

Hoje

**Eric Bileau** deseja adicioná-lo/a no Skype

Hello Bernardo. This is Eric Bileau

13:42

Hi Eric how are you?

13:43

Very good. Have not used skype much so I may make some mistakes. Did you want to go to video chat?

13:44

i just wanted to ask you what you were doing. you told me you got 4 clients so far. just wondering what is your approach to get them?

13:45

I poked around 2000 keywords and got a little over 500 videos. Made channel and vids and uploaded with VSA with a twilio number on each video. (Same number) Once I started getting calls, about 5 real, then I sent emails out.

13:47

What I did was found businesses on 3-4-5th page, got 10 emails and owners names, then sent an email. I put their name in the subject line and their website name also. I have tested a few different subjects.

13:49

How long it took to upload the videos? Did you uploaded all into just 1 account?  
So from those 10 you got 1 reply to yes right?

13:50

One is name and url, second is name and "Why is your website on the third page" and "their url, and a competitors url from the first page""Is competitor.com better than yoursite.com"  
I upload 7 videos a day. all to one account per city/niche

13:51

Did you got any agreement for recurring payment? And how much if i may ask?

13:51

In the email I put a link to screenshot video of me looking at their site on third page and had a bunch of tabs opened to kw's I am ranking for on first page. and a tab that shows I got 5 calls this week. the page is on a site I have, the url is mysite.com/Atlanta-dentist. all that is

13:54

via Skype

a bunch of tabs opened to kw's I am ranking for **Hoje** first page. and a tab that shows I got 5 calls this week. the page is on a site I have, the url is [mysite.com/Atlanta-dentist](http://mysite.com/Atlanta-dentist). all that is on the page is video, list of maybe 100 kw's and my email and phone, telling them if they are interested to email or call.

no agreements. Only one niche/city so far is in the second month, and they paid no problem or questions.

But i have proof that they got 11 calls.

How much are you charging for those 500 videos?

13:55

and in that niche they should make about 1500 a year from a customer. and they should close about 1 in 3 customers. the niche is monthly for them, they make a little over 100 per month.

13:56

I charge 400 per month.

am uploading vids for different cities, same niche. hopefully to work the same

so far when I say "what is the difference between [competitor.com](http://competitor.com) and [yourbusiness.com](http://yourbusiness.com)" that has gotten the fastest and easiest sale.

13:58

the others i had to talk a lot more to.

So you continue to upload videos for them. Or you are just renting that batch of 500? Do you charge more if you sell another batch and continue to upload?

13:59

that one the guy called and said he wanted it before I said a price no more videos. the \$400 is for what is there.

13:59

I am looking at the calls. if the calls go below 11-12 per month I will upload more videos to keep that number, hopefully.

I am planning to just do other cities for now. later, after a few months and I see that they actually keep me, then I may offer more. or a more competitive kw. i.e. orthodontics atlanta or something like that

14:02

Eric that is a great initiative. Thanks a lot for letting me know. If i need you to get on skype video would you be willing to answer this questions and i record it. We are going to launch the membership and want some feedback from users. You would get free membership for life and all the next levels.

14:03

life and all the next levels.

Hoje



just so you know, the niche is a fairly easy one. not dentists or anything even semi hard. and I am targeting cities with 100,000 or so population. no bigger  
You have helped me so much already I am happy to do it for nothing for you.  
finally got to use vsa properly

14:03

Is it in the home business. Can you disclose the niche. It is jut for my assessment. I will keep the information private as you know. I am asking this questions because i want to refine the strategy. Very valuable your insights  
Thats great

14:05

Finally how long did it took for you to do all this campaigns? More or less total hours?

14:06



the niche is  services,  services. it is actually very different from , believe it or not.

14:07

That is quite an easy niche. Basically what this means is that this works on any niche...  
Finally how long did it took for you to do all this campaigns? More or less total hours? Can you answer this one

14:08



i am planning on one state only for now, have identified 100 cities. poked only 2 cities, used the same kws for other cities and it is seeming to work. so poke/set up upload maybe 3 hrs. make videos took real long because I was trying different things. now I think I can do 500 unique videos in 4-6 hrs.  
email 2 hours. talking on phone 45 minutes. so maybe 10 hours.

14:09

Ok so total work maybe 10 hours  
Yes

14:10



it actually took me longer because like I said when making the videos I tried a whole bunch of things but now much faster

14:11

How did you got to the price for the monthly?  
Yes making videos always take more

14:11

How did you get to the price for the month?  
Hoje

Yes making videos always take more

If you don't mind i will pack this conversation into a pdf hiding sensitive information of course and provide to members so it will help them as well...

customer is worth about \$125 a month, maybe a little less. so if they get 3-4 a month by the end of the year they make a ton. I figured it out when i started but dont remember the number. But it is something like 12,000. and they only pay me \$4800 a year.

Thanks a lot for your extensive feedback 👍

If you would like that feel free.

I just have to keep focused. I started on the same thing in a different niche that I really know a lot about, but am doing a website as well.

I have to keep reminding myself this is easy money and just do that.

hard to believe such a simple niche is working so well.

Thanks a lot for the alpha group. You really get me thinking.

And you doing so much inspires me.

Yes. Most people make a bit of money and they stop. Instead of really scaling what is working. In fact once you setup the campaigns its automatic. So easy to scale after you do the first time

Keep going and keep me posted

Thanks. Will do.

Are you in Portugal? 5 hours ahead of Florida, US?

I rented videos 6-8 years ago. Your group finally got me doing it again.

Best regards. Hope to have more positive things to tell you in the future.

Yes i am 5 hours later than you. Must be morning there. Thanks a lot Eric. Lunch hour coming. Talk soon 😊

bye