

THE TRAFFIC HUB

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John Cornetta**

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The Psychological Trigger That Makes Buyers Reflexively Click “Add to Cart”

Ever wonder why some offers practically force your hand to hit “Buy Now,” while others leave you cold - even if the price is right? There’s a powerful psychological trigger at work, and smart marketers use it to turn interest into instant action.

It’s called instant gratification, the deeply rooted human desire for immediate reward. When buyers believe they’ll get a fast win, quick relief, or instant result, they’re far more likely to take action now. And it’s not just a nice-to-have. It’s hardwired into the brain.

Whether you’re selling a digital course, coaching program, product, or software, the promise of immediacy creates a reflex-like reaction. Phrases like:

- “Instant access after purchase”
- “See results today”
- “Ready to use in minutes”

These don’t just inform - they trigger a reward-seeking system in the brain that bypasses logic and goes straight to action.

Want to make this even more powerful? **Pair it with loss aversion.** When people believe they might miss out - due to limited availability, a deadline, or a disappearing bonus - it adds urgency to that gratification pull. Suddenly, not buying feels like a loss.

The result? A double-hit of emotional motivation: I want this now meets I might lose this if I wait.

That’s how you create an offer that doesn’t just sell - it converts immediately.

The takeaway: You don’t need to scream louder. Just position your offer to feel like an instant win and a limited opportunity. When you do, buyers won’t just consider it - they’ll reflexively add it to their cart.



RESOURCES AND NEWS

Google Lens Comes to Shorts - Now You Can Pause and Search Instantly

YouTube Shorts just got smarter. With the new integration of Google Lens, users can now pause any Short and tap to search objects, text, or places shown on screen - turning passive scrolling into interactive discovery. Whether it's a product, location, or quote, viewers can instantly learn more without leaving the app.

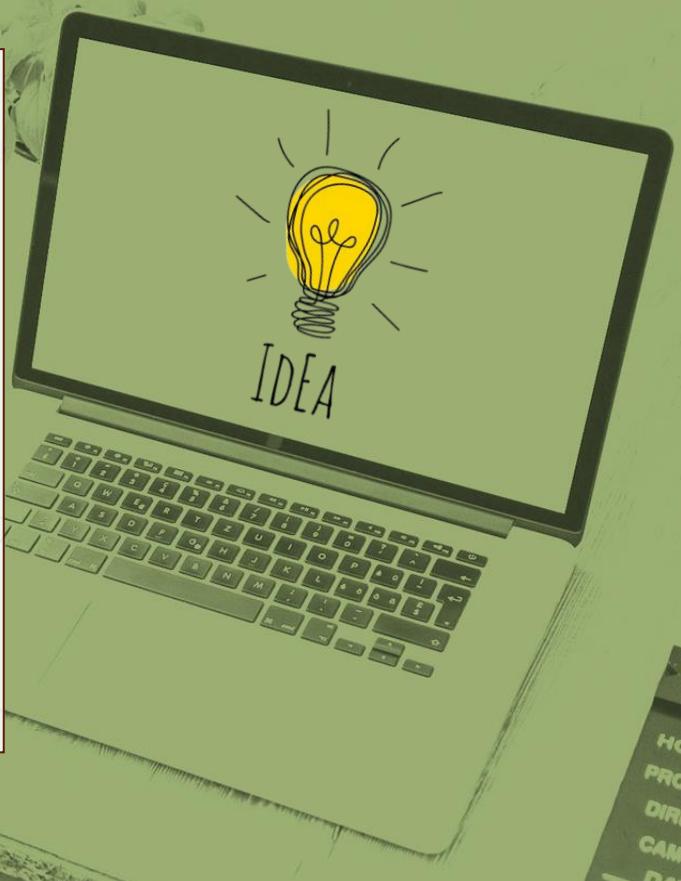
This update signals YouTube's deeper push into AI-powered features that make content not just entertaining, but useful. For marketers, it's another reason to optimize visuals and on-screen elements because now, every frame is searchable.

<https://influencermarketinghub.com/google-lens-comes-to-youtube-shorts/>

Did You See This? Meta Is Finally Putting Ads in WhatsApp

Meta is rolling out ads inside WhatsApp's "Updates" tab - marking a major pivot for the platform that's long shunned ads. With over 3 billion global users, WhatsApp can become a strategic monetization channel. Meta confirmed these changes will respect privacy (no ads in encrypted chats), but activists warn of potential regulatory risks, especially in Europe.

<https://blog.whatsapp.com/helping-you-find-more-channels-and-businesses-on-whatsapp>

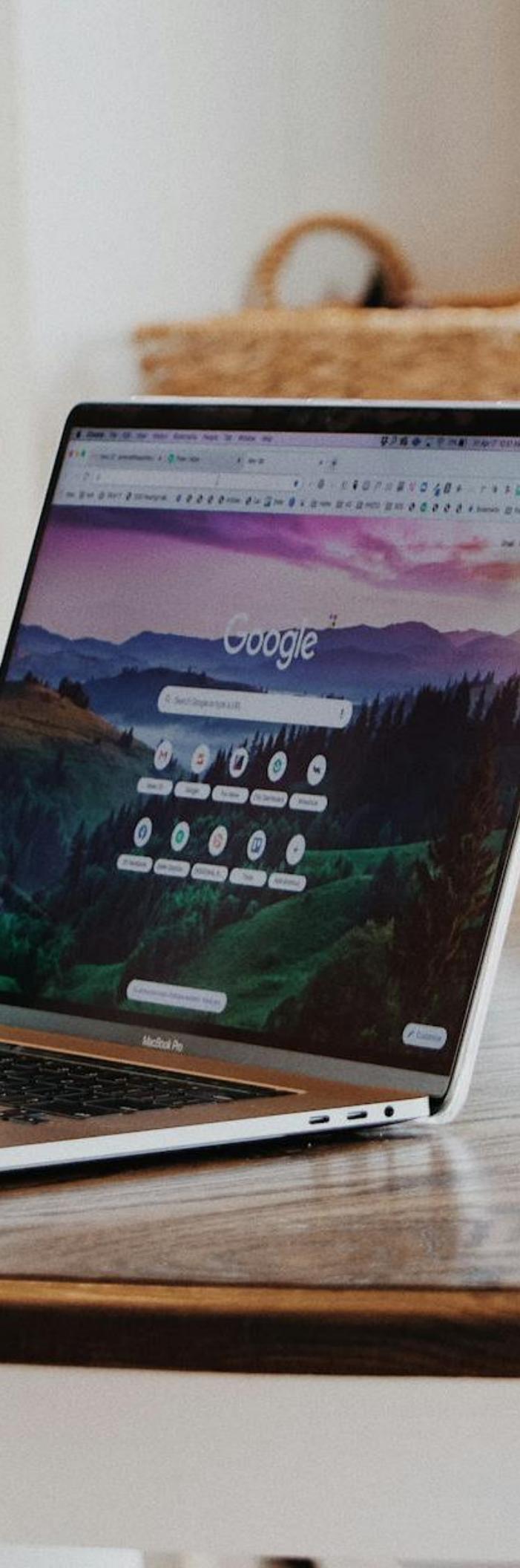


Is Google About to Destroy the Web?

Google's new AI tool promises to revolutionize search—but not everyone's cheering. While the company claims it will rejuvenate the internet, critics warn it could trigger an online apocalypse. For decades, websites and search engines had an unspoken agreement: Sites offered free access to content, and in return, Google sent them traffic. With an estimated 68% of internet activity beginning on search engines - and 90% of those on Google - that traffic has been the lifeblood of the web.

Now, that balance is shifting. Google's AI will soon start answering questions directly on the search page, potentially reducing the need for users to click through to other sites. Some see this as the end of the open web, where fewer visits could mean less revenue, fewer jobs, and less incentive to publish quality content. Others believe it could lead to a better, more efficient online ecosystem. Either way, one thing is certain: The way we search, find, and experience information online is about to change—possibly forever.

<https://www.bbc.com/future/article/20250611-ai-mode-is-google-about-to-change-the-internet-forever>



Meet NotebookLM: Google's AI Assistant That Thinks Like a Marketer

If ChatGPT is your brainstorming buddy, NotebookLM is your tireless research strategist. Powered by Google's Gemini 2.0 model, this AI tool reads your stuff - PDFs, YouTube videos, Google Docs, audio files - and becomes an expert in it.

You upload, it analyzes. Need a summary? NotebookLM's got you. Want connections between sources? Done. Prefer to listen instead of read? The new Audio Overview feature turns documents into spoken deep dives you can take on a walk.

What makes it different? It doesn't just answer your questions - it backs them up with citations, so you can trust where the insights came from. Even better? It never uses your personal data for training. Your ideas stay yours.

For online marketers, this is the kind of tool that quietly levels up your workflow. Use it to:

- Summarize customer research and surface pain points for killer copy
- Break down competitor content to see what they're doing differently
- Turn long-form assets into tweet threads, LinkedIn posts, or IG captions
- Draft lead magnets like eBooks or checklists from your notes
- Polish up presentations with structure, talking points, and data
- Convert video transcripts into scripts for Shorts or Reels
- Spot SEO gaps and content opportunities in your blog archive
- Brainstorm new product ideas from customer feedback
- Simplify complex topics for content that's beginner-friendly

Bottom line: **NotebookLM isn't just smart** - it's strategic. It helps marketers work faster, think clearer, and create better. All without touching your data.

Ready to turn research into results? NotebookLM is your unfair advantage.

<https://notebooklm.google/>

Community-Led Growth Is Exploding - Here's How Smart Marketers Are Cashing In



Forget chasing algorithms. The hottest marketing channel in 2025 isn't public - it's private. Community-led growth is taking over as brands and creators discover that tight-knit, invite-only communities are outperforming traditional funnels when it comes to content reach, loyalty, and referrals.

So what are these secret weapons?

Thriving hubs like **Skool**, **Slack groups**, **Circle**, **Geneva**, and **Mighty Networks** are where the magic's happening. On Skool, marketers like Alex Hormozi and Justin Welsh are turning members into superfans and customers into advocates. Geneva has become the go-to for Gen Z-led micro-communities. Circle powers 6- and 7-figure coaching empires. These aren't ghost towns - they're buzzing with daily discussion, feedback, and peer-to-peer sharing.

Why does this work so well?

Because people trust people, not ads. In a private community, content gets consumed faster, feedback flows freely, and referrals feel like conversations - not sales pitches. You're no longer shouting into the void. You're building a tribe.

And the numbers back it up: According to the **2024 Community Industry Report**, 64% of brands say their community efforts boosted retention, and nearly half saw a direct increase in revenue.

How to ride the wave:

- Don't go broad - go deep: Build a space around a shared mission or problem. The narrower the niche, the stronger the connection.
- Give members the good stuff: Think live trainings, early drops, or behind-the-scenes access—stuff they can't get anywhere else.
- Spark real conversation: Ask questions. Celebrate wins. Turn your members into collaborators, not just consumers.

This isn't a side project. It's the future of marketing. If you're not building a private community in 2025, you're leaving money - and momentum - on the table.

'Kidulting' Becomes a Multi-Billion Dollar Marketing Niche



It turns out grownups just want to have fun—and businesses are cashing in. The rise of “kidulting,” where fully grown adults rediscover the joys of toys, games, and playground-style fun, is reshaping industries from hospitality to retail and beyond.

Since its splashy debut in early 2024 at the Luxor Hotel in Las Vegas, **Play Playground** - a massive indoor experience center featuring nostalgic games, ball pits, slides, and competitive play zones—has drawn over **270,000 visitors**, not to mention a surprising number of marriage proposals. But this isn’t just a quirky trend. It’s a powerful shift in consumer behavior. In 2024, for the first time ever, adults aged 13+ outspent parents buying toys for toddlers.

A global survey confirmed what kidults already know: 87% of people believe play fights loneliness, and 79% say it helps bridge social divides. As Gen Z and Millennials continue to seek in-person, non-digital joy, everything from toy companies to escape rooms to adult summer camps are pivoting to serve this fun-hungry crowd.

For marketers, the message is loud and clear: Fun is not just for kids - it’s a viable, scalable business niche. Whether you’re selling collectibles, retro games, oversized inflatables, or themed experiences, the real opportunity lies in blending nostalgia with community.

This isn’t just a trend - it’s a cultural correction. Grownups are tired of hustle culture, digital overload, and doomscrolling. Give them a ball pit, a foam sword, or a neon-colored board game—and they’ll give you their money, their attention, and probably their friends, too.

Marketing takeaway? If your funnel isn’t fun, it’s not built for the future.

For more info: <https://www.uschamber.com/co/good-company/launch-pad/kidults-drive-brand-growth>

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Most marketing strategies shout to be heard—flashy design, loud headlines, big claims. But the real power moves? They're the quiet ones. The subtle nudges.

9 Sneaky Marketing Tactics Hiding in Plain Sight - Did You Catch Them?

The psychological whispers that make people click, convert, and come back for more... without even realizing why.

Welcome to the world of sneaky-smart marketing - tactics so clever and low-key, they're the psychological judo of marketing - small moves with massive impact.

Let's break down nine of the best (and how you can use them).

1. Netflix's Choice Architecture: The Gentle Push That Feels Like Your Idea

When you open Netflix, there's always a show that auto-plays or sits just a little bigger on the screen. It's not random - it's choice architecture, a method of subtly steering users toward a preferred action.

Netflix removes friction and reduces choice paralysis, nudging users to engage with what they want you to watch while still letting it feel like your decision.

Try this: On your website or sales page, highlight a featured option. Use layout, microcopy ("most popular"), or visuals to gently guide the user toward your best-converting offer. No pressure - just persuasion.

2. Duolingo's Owl: Emotional Triggers in Push Notification Form

Duolingo doesn't send robotic reminders. Instead, their mascot, Duo the Owl, tugs at your feelings:

"I'm sad you didn't practice today."

This isn't just cute - it's smart. It uses light guilt + humor to trigger emotional engagement. You're not ignoring an app - you're letting down a cartoon bird that wants you to succeed.

Try this: Infuse your emails, texts, and notifications with personality. Speak like a friend, not a bot. Use casual guilt, inside jokes, or encouragement to make your brand feel human.

3. Amazon's "Only 3 Left" Reminder: Scarcity in Disguise

Amazon rarely says "Hurry, buy now!" Instead, it casually notes:

"Only 3 left in stock (more on the way)."





That's textbook scarcity - but it doesn't feel like marketing. It feels like a helpful inventory update. And it works, because your brain processes it as risk - even if you had no urgency before.

Try this: Add subtle scarcity or urgency signals. "Limited edition," "Popular item," or "Back in stock soon" can boost conversions without sounding desperate.

4. Canva's Upsell: Selling the Pain-Free Option

Canva's most-purchased upgrade isn't a new feature - it's "Magic Resize."

Why? Because resizing social graphics manually is a hassle.

This upsell doesn't promise more power - it promises less friction.

Try this: Instead of pitching more, pitch easier. People will pay for saved time, effort, or frustration. Frame your premium features as convenience superpowers.

5. The "Ugly" Landing Page That Converts Like Crazy

Some high-performing affiliate and info product pages look shockingly outdated - basic fonts, minimal graphics, even typos. Why? Because in certain niches (especially DIY, prepper, health, or money), high-design signals "marketing" and kills trust.

An ugly page feels "real." Honest. Like someone just like you wrote it.

Try this: Match your design style to your audience's trust signals. Sometimes raw and scrappy beats polished and professional - especially if authenticity is your edge.

6. Spotify Wrapped: Turning User Data into a Viral Flex

Every December, Spotify Wrapped shows users their top songs, minutes listened, and "listening personality." It's not just fun - it's genius.

Spotify turns your personal data into a shareable identity marker. It's user-generated content wrapped in self-expression.

Try this: Give your users something to share about themselves. Whether it's quiz results, milestone badges, or personalized dashboards, data becomes stickier when it feels personal and postable.

7. LinkedIn's "Someone Viewed Your Profile" Notification

This might be the most diabolical nudge in all of B2B.

"Someone just viewed your profile."

Who? A recruiter? A client? Your ex?

LinkedIn knows exactly what it's doing. It stirs curiosity, ego, and FOMO - all in one tap. The result? You log in.

Try this: Use open loops and unresolved curiosity to re-engage users. Think: "Something's waiting for you," or "Here's what you missed." Humans crave closure.



8. Notion's Onboarding: Minimal Steps, Maximum Control

When you sign up for Notion, the onboarding flow doesn't overwhelm you. It lets you choose your path - personal use, team use, student? Then it slowly introduces features only when needed.

This progressive disclosure keeps users from bouncing. You're not thrown into the deep end - you're invited to play, then shown the map.

Try this: Break down your onboarding, welcome sequence, or funnel into micro-steps. Don't overwhelm. Let people explore before asking for commitment.

9. The "You" Hook: Making Your Audience the Star

High-converting video creators know: The first 3 seconds must hook with one word - "You."

"You're doing everything right—and still not getting results?"

"If you're over 40, this tip will change how you sleep."

It's not about them - it's about you.

This is called second-person targeting and it's incredibly sticky. It immediately personalizes content and stops the scroll.

Try this: Start ads, headlines, and video scripts with "you," "your," or direct empathy. Let your audience feel seen immediately.

The Bottom Line: Subtle Wins the Game

Sneaky-smart marketing isn't about deception. It's about understanding how people think and why they act. The best tactics feel organic, almost invisible - until you look closer and realize, "Wow... that worked on me."

So while others are chasing the next viral trick, you can lean into these quiet power plays:

- Reduce decision friction
- Speak human
- Personalize everything
- Trigger curiosity
- Build habits with emotion
- Let design serve trust—not just style

You don't need louder marketing. You need smarter nudges.

And now that you know what to look for, you'll start spotting sneaky-smart strategies everywhere.



What Email Marketers Need to Know About the “Unsubscribe” Scam Surge

A growing email security threat has major implications for legitimate email marketers: Fake "unsubscribe" buttons are being weaponized by scammers to phish for credentials or confirm active email addresses for future targeting.

According to DNSFilter, roughly 1 in every 644 unsubscribe links in emails leads to potentially malicious websites. That may seem like a small number, but in the era of inbox overload, it only takes one bad click to erode trust across the board.

So what does this mean for you as an email marketer? First, it reinforces the urgent need for transparency and trust. If your unsubscribe process feels shady, clunky, or unclear, users may associate your brand with the very scams they're being warned about. Worse, some users are skipping the unsubscribe button altogether and going straight for the "Mark as Spam" option, which can quickly damage your sender reputation and deliverability.

To stay ahead, marketers should:

- **Use list-unsubscribe headers** so users can safely opt out from within their inbox client (especially Gmail and Apple Mail).
- **Avoid redirect chains or odd-looking URLs** in your unsubscribe links - make them clean, clearly branded, and instantly effective.
- **Never ask for passwords** during an unsubscribe process. This is a red flag to users and a near-certain trip to the spam folder.
- **Add a preference center** to give users options (e.g., fewer emails instead of a full unsubscribe).

When trust is fragile and inboxes are war zones, your unsubscribe link isn't just a compliance checkbox—it's a trust-building moment. Treat it like one.



Affiliate vs Product Showdown: What's Your Best First Money Maker?

How to Choose the Right Path (and Why You Might Want Both)

If you're new to online business, one of the first big decisions you'll face is this:

Should you start with affiliate marketing or create your own product?

Or maybe... do both?

Let's break down the pros, cons, and smart strategies so you can launch with confidence, without wasting time or spinning your wheels.

Start with Affiliate Marketing If...

- You're just getting started and don't have an audience yet.
- You want to test a niche or learn the basics of digital marketing - traffic, email, sales - before building a product.
- You don't yet know what your audience truly wants or needs.
- You want to make money without creating something from scratch.

Affiliate marketing is low-risk, fast to launch, and perfect for learning how to sell online. You're promoting someone else's proven product, earning commissions while you build trust and grow your list. For beginners, it's a hands-on education in persuasion, content creation, and conversions—without the pressure of fulfillment, refunds, or product development.

Start with Your Own Product If...

- You already have a skill, framework, or unique approach to solving a problem.
- You've built even a small community - 100 engaged subscribers is enough.
- You want full control over the pricing, messaging, and customer journey.
- You're in it for the long haul and want to build a real brand asset.

Creating your own product gives you the highest profit margins and positions you as the go-to expert. It also opens the door to future offers - like coaching, bundles, or a product suite - and makes it easier to build customer loyalty.



Or... Do Both (The Smart Hybrid Strategy)

Many savvy marketers start with affiliate marketing to build an audience and test their messaging, then create their own product based on what people ask for or struggle with.

Here's a smart roadmap:

1. Promote a few high-value affiliate tools or offers.
2. Grow your email list by offering content or bonuses.
3. Listen to your audience. What are they stuck on?
4. Create a simple product that solves one specific problem.
5. Bundle your product with affiliate tools for a high-value offer.

You learn while you earn—and by the time you launch your own product, you'll already know what your audience wants to buy.

90 Day Plans for Affiliate Marketing and Creating Your Own Product

Now that you've got the big picture, let's break it down into action.

Whether you're leaning toward affiliate marketing, creating your own product, or both, the next 90 days can be a game-changer—if you focus. Below are two realistic, step-by-step 90-day roadmaps. Pick one based on where you are now (or run them in parallel if you're ready).

90-Day Affiliate Marketing Plan

Start earning while you build trust, traffic, and a list.

Days 1–30: Foundation + Content Creation

- **Choose a Niche** – Focus on one specific audience and outcome (e.g., productivity for solopreneurs, gut health for women over 40).
- **Research Affiliate Programs** – Pick 2–3 aligned products or tools that solve real problems. Prioritize ones that offer recurring commissions or high payouts.
- **Create a Free Lead Magnet** – A checklist, guide, or 5-day email course related to the affiliate product's topic.
- **Set Up Your Email Funnel** – Use ConvertKit, Systeme, or another beginner-friendly tool. Sequence: Opt-in → welcome → value emails → soft pitch.
- **Launch a Simple Website or Landing Page** – Use Carrd, Leadpages, or WordPress. Include your opt-in and affiliate links.

Days 31–60: Build Audience + Drive Traffic

- **Create Consistent Content** – Post 2–3x per week: blog posts, YouTube videos, Reels, or TikToks—whatever suits your niche.
- **Join Niche Communities** – Be helpful in forums, Facebook groups, Reddit, etc. Don't spam—offer value and link to your freebie.
- **Email Your List Weekly** – Share tips, stories, and behind-the-scenes insights that naturally segue into affiliate promotions.



Days 61–90: Scale + Optimize

- **Test Affiliate Offers** – Use UTM links or PrettyLinks to track what gets clicks and converts.
- **Run a Mini Campaign** – Choose one affiliate product, then build a 5-day “challenge” or limited-time offer with bonuses.
- **Refine Your Funnel** – Based on open rates, clicks, and conversions, tweak your headlines, CTAs, and sequence.

By Day 90:

You’ll have a working system: Traffic, leads, and commissions coming in. Now you can double down—or start building your own product on top.

90-Day Product Creation Plan

Turn your expertise into a sellable offer, even if you’re starting from scratch.

Days 1–30: Validate + Outline

- **Pick a Pain Point to Solve** – Think “urgent, specific, and painful.” Examples: “How to write your first sales page,” “Meal prep for busy vegans.”
- **Validate the Idea** – Post in groups, survey your audience, or run a poll. Ask what they’re stuck on.
- **Choose a Format** – PDF guide, video course, workshop, templates, or toolkit.
- **Map Your Offer** – Break the transformation into 3–5 steps or modules. Outline content in bullet points, not scripts (yet).
- **Create a Waitlist Page** – Build interest while you build the product.

Days 31–60: Create + Build Funnel

- **Build the Product** – Record lessons or write content using Loom, Canva, Google Docs, etc. Keep it simple.
- **Create a Sales Page** – Focus on benefits, outcomes, and testimonials (or pre-sale feedback).
- **Set Up Checkout + Delivery** – Use Gumroad, Thrivecart, Podia, or Stripe with Google Drive for simple delivery.
- **Launch to Your List** – If you have subscribers, offer an early-bird bonus or discount. No list? Start with beta pricing and social shares.

Days 61–90: Promote + Improve

- **Gather Testimonials** – Ask your first customers for feedback and reviews.
- **Create Promo Content** – Turn your modules into tips for Reels, blog posts, and emails.
- **Run a Launch Campaign** – Build urgency with a 3–5 day sequence: story → value → results → CTA → final call.
- **Upsell or Bundle** – Add a coaching call, template, or affiliate tool to increase your offer’s value.

By Day 90:

You’ve built a digital product, created your first sales funnel, and (if you’ve promoted it) made your first sales. Now it’s time to scale or add new offers.

John Cornetta

Interview



Editor:

Today's guest is someone who's been at the heart of internet marketing for years. Based in Florida, John Cornetta is a seasoned entrepreneur, known for his deep knowledge of e-commerce, digital marketing, and helping others to scale online. Over the years, he's become a trusted figure in this space, but just recently he took a step back following a health scare, which I'm sure we'll touch on during the conversation, but we're so grateful he's here with us today to share his journey, his lessons, and his thoughts on what really matters in business and in life. John, it's a pleasure to meet you.

John Cornetta:

My pleasure. Thank you. And we've finally got together.

Editor:

Yeah, absolutely. Well, you have been in the digital space, as I mentioned, for years, decades. How did it all begin for you?

John Cornetta:

I was in another industry completely, and I saw the writing on the wall. It was offline. I had 12 retail stores and a nightclub and some other things, a publishing company, and I had 300 employees and I sold it all. I was thinking, do I wind it down or not? And then I was asked to help promote a network marketing company. That was one of the first that was going to try to do it all online, no belly to belly. And I did, and I was working on it a little bit, and I had a friend of mine named Scott Stamper, who I recruited to help me. And he was just doing incredible. And I kept asking him, "What are you doing?" And he said, "Well, I'm not using any of the stuff that they've provided. I'm building my own squeeze pages." And I said, "What's a squeeze page?"

And that started everything. That was 2009, I think. Now, I had already done obviously marketing, and I'd been in business since I was 19 years old. I've been on my own. I've started over 40 successful companies, and I learned about it and I figured I'm going to be out of this other company now. I've sold it. I've got money. I was living in a huge 12,000 square foot mansion in Atlanta, and I had just recently had gotten divorced, and I set 18 hours at the desk trying to figure out what this was. I remember Scott had said to me, then he says, "Oh, look at this other guy. Here's a guy that you want to look at. He's incredible. His name is Mike Filsaime," he goes.



It was something like, he said, "Oh, don't set your sights that high. You'll never even meet that guy." And I was like, "Watch me."

And so that's how I got started. I got started in Atlanta, 2009, and I came down to South Florida in late 2010 and continued. And what I got started in was I found a knack for list building, and I realised very quickly that the money was in the list. That's what everyone was saying, especially in 2010. If you remember, it was just the list. There wasn't really social media. I mean, in fact, I think Facebook might've been there, but Myspace was there and it wasn't the big focus. And I took it to heart and I didn't know what I was doing, but I knew I was going to get it done. And the claim to fame was I all of a sudden I built a huge list. And there was a site back then called Safe-Swaps, and it was in the day, people don't do it much anymore, they should, but where there were email swaps.

So instead of buying a solo ad or selling a solo ad or whatever, you would say, "Listen, I'll send out your email to my list, and then you send out my email to your list and I'll keep the money from mine, and you keep the money from yours and the subscribers." So that was a swap. And very quickly, I rose to the number one person on their board that could deliver the most clicks. And I had built a list of I think it was 400 or 450,000 subscribers in my first 14 months. And I could deliver at the time between five and 7,000 clicks in a day. And I had all these very interesting ways to build a list, just really from iteration marketing to doing long swaps to actually, while I'm not the inventor of solo ads, people kind of think I'm the grandfather of it.

I really perfected how that should have worked and how to use the extra clicks that were being wasted back then and getting money for them. So what happened is I caught the attention of a guy named David Eisner, and David said, "Hey, listen, I'd like to know, John, can I interview you about how you built that list?" And I said, "Sure." And he said, "I don't really believe you." And I said, "Well, David, I tell you what, I have complete trust. Here's my logins to my GetResponse, my AWeber, my InicaMail." And he goes, "You're going to give me your logins?" I said, "Absolutely." And we weren't even on Zoom. I said, "Just go check it out." And he went and he came back and he goes, "I can't believe it. You're not lying." I said, "I'm not." And so we did this interview and he says at the very end of it, he goes, "This is so good."

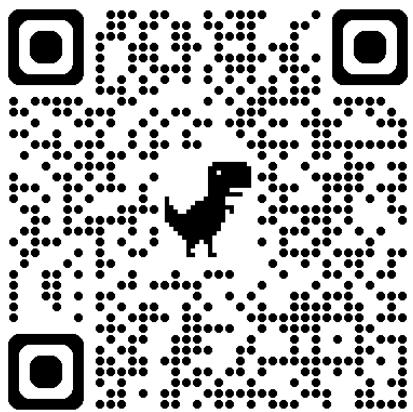


It was like five hours. And he says, "Can I make this into a warrior product?" And I said, "David, I don't even know what a warrior product is, but go ahead and do it." And he made it into a product on the Warrior Forum, and it was the number one commented and talked about thread that year. And one of the comments I'll never forget, a person said, "I just listened to the interview with John Cornetta and holy shit me doodle, this stuff is amazing." So that started and then everyone knew who I was. And one night, late night, I'm up, I'm working on Skype, and I see a little PayPal notification, you got paid or whatever it was back then, and it was around \$750 from Mike Filsaime. And I went, "What? Somebody's pulling my leg." This is going on. I had bought all his products and all this sort of stuff.

And as it turns out, Mike had found me on that site, Safe-Swap, saw that I was the number one provider and bought 3,000 clicks from me, and they might've been 30 cents or 40 cents or something back then it was low. And so maybe it was 900. And I just was like, "Mike Filsaime just bought something." And then an email came in from Mike and then a Skype name. And the next day we were on Skype and we were chit-chatting and a friendship took off and I delivered the clicks. And he was really like, "Wow, that was amazing." I'm now selling traffic to Mike. And Mike is speaking at Frank Kern's nephew, or a cousin, was a Trey, at his event in San Diego, a partner of mine at the time to Frank Salinas is in the audience, and my cell phone rings and he says, "Dude, dude."

I go, "What?" He goes, Mike Filsaime is talking about you from stage. And I said, "What?" And he goes, "He's telling everyone right now that he buys his traffic from you and how he kills it with the traffic." And I think at the time, and he said he thinks he's paying around 50 cents a click. Maybe it was 55 cents. And I was at the time, probably 45 cents or 30 cents or something. So he's telling me this. And I go, "I got to go." And I immediately went and I changed all my PayPal buttons to the new price that Mike had mentioned on stage and orders started coming in. And I met Tom Beale after that because Tom had spoken in a martini at that same event. And then I was selling to Rich Schefren, to Matt Bacak, to Russell Brunson. They all started coming to me because Mike had opened up the door and I was doing swaps with and or providing traffic for those guys.

And the advantage that I had, I think that the lesson here is I had 20 plus years in business at the time. And so I knew what a business owner wanted. And if you take anyone in this industry or any other industry that's at the top of their game, they are businessmen or businesswomen at the base of it. And there's things that they want. They want reliability...



*Scan The QR Code
To Listen To The Full
Interview Now*



*"Your existing customers are telling you exactly how to market to new ones. You just need to listen! Create remarkable experiences, understand what truly resonates, and watch them pay premium prices while becoming your blueprint for attracting more just like them," says Andrew Davis, author of ***The Loyalty Loop***.*

If you're guessing what to say in your marketing, stop. Your customers already said it—in their words. Reviews, testimonials, and even casual conversations are overflowing with the language, emotion, and decision-making insights that can shape your messaging, copy, and offers.

Here's how to use customer feedback to market smarter:

1. Scan Reviews and Testimonials for Patterns

Look at what people consistently praise. Do they mention speed, ease, or customer support? These are the benefits that resonate. According to a recent study by MetricsCart, 92% of online shoppers rely on customer reviews and trust them more than brand messaging. That means your reviews don't just build trust - they tell you what messaging is working.

2. Use Real Phrases to Shape Messaging

Take direct quotes from satisfied customers and build them into your headlines, product pages, and email subject lines. If a customer calls your software "the easiest I've ever used," that's not just a compliment - it's copywriting gold. Using their words keeps your messaging authentic and emotionally aligned with your audience.

3. Host Real Conversations with Your Best Buyers

Follow the advice of Josh Baez, senior manager of demand generation at Netline:

"Host real conversations, not overproduced case studies or hype videos, with your best buyers about:

- *What made them choose you*
- *What almost made them walk away*
- *What they wish you did differently*"

These candid insights reveal what truly matters to your ideal customers. What pushed them over the line? What nearly cost you the sale? What lingering frustrations do they still have? These details can help you fine-tune your product, optimize your funnel, and build trust by addressing objections before they arise.

Record these interviews with permission, and you may even turn them into raw, relatable content that future customers will trust more than scripted promos.

4. Highlight Testimonials Strategically

Don't bury your testimonials at the bottom of your site. Instead, place them where they support a decision—on sales pages, near pricing, in email campaigns, or inside ads. According to Bazaarvoice data, embedding user-generated feedback in abandoned-cart emails increases click-through rates significantly.

Your Customers Are Whispering the Marketing Blueprint—Are You Listening?



If possible, use testimonials that directly address concerns: “I thought this might be too technical for me, but I was wrong.” That kind of quote dismantles objections in real time.

5. Turn Support Conversations into Content

Your customer service inbox is a goldmine of pain points, questions, and misconceptions. Each one is a clue: What are people confused about? Where are they hesitating? Gather these insights and turn them into blog posts, video tutorials, or an improved FAQ.

Not only does this create marketing content, but it also improves customer experience and reduces future support requests.

6. Showcase Authentic User-Generated Content

Encourage your happy customers to share photos or videos using your product. This content builds credibility and connection. Research shows that user-generated content can increase conversion rates by up to 90%. People want to see others like them using your product because it makes your offer feel real and accessible.

Why It Works

When you use your customers' own words to shape your marketing, you don't have to “sell” in the traditional sense. You simply reflect the truth your best buyers already believe. It builds trust, reduces friction, and attracts more customers just like them.

Andrew Davis and Josh Baez are both right: If you want better marketing, listen more than you talk. Your buyers have already told you what works.

Bottom Line:

Skip the guesswork. Tune in to your reviews, testimonials, and real conversations—and let your customers write your most persuasive marketing for you.



The Secret to Long-Term Growth? Build a Place Where Your Customers Belong

Think of your brand's customers and prospects not just as transactions—but as a fan club waiting to be built. A “gathering place” isn’t just a forum or a Facebook group - it’s a space where shared values, camaraderie, and collective purpose come alive. And once it’s thriving, it becomes one of your strongest marketing tools.

1. Community Drives Loyalty and Lifetime Value

Zendesk’s Nicole Saunders puts it succinctly:

“Communities can increase brand loyalty, which can lead to increased customer happiness, retention, and lifetime value. A community is a great way to build that relationship and provide that support.”

Data backs this up. A study of over 500 community builders found that 61% saw improved customer retention from having active communities. Similarly, a Forrester survey revealed that 76% of companies with online customer communities improved customer satisfaction scores.

That’s not just warm fuzzies - it’s proven business impact.

2. A Gathering Place Breeds Insight and Innovation

When you give people a space to converse, you get unfiltered feedback on your brand—and your competitors. Crowdfire highlights that community spaces offer, "...first-hand access to your customer's and users' thoughts about your brand and/or your competitors". That intelligence fuels smarter marketing, sharper product development, and faster pivots when priorities shift.

Plus, Harvard Business Review notes successful brand communities empower peer advocacy and problem-solving—shifting them toward product development and innovation.

3. Community Converts Customers into Advocates

Marketing expert Jay Baer once said:

“True advocacy starts when you stop selling and start helping.”

That’s exactly what a thriving community enables. Beyond marketing tactics, brand communities offer social proof in real time. Members post experiences, troubleshoot issues, and provide authentic feedback, and that peer-to-peer validation is far more persuasive than any ad, and it all happens at scale.

Consider brand communities like Apple’s enthusiasts or Harley-Davidson riders: They form identities around their passions, share tips and stories, and welcome new recruits. These aren’t casual users - they’re advocates who live your brand.



4. Communities Cut Support Costs and Build Knowledge Bases

A vibrant gathering place can reduce tickets—and costs. Gartner reports that active customer communities lead to a 35% drop in support tickets, while TSIA found communities lower support expenses by around 25%.

Members answer each other's questions, share hacks, and validate best practices. What's more, these public interactions form immortal FAQs that help both new and experienced users—reducing repeated queries.

5. Catering for “Third Places” Online and Offline

Sociologist Ray Oldenburg coined “third places” - social spaces outside home and work - for fostering community, spontaneity, and belonging. Reddit, Discord, and niche forums have become digital third places, where camaraderie and conversation thrive.

Offline, brands are using pop-up shops, workshops, and events in “third places” - like coffee shops, bars, or galleries - to build that sense of connection. Vogue Business reports that brands hosting pop-ups in neutral, intimate locations saw significant profit increases and community growth.

How to Build Your Gathering Place

Step 1: Define Your Community’s “Why”

What bonds your customers? Common challenges? Industry pain points? Shared passions? Define that purpose first, not the platform. That clarity shapes tone, channels, and member expectations.

Step 2: Choose the Right Platform(s)

- Online: Forums (like Discourse or Slack), social group hubs (Facebook, LinkedIn), or niche platforms (Discord, Reddit).
- Offline: Pop up events, meetups, workshops—especially in “third places” aligning with your brand ethos.

Examples:

- A cycling gear brand organizes group rides and forums for route-sharing.
- A B2B SaaS company hosts bi-weekly webinars and Slack channels, moderated by team members and power users.

Step 3: Seed Engagement and Role Model Behavior

Start with your own team and top customers. Share inside info, ask questions, prompt discussions about real-world use. Respond quickly and thoughtfully.

The Community Roundtable shows engaged community members are 37% more likely to remain loyal. So seed early, invest in initial moments, and set the tone.

Step 4: Provide Value Before Asking for It

Don't treat the space as a pure sales funnel. Offer guides, expert input, AMA sessions, exclusive beta testing opportunities. Over time, members will stay because this place is valuable, not just self-serving marketing.



Step 5: Measure What Matters

Track:

- Engagement (posts, replies, likes)
- Retention (how often members return)
- Support volume reductions
- Business impact (NPS, renewal rates, referrals)

Gainsight recommends immediately tracking community effectiveness via NPS/CSAT improvements. Combine community metrics with revenue KPIs to show ROI in real terms.

Step 6: Scale Up with Events, Ambassadors, and Advocacy

Once your base is active:

- Host local or virtual meetups.
- Launch ambassador programs: champion users who host conversations, welcome new members, and create content.
- Spotlight user stories and UGC.

This activates advocacy and deepens belonging.

A Final Reminder

“Brands should think of themselves not as storytellers but story builders. We plant seeds of content and let our community build on it,” says Jonah Sachs.

You’re not scripting monologues - you’re enabling shared narratives. The stories and values your community builds around your brand become trusted ambassadors.

Take the First Step

1. Define your purpose: what are customers bonding around?
2. Choose a platform: digital, physical, or both.
3. Invite trusted users and your team.
4. Model conversation and responsiveness.
5. Offer value consistently.
6. Measure results and refine.
7. Expand with ambassadors, events, and advocacy.

When your customers have a place to gather, your brand gains a pulse and a picture. You’re no longer a vendor - you’re a movement. And that’s where real strength, value, and business growth emerge.

Building a gathering place isn’t optional anymore - it’s essential. Start small, stay consistent, and let your community grow - and in doing so, carry your brand forward into remarkable territory.

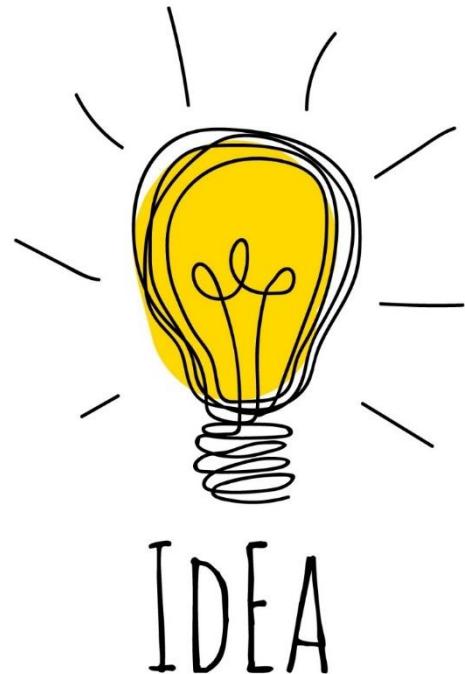


Want Higher Conversions? Build the Brand First

Marketers love to separate brand and performance like oil and water - but the data tells a different story. According to Tracksuit and TikTok's latest Awareness Advantage study, high brand awareness can triple your conversion rates. While clicks and impressions may not show a direct correlation with awareness, conversions absolutely do. A brand with 40% prompted awareness is 43% more efficient than one with 30%. At 50%, that number jumps again. The message is clear: The more people know your brand, the better your ads perform.

This isn't just theory - it's TikTok-tested. On platforms where quick decisions rule, brand familiarity gives you an edge that performance marketing alone can't buy. The best results happen when brand and performance work together: Awareness warms up the audience, performance closes the deal.

<https://www.gotracksuit.com/report/the-awareness-advantage>



Meta Bets Big on AI-Generated Ads

Meta is moving full speed toward a future where AI creates the majority of ads across Facebook, Instagram, and WhatsApp. By 2026, the company aims to fully automate ad generation - meaning the copy, creative, and targeting could be produced entirely by AI, tailored in real time to each user. This shift not only streamlines Meta's ad ecosystem but also lowers the barrier for small and mid-sized businesses to launch high-performing campaigns with minimal resources.

The trend isn't exclusive to Meta, with TikTok is also rolling out its own AI-powered ad features. For online marketers, this marks a critical shift: Mastering AI tools and automation will soon be essential for staying competitive in paid media.

<https://www.cnet.com/tech/services-and-software/metas-all-in-on-ai-creating-the-ads-you-see-on-instagram-facebook-and-whatsapp/>



This is a Companion Article to the Big Section

Shoot, Share, Repeat: 15 Easy Video Prompts That Just Work

Content ideas you can record fast—without a script, crew, or second-guessing.

One of the hardest parts of video marketing isn't the editing, lighting, or tech—it's figuring out what to say.

That's where off-the-cuff, low-production videos shine. They're fast, relatable, and require exactly zero prep time. And because they feel real, they often perform better than high-budget content. Spontaneous videos trigger trust, spark conversation, and make you more approachable - especially when they're centered around topics your audience actually cares about.

So, the next time you're staring at your camera wondering what to film, use one of the prompts below. These quick-start ideas are ideal for social media, email, Reels, YouTube Shorts, or even lead-in content for your blog or course.

Each one is plug-and-play. Each one positions you as the kind of expert people want to buy from. And you can film any of them in five minutes or less.

Then, once you've picked a prompt, check out: **5 Formats That Work Best for Low-Cost Video**—where you'll learn exactly how to structure your videos to keep people watching and turn casual viewers into paying customers.

15 Proven Prompts for High-Impact Videos

1. “The biggest mistake I made in my business was...”

Honesty sells. Share a failure, what you learned, and how others can avoid the same mistake. Vulnerability builds trust—and people love a good redemption arc.

2. “What most people don’t understand about [your niche] is...”

Myth-busting makes great content. Use this to challenge misconceptions and position yourself as someone who knows what's really going on.

3. “Here’s one quick trick I use to [solve a specific problem]...”

Fast tips = massive value. Think of a small but useful insight that your audience can act on immediately—and they'll come back for more.

4. “Here’s why I use [product/tool] instead of [popular alternative]...”

Perfect for affiliate content or authority-building. Be honest and share why your choice works for your workflow or business.





5. “If I had to start from scratch tomorrow, here’s what I’d do first...”

Super relatable, especially for beginners in your audience. Show people where to start and build instant credibility as a guide.

6. “You don’t need [common advice/tool/strategy]—here’s what to do instead.”

This is your chance to stand out. Be bold. Just make sure the advice is actually helpful, not edgy for the sake of it.

7. “A client asked me this last week, and here’s what I told them...”

Effortless content—because your audience already gave you the idea. These kinds of videos feel personal and grounded in real-world results.

8. “Most people won’t tell you this, but...”

This prompt practically writes itself. Transparency builds trust, and viewers love hearing the “unsaid” side of business, marketing, or success.

9. “This used to take me hours. Now I do it in 5 minutes. Here’s how...”

We all want to save time. Share a shortcut, workflow, or tool that makes your life easier—it’ll make your audience’s life easier, too.

10. “Let me walk you through exactly how I [achieved result] using [your method].”

A mini case study in 60 seconds. Show how you got a result—whether it’s more leads, better sleep, a successful launch, or anything else your audience wants.

11. “Here’s what I wish I knew before I [did something relevant to your niche]...”

This kind of insight feels generous and human. Plus, it attracts people who are just a few steps behind you (ideal customers).

12. “3 things I do every day to stay on track as a [job title/niche]...”

People love routines. And when you share yours, they get a behind-the-scenes peek into how you operate—plus some takeaways to try.

13. “If you’re struggling with [common problem], this is what helped me...”

Empathy first, solution second. That order makes your message more relatable and less “salesy.”

14. “You won’t believe what happened when I tried [strategy/tool/method]...”

Hook your audience with curiosity, then give them a lesson or takeaway. Think of this like the mini version of a blog story intro.



15. “I used to think [common belief], but then I learned this...”

Share a shift in perspective—something that changed the way you work, sell, create, or think. These are powerful teaching moments.

How to Use These Prompts Beyond Video

You don’t have to limit these to just video content. Each prompt can be turned into:

- An Instagram or LinkedIn post
- A tweet thread or X carousel
- A blog intro
- An email hook or P.S.
- A lead magnet teaser
- A podcast segment

Shoot it once. Reuse it everywhere.

Now that you’ve got 15 rock-solid video prompts ready to go, you might be wondering: *“How exactly should I structure these when I hit record?”*

Good question—because a great prompt gets you started, but the right format keeps your viewers watching, builds trust, and gets them to take action. In Part 2, we’ll break down the most effective, low-cost video formats that pair perfectly with your prompts—and don’t require a script, a studio, or a second take.

Let’s dive in.

5 Formats That Work Best for Low-Cost Video

Plug-and-Play Templates That Don’t Need a Studio

One of the biggest hangups solo entrepreneurs have about video is not knowing what to say or how to say it. Good news: you don’t need to reinvent the wheel. Some of the most effective video formats are also the easiest to create—and they work beautifully with zero production budget.

Here’s are 5 high-impact video formats (plus structure tips so you can start using them today).

1: The 3-Step Explainer

Structure: Problem → Solution → Call to Action

This format is clear, quick, and incredibly effective. You present a common pain point, offer your unique fix, and tell the viewer what to do next.

Example:

“Struggling to stay focused working from home? Here’s a 10-second trick I use to reset my brain and stay on task. Try it out, and let me know if it works for you!”

Why it works:

- It follows a story arc your brain loves.
- You’re not selling—you’re helping.
- It sets up your product/service as the answer without sounding pushy.

2: The “Hot Take” Format

Structure: Controversial Opinion → Hook → Your Insight

This is the kind of content that gets attention fast. Share a bold opinion, back it up, and give people something to think about (or argue with).

Example:

“Marketing funnels are overrated. You don’t need 10 steps—you just need one great offer and one way to sell it. Here’s why simplicity beats strategy every time...”

Why it works:

- It interrupts the scroll with a strong opinion.
- It positions you as a thought leader, not a follower.
- It sparks engagement—likes, comments, debates.

3: The Behind-the-Scenes Walkthrough

Structure: What You’re Doing → Why It Matters → Casual CTA

People love a peek behind the curtain. Whether you’re packing an order, prepping a launch, or mapping out your goals on a whiteboard—show them.

Example:

“Here’s a quick look at how I write emails for my list. Nothing fancy—just a Google Doc and a 15-minute timer. I call this my ‘get it done’ setup.”

Why it works:

- Builds trust by showing the real process.
- Makes your workflow look accessible.
- It doesn’t require you to “perform”—just narrate what you’re already doing.

4: The Quick Tip Tutorial

Structure: Hook → Tip → Bonus or CTA

Teach something useful in under 60 seconds. This format is perfect for social media, email follow-ups, and even course bonuses.

Example:

“Want to make your videos more watchable? Add captions. Most people scroll with the sound off, and tools like CapCut make it super easy. Try it on your next post!”

Why it works:

- Gives immediate value.
- Establishes your expertise.
- Leaves your audience wanting more (and more likely to follow you).



5: The Customer Response Video

Structure: Read Comment or Question → Respond on Camera

This format is gold for engagement. Reply to a comment, email, or DM with a video—and make it feel like a personal conversation.

Example:

"I got this question from Sarah: 'Do I need a big email list to sell a digital product?' Great question—here's the truth no one talks about..."

Why it works:

- Feels personal and conversational.
- Shows that you're listening.
- Encourages others to ask questions or comment (hello, algorithm boost).

Bonus Tip: Rotate These Formats

You don't need to pick just one format and stick with it. Rotate them throughout the week to keep your content fresh and your audience engaged. Monday: a quick tip. Wednesday: a behind-the-scenes update. Friday: respond to a comment or share a hot take.

With this mix in your pocket, you can show up regularly without burning out—or spending a single dollar on production.

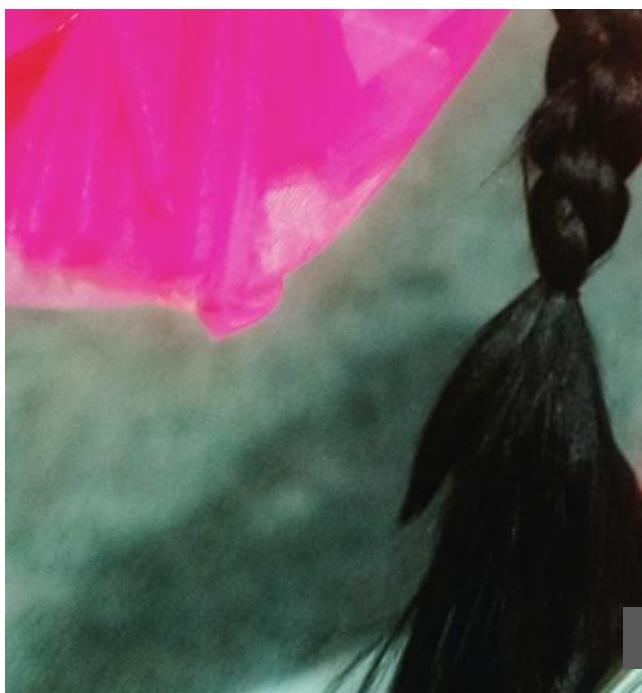
Final Thought: You Don't Need Fancy—You Just Need to Start

These prompts and formats aren't about making you sound perfect - they're about helping you show up as yourself. And that's exactly what your audience wants.

With these ideas in your back pocket, you'll never have to stare at the blinking red light wondering what to say again.

So pick one, hit record, and share your voice.

Simple content. Real connection. Repeat.



How One Woman Turned a Flatlining Business Into a \$1M Powerhouse in 6 Months

When Sarah Choudhary told her story in Entrepreneur Magazine, she didn't sugarcoat it: Her business was bleeding money and she had no idea why. Sales were coming in, but profit was nowhere to be found. Ads were running, products were launching, and still—growth had stalled.

The business itself wasn't a bad idea, but it was full of silent profit leaks. Once she found and fixed them, everything changed. Six months later, Sarah had built a million-dollar business—without working more hours or chasing trends.

Leak #1: Customers Were Coming... Then Ghosting

Instead of obsessing over new traffic, Sarah focused on re-engagement. She rolled out a VIP-only email offer, automated follow-ups, and made refunds effortless. Loyalty soared. Just fixing retention added \$210K in revenue - no ad spend needed.

Leak #2: Wasted Ad Spend on a Weak Website

Sarah was burning thousands driving clicks to a site that didn't convert. So she revamped the checkout, added live chat, and boosted site speed. Her conversion rate more than doubled - and every \$1K in ad spend started bringing in \$3,800.

Leak #3: Too Many Products, No Best-Sellers

Overwhelmed shoppers weren't buying. She cut her catalog down to her top 10 performers, leaned into scarcity, and watched profits rise 22%.

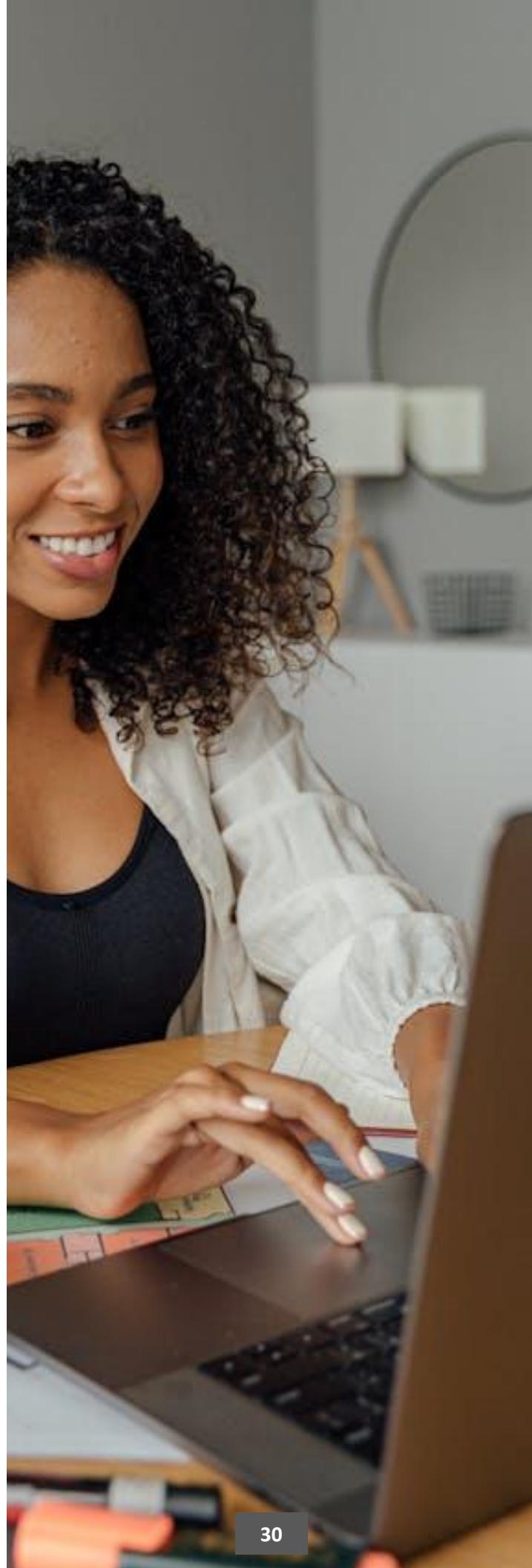
Leak #4: Pricing Herself Too Low

Sarah ditched the fear of raising prices and focused on perceived value - better packaging, bundles, and premium options. Her profit per sale jumped 27%, adding \$310K in six months.

Leak #5: Only One Revenue Stream = High Risk

She launched a \$29/month subscription box, sold an info product to her email list (\$85K in 30 days), and partnered with a related brand to bring in 7,000 new customers. That added another \$450K.

Sarah didn't start over. She just fixed what was broken—and unlocked the full potential of her existing business. For any marketer stuck on a plateau, her story proves that small, strategic shifts can turn a leaky business into a million-dollar machine.



THE BIG SECTION



The DIY Video Trick That's Beating \$10K Productions (and Raking in Sales)

What if the most powerful marketing video you ever create didn't require a budget, a script, or even a tripod?

Across every platform - from TikTok to Instagram to email - low-production videos are outperforming their slick, high-cost counterparts.

Why?

Because raw, real, and unpolished content builds trust—and trust drives conversions. As big brands scramble to appear more “authentic,” solo creators and scrappy marketers are winning simply by hitting record on their phones.

If you're still thinking you need a big budget to get big results, you're missing the biggest opportunity in marketing right now.

This shift isn't just a trend - it's a strategic, scalable way to build credibility, reach your audience faster, and drive real action. In the words of Tiffany Grinstead, vice president at Nationwide, *“Low-production video drives action across social media... This extremely effective and low-budget tactic is hugely underutilized and will be especially important as younger generations come of age with expectations around credibility.”*

Let's break down why this matters and how to make it work for your brand.

The Numbers Don't Lie: Simple Videos Work

Low-production videos may look casual, but the results they deliver are anything but.

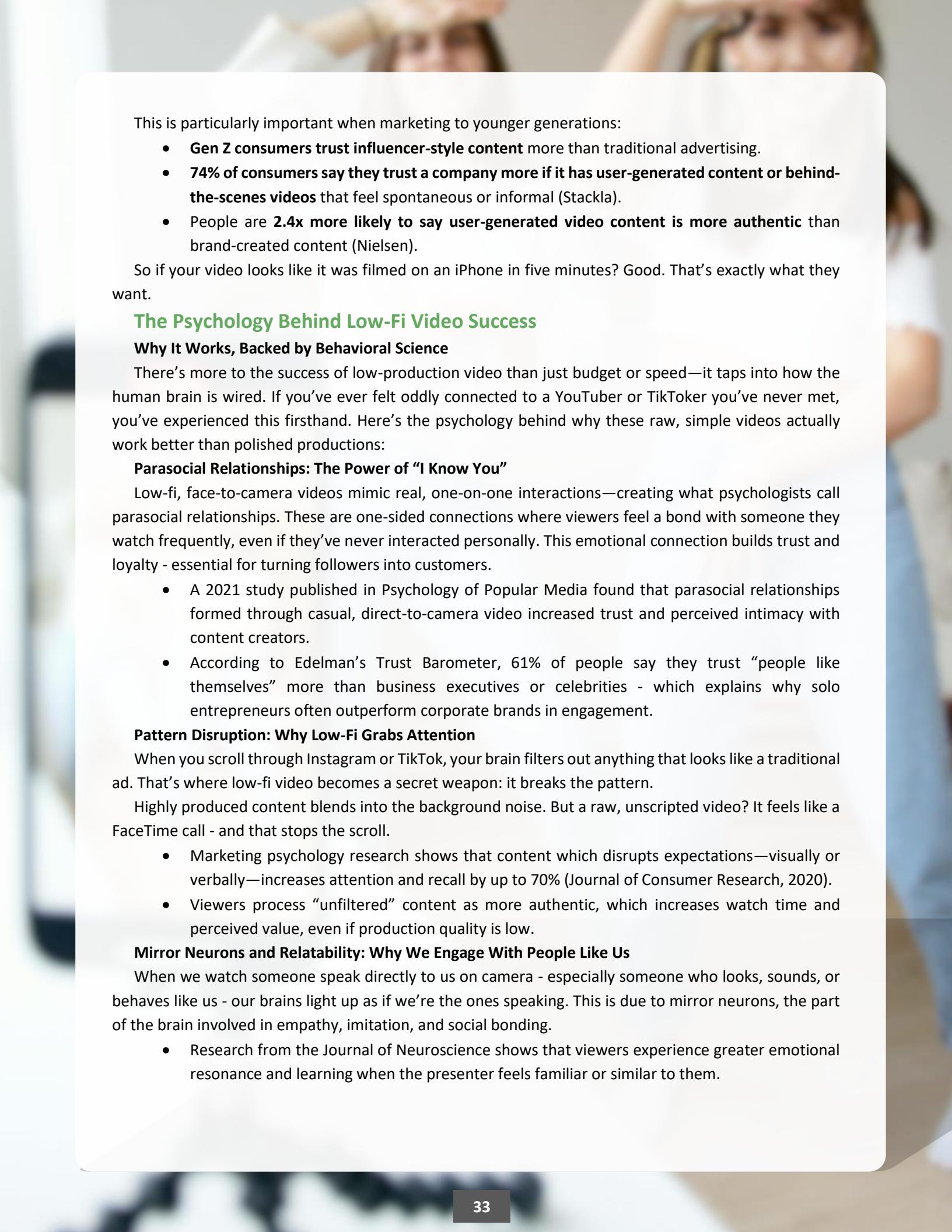
- **Short-form video has the highest ROI** of any social media content format, according to HubSpot's 2024 State of Marketing report.
- **91% of businesses now use video as a marketing tool**, and a significant portion of them use mobile devices and simple setups (Wyzowl, 2024).
- **84% of consumers** say they've been convinced to buy a product or service by watching a brand's video - most of which are viewed on mobile devices where authenticity matters more than polish (Wyzowl).
- **TikTok and Instagram Reels**, both dominated by low-fi, face-to-camera content, drive the highest organic reach compared to any other format.

Consumers, especially Gen Z and Millennials, are actively wary of overly polished content. The more “produced” it looks, the more likely they are to assume it's just another ad. But a simple, direct-to-camera message feels like a conversation - not a pitch.

Why Low-Production Videos Build Trust

There's a psychological shift happening. As audiences get more video-savvy, authenticity is replacing perfection as the currency of trust.

Highly produced videos can feel staged, corporate, or even manipulative. In contrast, a founder speaking straight into a phone camera from their office or kitchen? That feels real. It feels like someone pulling back the curtain to say, “Here's who we really are.”



This is particularly important when marketing to younger generations:

- **Gen Z consumers trust influencer-style content** more than traditional advertising.
- **74% of consumers say they trust a company more if it has user-generated content or behind-the-scenes videos** that feel spontaneous or informal (Stackla).
- People are **2.4x more likely to say user-generated video content is more authentic** than brand-created content (Nielsen).

So if your video looks like it was filmed on an iPhone in five minutes? Good. That's exactly what they want.

The Psychology Behind Low-Fi Video Success

Why It Works, Backed by Behavioral Science

There's more to the success of low-production video than just budget or speed—it taps into how the human brain is wired. If you've ever felt oddly connected to a YouTuber or TikToker you've never met, you've experienced this firsthand. Here's the psychology behind why these raw, simple videos actually work better than polished productions:

Parasocial Relationships: The Power of "I Know You"

Low-fi, face-to-camera videos mimic real, one-on-one interactions—creating what psychologists call parasocial relationships. These are one-sided connections where viewers feel a bond with someone they watch frequently, even if they've never interacted personally. This emotional connection builds trust and loyalty - essential for turning followers into customers.

- A 2021 study published in *Psychology of Popular Media* found that parasocial relationships formed through casual, direct-to-camera video increased trust and perceived intimacy with content creators.
- According to Edelman's Trust Barometer, 61% of people say they trust "people like themselves" more than business executives or celebrities - which explains why solo entrepreneurs often outperform corporate brands in engagement.

Pattern Disruption: Why Low-Fi Grabs Attention

When you scroll through Instagram or TikTok, your brain filters out anything that looks like a traditional ad. That's where low-fi video becomes a secret weapon: it breaks the pattern.

Highly produced content blends into the background noise. But a raw, unscripted video? It feels like a FaceTime call - and that stops the scroll.

- Marketing psychology research shows that content which disrupts expectations—visually or verbally—increases attention and recall by up to 70% (*Journal of Consumer Research*, 2020).
- Viewers process "unfiltered" content as more authentic, which increases watch time and perceived value, even if production quality is low.

Mirror Neurons and Relatability: Why We Engage With People Like Us

When we watch someone speak directly to us on camera - especially someone who looks, sounds, or behaves like us - our brains light up as if we're the ones speaking. This is due to mirror neurons, the part of the brain involved in empathy, imitation, and social bonding.

- Research from the *Journal of Neuroscience* shows that viewers experience greater emotional resonance and learning when the presenter feels familiar or similar to them.

- This is why casual clothing, imperfect delivery, or a messy background don't hurt your brand - they humanize it.

When viewers see someone who feels "like them" sharing insights or solutions, conversion rates go up because they subconsciously think, "If they can do it, so can I."

In a Nutshell? The Brain Likes Real.

Low-fi video doesn't just feel more honest - it activates the same psychological mechanisms that build real-life relationships. That's why the most basic video, filmed in your kitchen, might convert 3x better than a studio-perfect one.

And as attention spans shrink and skepticism rises, tapping into these subconscious triggers is one of the smartest moves a solo entrepreneur can make.

Where Raw, Real Videos Make the Most Impact

Low-Production Content That Punches Above Its Weight

Low-production videos aren't just "good enough" for certain channels - they're actually ideal for them. In fact, the most effective platforms today practically reward simplicity, speed, and authenticity. Here's where these scrappy videos absolutely shine:

• Social Media:

Let's be real—social media is built for quick, raw, scroll-stopping content. Platforms like **TikTok, Instagram Reels, YouTube Shorts, and Facebook Stories** were designed for off-the-cuff, vertical videos shot on mobile phones. These platforms prioritize speed, relatability, and trend participation over perfection.

- TikTok's algorithm, for example, doesn't reward polish - it rewards watch time and engagement. A shaky, 20-second selfie video with a good hook will almost always beat a slick promo.
- Instagram Reels and YouTube Shorts are currently some of the fastest-growing formats, and their best-performing videos often look like they were shot in someone's bedroom - because they were.

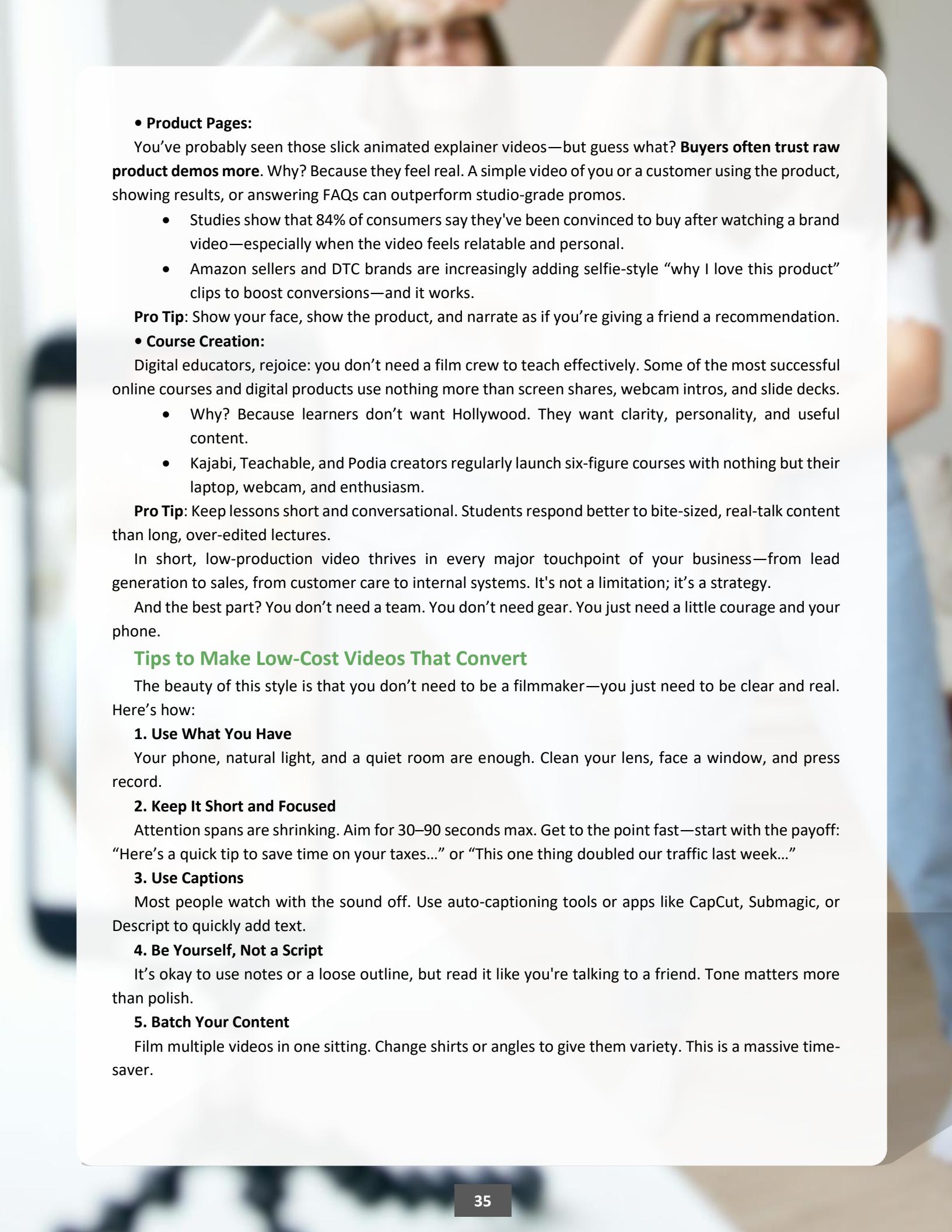
Pro Tip: Use native tools like stickers, text overlays, and trending sounds to boost visibility. The algorithm favors content that looks and feels native to the platform.

• Email Marketing:

Want to make your emails less "meh" and more magnetic? Drop in a short, personal video. A simple "face-to-camera" thank-you message or 60-second explainer can **boost open rates and click-throughs dramatically**.

- According to Campaign Monitor, video in emails can increase click-through rates by up to 300%.
- Bonus: If you're in a service-based business, this builds familiarity fast. A warm, casual message saying "Hey [Name], here's something to help you this week..." beats a wall of text any day.

Pro Tip: Host the video on YouTube or Vimeo and include a thumbnail with a play button overlay to drive more clicks.



• Product Pages:

You've probably seen those slick animated explainer videos—but guess what? **Buyers often trust raw product demos more.** Why? Because they feel real. A simple video of you or a customer using the product, showing results, or answering FAQs can outperform studio-grade promos.

- Studies show that 84% of consumers say they've been convinced to buy after watching a brand video—especially when the video feels relatable and personal.
- Amazon sellers and DTC brands are increasingly adding selfie-style “why I love this product” clips to boost conversions—and it works.

Pro Tip: Show your face, show the product, and narrate as if you're giving a friend a recommendation.

• Course Creation:

Digital educators, rejoice: you don't need a film crew to teach effectively. Some of the most successful online courses and digital products use nothing more than screen shares, webcam intros, and slide decks.

- Why? Because learners don't want Hollywood. They want clarity, personality, and useful content.
- Kajabi, Teachable, and Podia creators regularly launch six-figure courses with nothing but their laptop, webcam, and enthusiasm.

Pro Tip: Keep lessons short and conversational. Students respond better to bite-sized, real-talk content than long, over-edited lectures.

In short, low-production video thrives in every major touchpoint of your business—from lead generation to sales, from customer care to internal systems. It's not a limitation; it's a strategy.

And the best part? You don't need a team. You don't need gear. You just need a little courage and your phone.

Tips to Make Low-Cost Videos That Convert

The beauty of this style is that you don't need to be a filmmaker—you just need to be clear and real. Here's how:

1. Use What You Have

Your phone, natural light, and a quiet room are enough. Clean your lens, face a window, and press record.

2. Keep It Short and Focused

Attention spans are shrinking. Aim for 30–90 seconds max. Get to the point fast—start with the payoff: “Here's a quick tip to save time on your taxes...” or “This one thing doubled our traffic last week...”

3. Use Captions

Most people watch with the sound off. Use auto-captioning tools or apps like CapCut, Submagic, or Descript to quickly add text.

4. Be Yourself, Not a Script

It's okay to use notes or a loose outline, but read it like you're talking to a friend. Tone matters more than polish.

5. Batch Your Content

Film multiple videos in one sitting. Change shirts or angles to give them variety. This is a massive time-saver.

6. Leverage Trends, But Stay On-Brand

You don't have to dance on TikTok, but jumping on a trending sound or format can extend your reach if it's aligned with your message.

7. Include a Call to Action

Even casual videos should prompt the viewer: "Hit follow for more," "Try this today," or "DM me if you've got questions."

Production Cost: Practically Zero

Compare the two paths:

	High-Production Video	Low-Production Video
Time to produce	Weeks	Minutes to hours
Cost	\$1,000–\$10,000+	Often \$0
Gear needed	Lights, mics, cameras, editing software	Smartphone and tripod (optional)
Audience reaction	"Nice ad"	"This feels real"
Frequency	Rare	Weekly or daily

The low-production route lets you show up more often, test messages faster, and connect with your audience in a way that feels unfiltered and human.

Proof It Works: Brands Growing Fast with Low-Budget Video

Some of today's most successful brands and creators didn't rise by investing in high-end production. They won by being real, fast, and relatable. These stories prove that low-production video isn't a compromise - it's a strategic advantage.

• Duolingo: From Language App to Viral Mascot

Duolingo's TikTok strategy didn't feature slick ads or polished lessons. Instead, they handed their green owl mascot a smartphone - and embraced chaos. The result? 10M+ followers and billions of views.

The videos show the owl doing absurd, hilarious things: chasing employees, reacting to trends, poking fun at the brand. All filmed on a phone, right in the office.

Why it works:

- Feels like content a friend would post
- Taps into trends in real time
- The mascot is funny, human, and consistent

Solo marketer takeaway: You don't need a gimmick—just a personality. Humor, consistency, and timeliness can outperform any big-budget campaign.

• Ali Abdaal: Dorm Room to 7-Figure Creator

Ali Abdaal began filming in his dorm room with a webcam and a desk lamp. No studio. No editors. Just friendly, useful content. Today, he has 4M+ YouTube subscribers, online courses, and a thriving business built on approachability.

Why it works:

- Content was honest and helpful, not flashy
- Prioritized value over polish
- Felt more like a chat than a lecture

Solo marketer takeaway: Your message matters more than your setup. Speak clearly, be helpful, and treat the camera like a conversation.

- **Glossier: Turning Natural Into a Brand Aesthetic**

Glossier redefined beauty marketing by embracing minimalism. No pro models, no glossy sets - just real employees (and founder Emily Weiss) chatting about products in natural light with minimal makeup.

Why it works:

- Feels like being part of an inner circle
- Behind-the-scenes vibe makes products accessible
- Doesn't feel like marketing - which is why it works

Solo marketer takeaway: The less corporate you act, the more you connect. Authenticity is your edge, especially in beauty, wellness, or coaching.

The Common Thread? Humanity Wins

These brands didn't go viral because they were polished. They won because they were:

- Timely
- Relatable
- Consistent
- Authentic
- Fast

They leaned into raw connection - and it paid off in loyalty and conversions.

Whether you're building a personal brand, launching digital products, or growing a channel, these stories prove it: **Real outperforms perfect.**

Got a phone and something to say? You're ready.

Repurposing Low-Budget Videos Into a Full Content Engine

Stretch One Simple Video Into a Week's Worth of Content

Creating a video doesn't have to be a one-and-done effort. In fact, one 60-second, low-budget video can become the seed for an entire week of content—across multiple platforms, in multiple formats.

This is the power of the “Create Once, Distribute Many” approach. It's one of the smartest ways to stay consistent, expand your reach, and make the most of your time.

Let's say you film a quick tip video on your phone - something helpful and easy to act on. From that one clip, you can create:

- **A Tweet Thread (or X post series)**

Break the tip into 3–5 short points. Add some personality and end with a question to drive engagement.

- **A Short Blog Post**

Transcribe the video and expand it into a 300–500 word post. Add a short intro, a takeaway, and link the original video to keep readers engaged.

- **A YouTube Short**

Repost it as-is. YouTube actually favors this type of repurposed content. Just add a solid title and 2–3 hashtags in the description.

- **A LinkedIn Post**

Add professional context or insight, then upload the video with a compelling caption.

- **A Podcast Clip**

Extract the audio and turn it into a mini-episode or “tip of the week.” Easy, valuable, and it gives your voice another platform.

The Best Part? You Don’t Have to Do It All

Choose 2–3 of these formats each week. Over time, your content compounds, your reach grows, and your message becomes unmissable.

So the next time you film a quick video, ask: How many ways can I use this?

With the right strategy, one video becomes a full-blown content engine.

Awkward on Video? Congrats, You’re Relatable.

What Holds People Back - And Why You Shouldn’t Let It Stop You

If you’re feeling some resistance to putting yourself on camera, you’re not alone. Just about every solo entrepreneur has had these thoughts (even the ones now crushing it on video). The good news? Most of the common objections come from false assumptions—and you can overcome all of them with a mindset shift and a few practical tools.

Let’s walk through the top fears and bust them wide open.

“I hate how I look on camera.”

You’re not alone - everyone feels this way at first. But here’s the truth: your audience isn’t looking for perfect—they’re looking for real.

They’re not scrutinizing your hair, your lighting, or whether you flub a word. They’re looking for help, insight, or inspiration—and if you deliver that, you win. In fact, showing up imperfectly makes you more relatable.

Research shows that audiences connect more deeply with speakers who appear genuine and vulnerable - especially in educational or service-based content.

Bottom line: If you’re showing up to serve, no one cares about your flyaways or hoodie.

“I don’t know what to say.”

Feeling stuck? You don’t need a teleprompter. You just need a framework. Try this simple 3-part formula to get started:

1. **Problem:** “Here’s something I used to struggle with...”
2. **Solution:** “Here’s what I found that actually works...”
3. **Call to Action:** “Try this out and let me know if it helps.”

You’re not giving a TED Talk. You’re sharing one helpful idea that makes someone’s day easier, better, or more informed. That’s it.

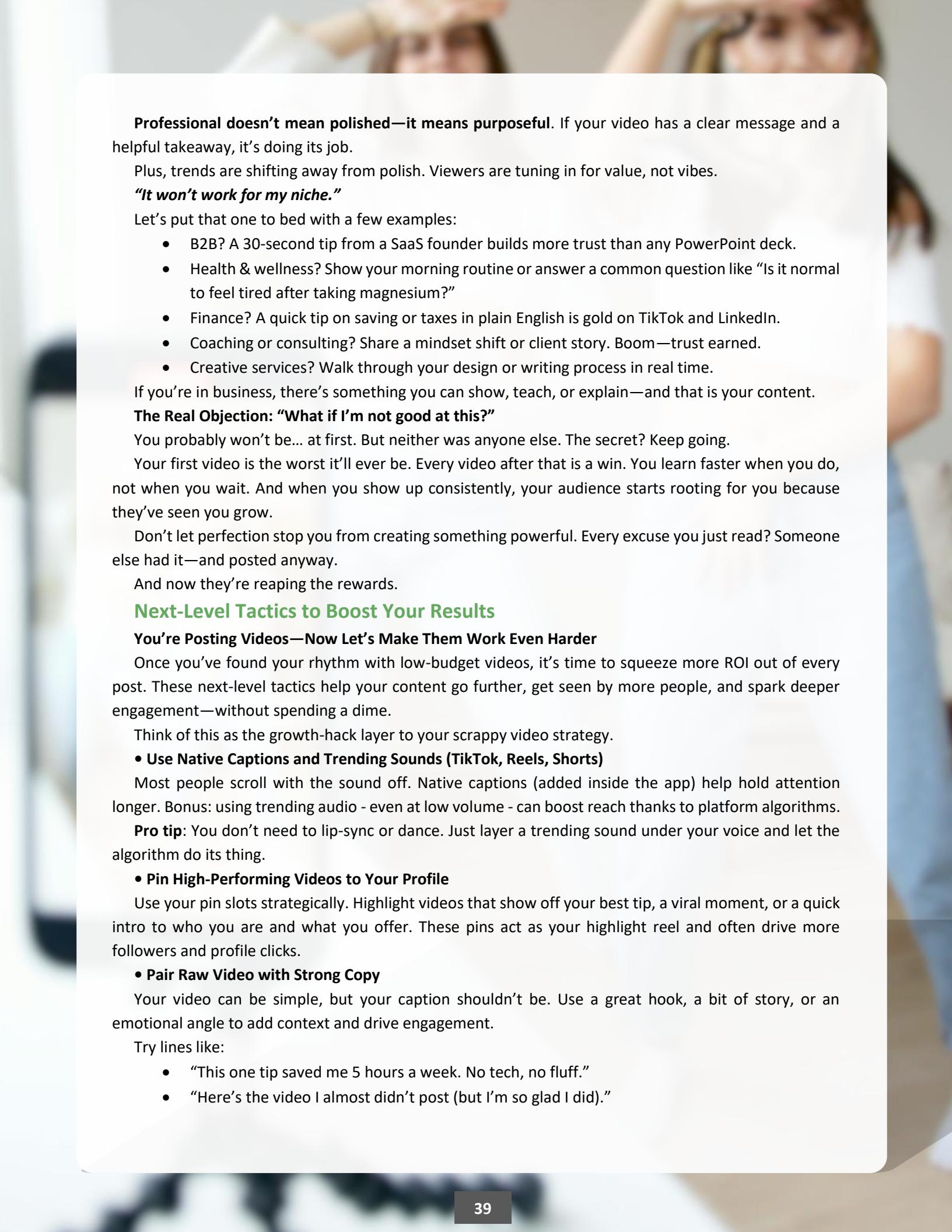
Still unsure? Look at the questions people ask you in emails, DMs, or client calls. Those are all great video topics.

“It’s not professional enough.”

That’s the entire point. High production feels like advertising. Low-fi feels like a conversation—and conversations build trust.

Remember what Tiffany Grinstead from Nationwide said:

“Low-production video drives action across social media... This extremely effective and low-budget tactic is hugely underutilized.”



Professional doesn't mean polished—it means purposeful. If your video has a clear message and a helpful takeaway, it's doing its job.

Plus, trends are shifting away from polish. Viewers are tuning in for value, not vibes.

"It won't work for my niche."

Let's put that one to bed with a few examples:

- B2B? A 30-second tip from a SaaS founder builds more trust than any PowerPoint deck.
- Health & wellness? Show your morning routine or answer a common question like "Is it normal to feel tired after taking magnesium?"
- Finance? A quick tip on saving or taxes in plain English is gold on TikTok and LinkedIn.
- Coaching or consulting? Share a mindset shift or client story. Boom—trust earned.
- Creative services? Walk through your design or writing process in real time.

If you're in business, there's something you can show, teach, or explain—and that is your content.

The Real Objection: "What if I'm not good at this?"

You probably won't be... at first. But neither was anyone else. The secret? Keep going.

Your first video is the worst it'll ever be. Every video after that is a win. You learn faster when you do, not when you wait. And when you show up consistently, your audience starts rooting for you because they've seen you grow.

Don't let perfection stop you from creating something powerful. Every excuse you just read? Someone else had it—and posted anyway.

And now they're reaping the rewards.

Next-Level Tactics to Boost Your Results

You're Posting Videos—Now Let's Make Them Work Even Harder

Once you've found your rhythm with low-budget videos, it's time to squeeze more ROI out of every post. These next-level tactics help your content go further, get seen by more people, and spark deeper engagement—without spending a dime.

Think of this as the growth-hack layer to your scrappy video strategy.

• Use Native Captions and Trending Sounds (TikTok, Reels, Shorts)

Most people scroll with the sound off. Native captions (added inside the app) help hold attention longer. Bonus: using trending audio - even at low volume - can boost reach thanks to platform algorithms.

Pro tip: You don't need to lip-sync or dance. Just layer a trending sound under your voice and let the algorithm do its thing.

• Pin High-Performing Videos to Your Profile

Use your pin slots strategically. Highlight videos that show off your best tip, a viral moment, or a quick intro to who you are and what you offer. These pins act as your highlight reel and often drive more followers and profile clicks.

• Pair Raw Video with Strong Copy

Your video can be simple, but your caption shouldn't be. Use a great hook, a bit of story, or an emotional angle to add context and drive engagement.

Try lines like:

- "This one tip saved me 5 hours a week. No tech, no fluff."
- "Here's the video I almost didn't post (but I'm so glad I did)."

- “I didn’t think this would work - until it did.”

Raw video + strong copy = serious traction.

• Use Polls or Questions in Stories to Spark Engagement

After sharing a video in your Stories, follow it with a quick poll or question. People love to click, even if they don’t comment publicly.

Try asking:

- “Have you tried this before?”
- “Which tip should I expand on next?”
- “Want the template I mentioned? Vote below!”
- “What’s your biggest challenge with [your topic]?”

These small interactions help boost visibility and open the door for DMs.

Bottom Line:

Your videos don’t need more polish. They need strategy. These subtle tweaks help you get more from the content you’re already creating - helping you grow faster, even if you’re still filming in your hoodie at the kitchen counter.

Trust is Built on Transparency, not Lighting

Real beats Perfect.

Every.

Single.

Time.

If there’s one truth to take from everything we’ve covered, it’s this: **raw, real, low-production video works—not in spite of its imperfections, but because of them.**

You don’t need studio lights, a teleprompter, or a content team. What you do need is a face, a voice, a message, and the courage to hit record.

Today’s audiences crave honesty over polish. They trust people who show up as they are. They don’t want more ads; they want real conversations, quick tips, and a glimpse behind the curtain.

That means if you’re a solo entrepreneur, you’re actually perfectly positioned for this new era of video marketing. You’re not a polished brand machine—and that’s your superpower.

So here’s your challenge:

Film one simple video today.

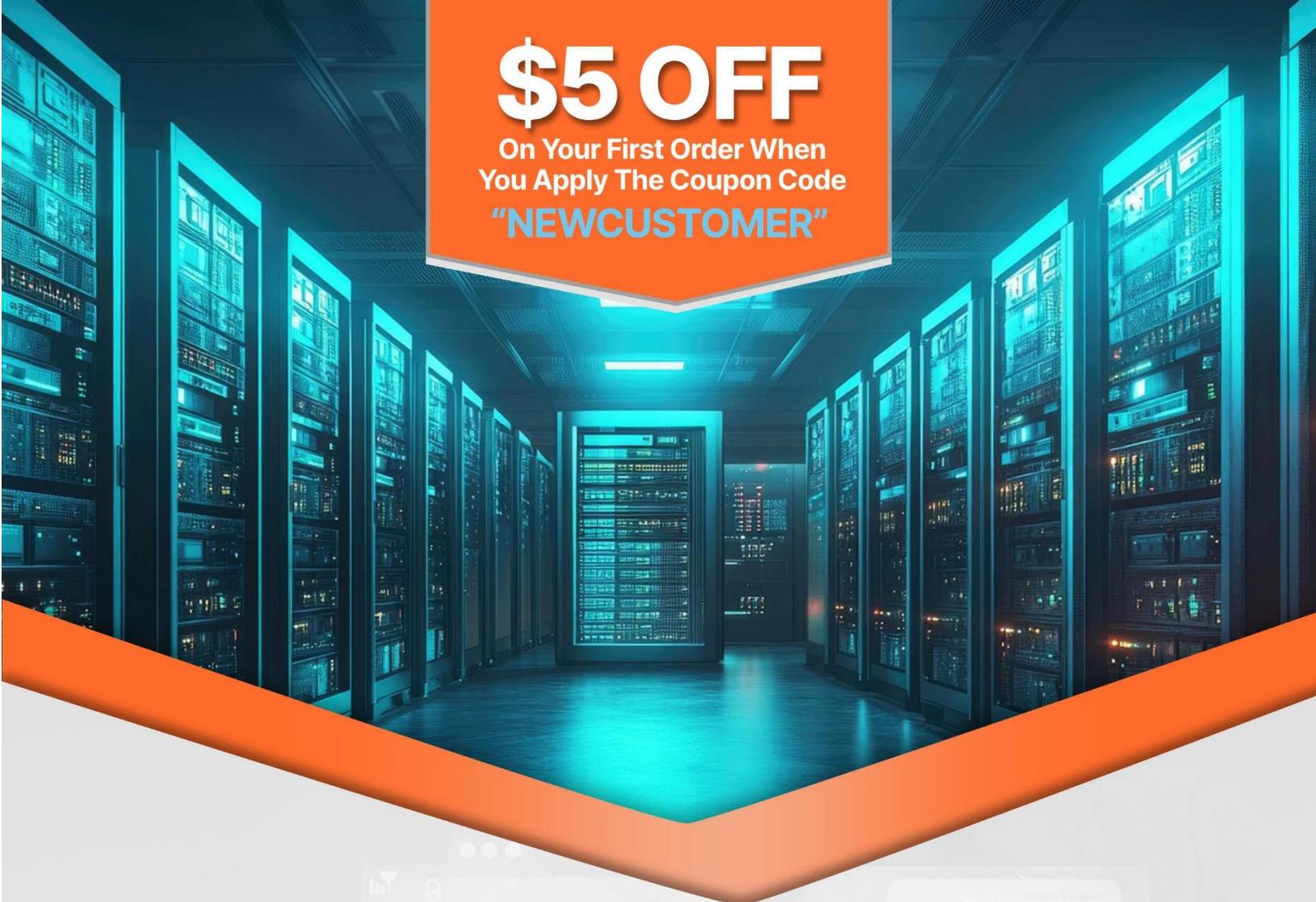
Pick a tip, a story, a customer question—anything—and talk directly to your audience for 60 seconds. Don’t overthink it. Don’t try to make it perfect. Just be helpful and be yourself.

Because in 2025 and beyond, **done is better than perfect.**

Faster beats fancier.

And real always wins.

You’ve got this. Now go hit record.



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