here at my notes--she did over \$25,000 in sales for a children's book within two weeks.

Lou: Right.

Andrew: She's doing and selling calendars, greeting cards, stickers, magnets, and other Kickstarter campaigns, so this is a real business, and it's done largely because of her growth on Facebook. What you're going to share with us are some of the ideas that worked for her and that worked for other people who you've shown them to.

Lou: Yeah, so to address exactly what you talked about, in a lot of headlines you'll read, people will tell you that Facebook commerce doesn't work, but the proof is in the pudding here. We've done three separate crowdfunding [SP] campaigns, and almost our entire marketing revolved around her Facebook audience, and that Facebook . . .

Andrew: Well, that's . . .

Lou: Yeah, those three crowdfunding campaigns, the first one did \$15,000, the second one did about \$25,000, and the third one landed in, I think, the high

\$30,000s, and that's been kind of proportional to her Facebook.

Andrew: Alright. Let's take a look and see what other people who are watching us now can do. One of the first tactics that you want to share with us is, I call it, imitation being a great source of viral content. One example of that, because I tend to think that viral content is so hard to create, but one thing that you did was you went to Reddit once when you had a little bit of writer's block, and what did you find there?

Lou: I think that it's changing just a little bit now, but initially Reddit had a very kind of core audience that didn't have a ton of intersection with Facebook. I think one of the things that I realized right away was the content that exists on Reddit, particularly at the time, was stuff that was already socially proven on the front page, right? Already proved that this content resonates, like extraordinarily well with people, and on top of that, a lot of that content hadn't yet been seen by people on Facebook. So there's this opportunity to bring, I think, socially proven content that was going to obviously resonate with people, that hadn't been seen before, kind of in another context.

Andrew: I see. So it's kind of proven, but within an audience that's not Twig the Fairy's audience, and, frankly at the time, not the general Facebook audience. So before we started, you gave me an example of something that you saw on Reddit, something to do with a giraffe. Do you remember what that was?

Lou: Yeah, I think it had something to do with like, "Sorry, I can't talk right now, because I'm walking my giraffe."

Andrew: And that line alone was so fun that people started to up vote it and . . .

Lou: Yeah. Yeah, so I think there was some sort of an image with it, and I used that as a little bit of an inspiration for a Twig post. What I tried to do is just take a little bit more of a whimsical take on it, and I just simply replaced giraffe with unicorn. Thankfully at the time, we had a perfect unicorn picture we could use, where Twig was pretty much walking her unicorn.

Andrew: It was a picture of her walking her unicorn. You actually had that already?

Lou: We did. We already had it.

Andrew: She must have the most incredible photo shoots that she has a unicorn.

Lou: Yeah, I don't even know how to tell you how much we spent on mermaid tails over the years.

Andrew: Really?

Lou: Oh, yeah. Yeah.

Andrew: What do you spend on costumes for all these photos?

Lou: I think the biggest single item was probably mermaid tails in 2011, but she does a ton of her own work.

Andrew: Okay.

Lou: So her wings, which I think people will see, are just these gorgeous, gigantic things that you'd expect that she'd probably orders from somewhere, but she makes them all by hand, and she probably puts 80 hours into every pair that she makes.

Andrew: Here it is, the photo. So there's an example of her in her wings.

Lou: Oh, yeah. Yeah.

Andrew: And so what you saw was, "Sorry, can't talk, walking my giraffe." You said, "I got to make it more like Twig the Fairy. Twig is into unicorns. We have a photo of her walking a unicorn, or walking with a unicorn, in the photo," and so you just repurposed it. Yours was, "Sorry, can't talk, walking my unicorn." I'm looking here at my notes from your conversation with Jeremy Weiss, who produced this course. You guys got 43,411 people to watch that, and this is one of the earlier posts.

Lou: That was quite a bit ago and the interaction on it was great, sometimes those things--all it takes is one person with the very, very large audience to be sharing it and it gets triggered and it gets shared everywhere.

Andrew: Alright...

Lou: So yeah, it just kind of hit that wildfire and took off.

Andrew: So a lot of things that we see that do really well on Twig's page and actually have done well for other people, are ideas that were seen on Reddit, you guys also look at Tumblr to see what's popular, you look at StumbleUpon to see what's popular, you look at Pinterest and you use that to clear the writer's block and to give you ideas that are proven.

Lou: Absolutely.

Andrew: Alright, let's go on to the next big idea which is to post up to five times a day every four hours. Last time you were here, Lou, last time you were here you said do it every day. And so I and many other people started to post every single day. It was tough. So then I started to use an outside program to do it, I think it was HootSuite. And the post that I scheduled through HootSuite didn't get the same kind of response. Should we go in and do these manually?

Lou: My recommendation is that you do. And I think the last time we talked, your options at the time were you had to go in at the time and actually schedule it or put it on your calendar and then be ready to go to your Facebook page to do that. If you wanted to schedule something in the future, you had to use some sort of third party like HootSuite. That's changed a little bit, so anybody who owns a page up there can see this, there's a little clock in the corner when you're writing a status update on your Facebook page that allows you to schedule in the future. It's not the best

user experience to try to pick your date and time that you want to post it, but it is effective. It works.

And from my experience and what some other people have reported is that the third party tools that used to schedule stuff out, will get a slightly smaller distribution than any sort of scheduling that you [??]. That number is probably getting closer and closer and bottom line when you have good content that's always going to do well. But my experience has been by using a third party tool that it is not quite as effective as what you hope for.

Andrew: So even though it's not as user friendly as using a third party tool, you're saying we can post it within Facebook and we can schedule it within Facebook. I'm on the page right now, I don't know how people can see this because it's really small, but right underneath, where we type in our messages is a clock and that's where we would do it.

Lou: Right and it's a drop down menu, it's not great but it works.

Andrew: Alright. And so you want us to post now five times a day every Four hours. That is an insane amount of content. How do you know that works?

Lou: I love telling this story because I performed a little bit of a social experiment several years ago on my Facebook page after--on my birthday, I got, just as everybody gets 180 happy birthday messages from cousins I never talk to, people I graduated high school with...

Andrew: Yep, Facebook kind of encourages them.

Lou: ...yeah, since 9th grade. It occurred to me that these people don't actually know when my birthday is and just because Facebook told them it was my birthday today, that's why they were wishing me a happy birthday, not because they cared. Not to sound cynical, but what I ended up doing was changing my birthday to the current day every single day to see how many people would continue wishing me a happy birthday. And at the beginning of it, I kind of made a contract with myself that I would continue to do that until nobody wished me happy birthday. And I think when it was all said and done, 100 days had passed before there was a day when nobody said happy birthday to me.

Andrew: Oh wow okay.

Lou: And I literally lost ten friends on Facebook over the whole thing. I was getting warnings from people I'll defriend you if you keep doing this, it's so annoying. And on the other side of the spectrum I would get happy birthday messages multiple times from the same person who was being very sincere, they weren't playing along with the joke because there was definitely a couple of those people too. But at the end, I was just shocked that not only were people not seeing that it was my birthday every single day, but there were some people, who wished me a happy birthday and wished me a happy birthday 23 days later.

Andrew: I see. So that's one of many experiments that you've done.

Lou: Right.

Andrew: I don't know if I'd have the guts to that to my friends. I feel like it's a little embarrassing but it is fun especially if you can let them in on it afterwards. This is one of the other ways that you tested. Actually, before we go on, I want to keep this short but how exactly does that help us understand that posting multiple times a day is the right way to go?

Lou: At the time, I think the most widely accepted best practice at the time was don't spam your likes. Anyone that's following you, what you don't want to do is post too much content because you don't want to come across as being (?) The big realization that I had there was that not every person see's every bit of content every single time. The big take away there was that while you might post every single day, that doesn't mean that every single one of your viewers is consuming every single piece of content that you have.

I think it's common practice to post every couple of days, at the time, I think the reality was a lot of those people were hurting themselves by letting days and days go by without letting individuals interact with them. From a branding standpoint, that was opportunity cost that were lost. The reality is that if your content is annoying people and this feed is not a result of the frequency that you post, it's more a reflection of the quality of the content. So, if your big concern is that you're annoying people with posting, you should probably look inward and see what you can do to improve the quality of the content.

Andrew: Alright, fair enough. What about this? What's the experiment you did on this Facebook page which is called, I Want to Go There. You created it.

Lou: Yeah, it's I want to go to there.

Andrew: I Want to Go to There. Excuse me.

Lou: It's a rip off of dirty rock catch language or catch phrase. So, what I did there was I started looking for images on Reddit that were just going nuts and being uploaded a lot. I wanted to make them all kind of destination oriented. What I would do when I was spending time on Reddit occasionally I would come across images what I'd do is I'd put as many in there as I could. I'd schedule them all to post very frequently which would probably be three to five times a day.

It wasn't very hard to find the images because I would just come across the in my twenty to thirty minutes a day of Redditting. Just save them, repost them, then just schedule them off and at some point, I'd get a little bit of a reflection point. People will start sharing and liking and at some point between Facebook and Reddit, I shared some image that had not been shared at all on Facebook. I think it ended up being liked 130,000 times and shared 50,000.

Andrew: Even the regular ones and not just the ones with the shockingly large share numbers they do well. This one over here with the two people at the kiyach, 27,000 shares, 70 comments, 27,000 likes, 70 comments and 215 shares. That's

fairly common here for you. So, what your doing is testing on an account that's not yours, not your business account, not your girlfriends account, it's a throwaway account used to see how often can you post before you drive people crazy. The number isn't one a day. It's not one a week. It's multiple times a day and thats why your advising us to post up to five times every day four hours apart.

Lou: The only reason I gave that number that low is just level of effort. I know there are a handful of other pages that do exactly what I do with the destinations there. They've committed a lot more time than I have and will occasionally share forty of fifty images a day and you'll see ten post going out every five minutes for an hour.

Andrew: Wow!

Lou: They have like a million likes, and they'll have individual photos with 10,000 or 20,000 likes on it.

Andrew: Okay, I'm going to keep this moving, because I know the audience wants it fast, and I know that you're on a battery.

Lou: Yeah.

Andrew: Quickly onto the next one. Links stink unless. So, first of all, what kinds of links stink, and then tell me which ones work.

Lou: Any link you that you post in Facebook that's by itself, so if you're writing a status message just like you would on twitter, or it's textual, you'll find that the reach number on that is very, very small relative to posts that might just be purely text or might just be purely an image. I suspect that's because any sort of link that goes outward from Facebook, Facebook is a little bit less interested in distributing that, but I also think that a little bit more fairly, you know, links that people click on to leave Facebook are less interactive with. After they've left Facebook, if they come back, that post might not be commented or liked, and it might get a little bit less interaction with that individual post.

Andrew: I see. So the way that you do it is this, not . . .

Lou: So, are you pulling it up right now?

Andrew: Yeah, I'm going to pull it up. It's not what I would think which is text with a link and let even Facebook pick the thumbnail from the link. You do it like this. Well I just caught myself in a really bad pose with frozen screen there. Yeah, there it is. I wouldn't even know that this is a link that you're doing. I would think that this is just a picture of Twig.

Lou: Yeah, so what I've done there is in the description of the image I've included the normal text followed by the link that somebody wants to click.

Andrew: Gotcha.

Lou: I encourage everybody that's listening out here to do a text and try to do it as

close to apples-to-apples test as you can do where you might just share some text in a link by itself, but then add an image to it and see what the numbers, or the reach numbers are, that Facebook reports as well as your own tracking of that individual link to see which one performs better. I think I can say very confidently that 99% of the time it's much better to include a large image with a textual description.

Andrew: This seems like a really small link, especially compared to this big photo that catches our attention and to the text that is on multiple lines. Are people still clicking this?

Lou: Yeah. It's a matter of numbers, right? There might be a fewer number of people clicking that link that see it, but a much larger number of people actually see it, so I just BitLead to track . . .

Andrew: I'm doing it right now because you use BitLead. I can just put a plus at the end, and I can see "created by HotLou", and that's your online username, which I love, on January 28th, and that's a couple days before we recorded this session, and it got 4100 clicks within that short period of time; within less than 72 hours.

Lou: If you're wondering whether or not people are clicking on links of images, look no further.

Andrew: I see, yeah. So that's the way you want to do it.

Lou: Yeah, and despite that being a very small to moderate real estate on that particular image, a lot . . .

Andrew: All right. That's helpful to know. Let's go on to the next big idea, which is, and I should highlight it first, "become a permanent fixture in people's photo albums".

Lou: This is really, really straight forward, but it's a very, very effective technique, and we do this on a regular basis on Twig's page. We try to do it every Friday, but sometimes we just miss or we have other content to share.

Andrew: I had to fix a typo. There, that's the way you do it. People's photo albums.

Lou: What we do is every Friday we share an image that has a bunch of different faces with Twig expressing emotions, and we have a call-to-action in the image that says, "tag yourself in this photo to tell us how your day is going", and within that image there is some branding element, whether it's the Twig logo, the Twig website, the Twig online store, the Twig Facebook URL, whatever it is, and Facebook has a limit of 50 tags per image, and with every single week we do this, 50 people tag themselves in this image, and now until somebody deletes that tag for themselves, this image shows up in their photo album.

Andrew: So every time someone wants to see a photo of them, like maybe they're cyberstalking them or wondering, well not cyberstalking. Cyberstalking, I guess I use as a fun word, but maybe they're just saying, "Hey, whatever happened to that

friend from elementary school", or, "who's my wife's sister, daughter or whatever", you go onto their Facebook page to see all their photos, and boom, Twig the Fairy is in there. I love that. You talked about that in our first session. I've been wanting to do something like this. I don't know how to do it.

Twig is extremely expressive. She has tons of photos of herself so she can do this, and what she's saying is tag yourself in the photo that says how you're feeling today. I can't duplicate that, and my audience isn't going to do that, and the same thing for the people who are watching me. Their audiences aren't going to do it. What do the rest of us do to get into people's photo albums. I would like to be in there.

Lou: You know, I think if you're creative enough you can figure something out. You know, I've seen furniture companies just put a room up and say, "tag yourself on the item in this room that you would like to own." I've seen fashion companies put up models and ask people to tag themselves on a piece of clothing they think would look best on them.

Andrew: I see.

Lou: I think people like you might be able to put something like, ten different types of entrepreneurs, right?

Andrew: And, which one are you?

Lou: (?) and which one are you.

Andrew: I see.

Lou: And anything expressive like that, people can't resist themselves. Everybody thinks that my audience is not the typical Facebook user and stuff, but you can almost always find some clever technique to get somebody to do it.

Andrew: All right. On to the next one. Have a call to action so people respond.

Lou: Yeah, you know, so we already mentioned that a little bit by putting a call to action in their (?) by getting people to tag themselves, but I think a lot of people undervalue, or maybe overestimate, how childish it sounds to encourage people to like their posts, but it's a very, very good voting mechanism to say something simple like, "Like if you voted today" right? Or, "click like if you're an Elon Musk fan" right? Those types of thing do very, very well when you have a call to action, and you can test this for yourselves.

Maybe doing some sort of A-B test where you're trying to generically say something positive about, say, Elon Musk. See how many people interact with it, and then do another test, you know, three to four weeks later where you say, "click like if you're a big Elon Musk" fan, and with the call-to- action you'll almost always find that more people interact.

Andrew: Let's try it right now, and I'll do it on my site.

Lou: Oh, good.

Andrew: Anyone watching this can go over to [Facebook.com/Mixergy](https://www.facebook.com/Mixergy) after we publish, and they can try it for themselves. I zoomed in a lot. Let me go into . . .

Lou: Do a spot like, "click like if you wish you knew more about Facebook marketing".

Andrew: Ha-ha, should we do that?

Lou: Yeah.

Andrew: Okay.

Lou: You know, I like that one only because it elicits a little bit of an emotional response as well as I think it adds a little bit of context given that it's on Facebook.

Andrew: Do you wish you knew more about Facebook marketing? Let's see, I think people are going to have a hard time seeing that, but you know what, I just read it. This is good to go. Oh, should I schedule it? Maybe for . . .

Lou: Sure.

Andrew: Maybe for July, August.

Lou: Do it August 1st at 8:00 a.m.

Andrew: August 1st at 8:00 a.m. Add minute, there, 8:10.

Lou: Yeah.

Andrew: So that's the way the scheduling system works.

Lou: Yeah, it's a little bit laborious, but it works.

Andrew: There it is. Okay, so that's what you want us to do. Not just have a post and hope people click like, but you want us to actually ask for it? Okay.

Lou: Yeah.

Andrew: Okay, I did that. First of all, it worked crazy well, but also there were times when it didn't work and I got embarrassed because I said, "click like if" whatever, let's say, "click like if you're a Donald Trump fan", and no one was a Donald Trump fan, and no one clicked like, and oh, I'm so embarrassed that I asked for, and I didn't even get it, and then I delete the post. Am I wrong to do that?

Lou: You know, I'd say so, but only because I think most of any post you put up there, as long as you're still aligned with whatever message you're delivering, I think the content out there is any sort of interaction you get with people can be

good. I almost never delete any content unless it's embarrassing or it happened to coincide with some bad things that might be in poor taste.

Andrew: Even if I don't get any likes, and I've asked for it, you're saying just leave it up.

Lou: Yeah, I think at some time at some point somebody might run across it and click on like, or let's say somebody did click on like on it, and later a friend sees a story that their friend clicked "like" on this particular post, when they click through to your page to try to find it, and because that post is missing, they land on a 404 page on Facebook.

Andrew: No, I just hide it. I don't delete it, I just hide it from the timeline.

Lou: Okay. Oh, if you want to do that, go ahead, yeah.

Andrew: Okay, good. I don't want people scrolling through to ask for it and just didn't get it. Alright.

Lou: Just send me a note, and I'll "like" all your content for you.

Andrew: If we can all who are watching this just "like" each other's content, at least the stuff that's not doing so well.

Lou: Yeah.

Andrew: All right, let's see. [??] you're saying size does matter, and you're telling us now make text huge in an image for the news feed so it stands out.

Lou: Yeah, so bottom line, humans kind of associate size with importance, particularly when they're using software, which is why when you're reading a newspaper headline, the headlines are always the biggest text, and Facebook gives you this kind of advantageous opportunity for you to put images in the news feed that take up a lot of real estate on the news feed.

What you can do is overlay text over the top of that image just by going into any standard image editor, and what you can do is make that text larger than all of the text on the page, right? You see this with names [sounds like] a lot. The main text is very short and sweet, but it's very, very large, and because reading is an involuntary reflex, and people see that particular image with that large text on it, they can't help but read it. Particularly if you've got a really good message behind it, you're going to find a lot of people resonating with it.

Andrew: So here's one example of it. Let me scroll through to see another. You know what, I'm looking at all the photos here.

Lou: That's a perfect . . .

Andrew: Here we go, "No one should have to hide who they are." Big text on an image.

Lou: So we posted that on Pride [SP], right? So on Pride Day, that was a perfectly well lined [sounds like] and topical and something that really was a little bit polarizing, but also elicited an emotional response. People could not help but read in the news feed, and it showed up very, very big.

Andrew: I see. You got 5,000 likes, 2,200 shares, and a whole lot of comments.

Lou: I'm sure that post reached 300,000 people.

Andrew: Wow. OK. How are you doing with the battery?

Lou: Well, my Mac tells me 11 minutes.

Andrew: 11 minutes? Oh, that's plenty of time.

Lou: Wait. Okay. We got the iPad backup if we need to, too.

Andrew: Okay. As a backup? Good. What else do I want to know about that? I guess that's it. It doesn't even have to be our own photos. It could just be a photo with our own text on it, and that's it, and post it in there.

Lou: Yeah, Reddit and Pinterest and Google image search are great sources for that kind of stuff. If you've got a quote, for example, that you think your audience would be interested in, it's a great time to go to Google image search or Reddit or Pinterest to see if there's an image that somebody already created that looks awesome that you might be able to share.

Andrew: All right. Here's another one. Where is that? Oh, actually, you know what, before we started, you gave me an image. Let me see if I could pull that up here. You want to put the digging one up?

Lou: Yeah, evidently [??] . . .

Andrew: Here . . .

Lou: . . . go over well with the audience.

Andrew: Let me zoom in on that one. I'll show the audience what it looks like, and then we can bring it in. So basically here is the photo, right? That's the one you're suggesting?

Lou: Mm-hmm.

Andrew: Let's bring Facebook back up right there, go to Mixergy on Facebook, add photo. Oh, actually, you know what, someone is doing something on my Facebook page. Let me do it on my personal one. One of the readers is experimenting. Go to photos, desktop, digging. Should I say anything here?

Lou: "Never give up."

Andrew: And post right now? Let's do it. Cool, there you go. Where'd you get that?

Lou: That one, I think, originally was shared by another Facebook page called . . .

Andrew: OK.

Lou: . . . Hundreds [sounds like] of Founders.

Andrew: OK.

Lou: And I'm sure they just found off of Google image search or Pinterest.

Andrew: Finally you fill in the blank or this or that for an easy response.

Lou: Yeah, the biggest key take away here is that, you know whenever you ask a question or try to get people to comment, just make the response as simple as possible so asking close ended questions is a terrific way to do that, meaning, you know you should ask them are they, you know who is the bigger cheater Ryan Braun or Alex Rodriguez.

Andrew: Okay.

Lou: Right? You know don't say who's the biggest cheater in baseball, that open ended question requires some thought and even the tiniest little bit of thought sometimes can be the difference between a hundred new comments.

Andrew: I see.

Lou: And filling the blanks also is a very, very good one, particularly, unless it's an emotional response or is a very polarizing issue.

Andrew: Okay.

Lou: You know something, you know if you can tolerate the politics behind it, something, anything that is polarizing is a terrific way to get (?).

Andrew: Do you have one that you've used personally that you can talk about?

Lou: You know Twig, we use Twig push a lot of gay in civil rights, and so, you know we get a little bit of negative feedback but not too much. You know, so I think we've done a couple if things like the one that you saw like the (?) they are. But nothing comes to mind.

Andrew: I mean for filling the blank,

Lou: Yeah.

Andrew: I guess for filling the blank for us we could do something like "your favorite entrepreneur is" underscore

Lou: Right.

Andrew: Right.

Lou: Right or the, you know a good one, I think would be great would be like, the new Steve Jobs is blank. Right? I think that would (?) emotional response.

Andrew: Ah okay, who is the new Steve Jobs.

Lou: Exactly.

Andrew: Got you. Sorry, I'm looking to, because, on my, on the side monitor I keep seeing people hit the like button. Get go through with it. So we got six, seven, eight, nine people so far who hit the like button.

Lou: Wow! And it's been there for 60 seconds right?

Andrew: Yeah.

Lou: Or two minutes maybe?

Andrew: And Facebook just keeps popping up those little alerts to tell me that people liked it.

Lou: Yeah.

Andrew: So that'll be on. . .

Lou: That's great.

Andrew: On my personal page, the text will be on slash Mixergy on Facebook, and I'm hoping that people as they use this will maybe link it up on, in the comments underneath this video so, if you're using any of these you can just put a link. Actually the way to get a link on Facebook for any of this stuff, if I'm right is right by clicking the time underneath.

Lou: Yeah.

Andrew: Yeah, so under, so hard to zoom in properly on this, it's right underneath my name, it says two minutes, you right click, you hit copy, link address and then you can use that to share it with me and with other people who are taking this session to show us what, what you are able to do.

Lou: Yeah.

Andrew: Cool. Alright. So, Lou, thank you so much for doing this, and if people want to connect with you I know that you're HotLou on a lot of different sites including it is Facebook?

Lou: Yeah. You know the best way to get a hold of me? Yeah, the best way to get a hold of me is probably the HotLou.com, h.o.t.l.o.u. feel free to reach out to me on Facebook, it Facebook.com/hotlou, if you want to e-mail me hotlou@hotlou, sorry hotlou@gmail.com. there it is perfect.

Andrew: There is it in the ICM.

Lou: Ah!

Andrew: here you also have links to your e-mail address your, so you are really easy to get a hold of, much easier even than me.

Lou: Yeah. Yeah, I appreciate.

Andrew: Thank you so much for doing this. It's good to have you back on.

Lou: Yeah and a couple of quick shout outs, one I'll be launching a new version of Unbenchable here because of the NFL season. I'm really excited, for anybody who plays fantasy sports, or, you know casually or seriously, I think this is going to be a really fun thing to play

Andrew: That's unbenchable.com.

Lou: Right. And if you go sign up right now you'll get an e-mail to, in about a month with the new stuff that's launched at the NFL.

Andrew: Okay.

Lou: And just a shout out to my buddies at store front.

Andrew: Yeah let me get you (?)

Lou: Perfect.

Andrew: What does that mean New York Popup Store Front? Instead of New York Knicks?

Lou: So yeah, the storefront.com is trying to take some extra commercial real estate and trying to turn it into popup shops, so people who have like, you know especially online retail they are trying to make the transition into real world stuff because 95% of all retails sales as still offline. They put together some kind of short term real estate for people to throw out popup shops so if you get into a fancy store shop popup store or whatever, I think it's a really good option for you.(?)

Andrew: So you you're going to have to sign a multiyear lease, they just give you the right amount of space that you need and you can sign a short term agreement to use it to sell your stuff.

Lou: Yeah. Check it out at the storefront.com, and I don't get anything it's just some really good buddies of mine, I think they're onto something really cool.

Andrew: Yeah they are good people over there good friends of mine too. Lou thank you for doing this, thank you all for being a part of it I am looking forward to seeing as many of your results as possible. Let's keep sharing with each other. Remember click the link with the timestamp so we can see what you are doing with it. Thank you all. Bye, guys.