

Laylee: If you're looking to add more leads into your business, which let's face it, who isn't this episode is for you. I'm being joined by Davey Jones, who's the CEO of BDow, which is the number one free lead capture tool. Now, whether you want to use a tool like Bedau in your business or not, maybe you just want to stir up some more leads.

Through a lead magnet. This episode shares a ton of insights from Davie Jones, all about how to create a lead magnet that will up your lead gen game. So I am excited for you to check out some tangible and tactical tips with Davey in this episode. friends. I am so excited to have the amazing Davey Jones back with us today. He's been on the show before, but we are going to be talking about something different this episode because he is the CEO of Bdown, which is. He's formerly Sumo, and he is going to be talking with us all about lead generation, which everybody I talk to, that's like one of their top three issues in business.

Right? So I'm pumped. I want to hear one, Davey. I want you to like tell our, our people who weren't with us on the last episode a little bit about you, but also what is Dbow? And also it is so fun to say that word.

Davey: Well, I'm glad you think so. That's for sure. So yeah, absolutely. Well, I'm excited to be back, you know, thank you so much for having me back. Really enjoy, our conversations and to be chatting about lead generation, because like you said, huge, I think, Everybody needs to be doing lead generation. And I think especially in, today's climate, something, a topic that's top of mind.

My background, when I came on this podcast last, I was running two agencies, Dave and Krista with my wife, Krista, brand and website design agency, designing primarily show it, websites, and then till agency, which was a digital advertising agency. I've stepped away from both.

Till fully, so till still, still running, Ryan and Jesse. They're awesome. Still running till agency, haven't fully stepped away from Davey and Krista for obvious reasons. Probably, you know, it's kind of tied. The brand's kind of tied to my name. I'm also married. To my co founder over there. But for, for, from a day to day perspective, most of my focus is on BDow and Bdown was formerly called sumo.

Some people might know it by sumo me, which is a popular lead generation tool. So, we do forms and pop ups that are super intelligent. That make it easy to capture leads from your website. I know for a lot of people, they're probably familiar with like AppSumo or KingSumo or the Sumo group generally.

Yes, they were the owner of that product. They sold it to us, just Sumo, not AppSumo and all those other tools, just Sumo. And we've since rebranded it to BDOW. I'll spare you, the story for now, unless you want me to go into that. But we do have a great post and, and video that kind of explains how we got to that name.

Laylee: yeah, no, I think you should share the story because when you first hear the, when you first hear BDOW, I, I'm not gonna lie. I was like, what is that?

Davey: What did they do?

Laylee: Yeah.

Davey: What poor decision did they make? Okay. So, I'll go through the story. Feel free to cut me off if I'm getting, if I'm getting long here, cause there is a longer version of this. But, for those of you who know, Todd Watson, he is the CEO and, founder of show it. And Todd and I have been friends now for, you know, almost a decade.

And, basically he wanted to acquire a business. So, He was looking at Sumo, and he, he came to me and said, Davey, would you partner on this with me? Would you, you know, come on and run this thing? And I was like, yeah, of course. Sure. And so we're going through, the due diligence process, and we're getting close to closing on, this deal.

And. We're trying to come up with names, you know, that's, and we knew we'd have to rebrand because again, the sumo group sold us, sumo, they weren't going to, they're, they're not rebranding, you know, so they, they're called the sumo group, they own AppSumo, they have KingSumo, there's all sorts of other sumo related tools out there, so we knew we were going to have to rebrand, so we're coming up with names, and a lot of the names are pretty generic, you know, like convert whatever, right, like it's some version of convert or opt in or whatever, and, we finally decided tentatively on a name.

And I bought the domain. I'm like, that's great. And Todd goes, Hey, I was on a domain auction site. Basically where they sell, domains, at auction that have expired. And he's like, I found BDOW and I was like, cool, you know, great story. Right. And, he's like, well, what do you think about BDOW as a name?

I'm like, you know, first of all, you'd have to bid on this. I don't know. You know, I guess if you want to bid on it and you get it, we could talk about it later.

And I'm just thinking that's kind of where it dies. Right. Because I'm like, you know, unless you can get this for like 12, I'm like, I don't know.

So anyway, he bids on it. He's like, I got it. And I texted back just jokingly. I'm like, Oh, I imagine like this frantic bidding war, you know, for this domain. Right. And he's like, yeah, that's basically what happened. So he's, so anyway, he gets the domain, BDOW. And originally it was A D O W.

And I was going to a design retreat. One of our, good friends, Jen Olmstead was also going to a design retreat as well with me. And it was a show at designer retreat. So on our way out there, I'm like, Hey, Jen, you got to help me with something. You got to convince Todd that this is a terrible name, right?

Like we can't name, The business after this and you know, she's like, all right, all right, all right. So we get there and of course, you know, like Todd's asking everybody what they think the name is. People are raising their concerns, especially the original version, like, B A D O W. It has bad and ow in it, you know?

So not, not particularly great, uh, from a brand perspective. Right. But something interesting happened throughout the week. It just became like, you know, sort of the, the, the anthem of the week, you know, if somebody would do something cool and they'd be like, you know, and it really caught on. And so we started thinking about it a little bit more, and it went through a number of different iterations and there were a lot of conversations about it, and eventually we settled on BDOW, and we were able to secure that domain four letter domains.

Are hard to come by these days not particularly cheap but we were able to secure that and you know that same thing happened as I shared it with others, too You know, it was like they'd be like, what do you what is like? What are you talking about? You know, but sure enough Like friends that have really no interest in, you know, kind of my entrepreneurial life otherwise would be like, Hey, how's BDOW going?

You know, like they loved it. They just loved saying it, even as part of our team, you know, it became sort of the thing we'd say to each other after we had some sort of accomplishment. And so it became part of our team vocabulary before we even settled on it as a name. So definitely a little bit silly, but also really fun.

And if you know, Todd, it just makes sense, right? I mean, the guy is. One, I mean, just one of the best business guys, business minds that I know to super fun. And I don't know, it just kind of fits to, I think with his personality.

Laylee: Yeah. A hundred percent. I mean, I, I know and love Todd. He's awesome. And that completely makes sense for him. And I really liked the lesson of like, Sometimes things take a minute to grow because I also, when I, like I said, when I first heard it, I was like, what in a frat house is that? Like, that is not for me.

Like, this is a ridiculous name. I I'm full, you know, me, I keep it real. And then I was like, okay, it's kind of fun. Like I kind of get it, but doubt, like I kind

of

Davey: get it, you get it. And that's the thing is like, you know, at the end of the day, uh, it does stand out. And I think there are very little rules when it comes to branding. You know, I mean, people there, I mean, everybody, whenever you rebrand, everybody shares their opinion. We got a lot of really great feedback.

People, I think largely people really liked it. Saw that it was fun, really liked the brand that, that went with it. You know, I think when you hear the name, maybe aside from like seeing the visual brand with it, maybe it elicits a little bit of a different, response.

People are like, Oh, you know, I can't, like, it's not pronounceable, but you know, no one pronounces it wrong. Like everybody's like, but now is that how you say it? I'm like, yes, exactly how you say it. And when you start thinking about other brands out there, it's like Klaviyo, Klaviyo or Klaviyo, Gusto or Gusto, whoop or whoop.

You know, it's like everybody, I don't know. Yeah. Yeah. You know? So anyway, I mean, it doesn't matter now. It's the name. Yeah.

Laylee: Well, I love it. Actually. I think I said this to you maybe when we were chatting a few weeks ago. I love Sarah Blakely went from Spanx always talks about like when she named Spanx, she was like, I just heard that made up words that like do better. And that was a big part of her naming process.

And I love that.

Davey: Yeah, and that's actually, you know, Todd brought that up very early on. He's like, Hey, all these interviews are great. I think from an, part of my background is an SEO. And so when I'm thinking about names, I'm thinking about things that are just a little bit more literal and straightforward, because that's sort of the hat I'm wearing often.

But you know, that's something that Todd brought up early on was like, Hey, listen, we can point to a lot of brands that basically use made up words that are doing very well right now, you know? So I don't think we really have to worry about. Not being too literal, so credit to him.

Laylee: Yeah, for sure. I mean, it's hard because I feel like myself and a lot of our listeners, And, and you and your previous history, it's like, I named my brand after my name and then I named the subsequent brands, the descriptions of what they were creative educator conference. Like there, there's not a lot of like fun there.

I mean, it's fun for me, but anyway, so I love that. Well, I'm excited to talk about. Not only BDOW for lead generation, but lead generation as a whole. And, and also, you know, how somebody can utilize a tool like this. Because for me, I, before you and I talked about it and before I saw you guys rebranding and I got really interested in it, I think I misunderstood a lot behind what is possible with something like this and with lead gen.

So can you kind of like, just start us off by explaining what lead generation is? To you, an expert in this field. And why is it like so important for creative entrepreneurs to understand?

Davey: Yeah. I think lead generation is something that a lot of people think is more complicated than it is, but I think it's real relatively simple and I think when we're thinking about it on a one-to-one level, it becomes really simple because all lead generation is, is getting people to raise their hand and saying, Hey, can I hear a little bit more about that?

You know, I think at its basis that's what lead generation is, and for a lot of people when they first start a business, especially if you're first starting a service based business. You know, you go off and you tell your family and friends what you're doing. And it comes up casually in conversation and they, they ask to hear a little bit more about it and you share a little bit more about it.

And then they're like, Oh, can I book you? Or can I purchase this product? Right. And that feels really easy. You know, I think when we're talking about

lead generation at this scale of, um, your website or what you want to do with digital ads, you know, it's best to remember how you have those conversations one on one and all you're trying to do is have those same conversations at scale.

So I'd say at it's like at its simplest form, all lead generation is, is getting people to raise their hand and say, Hey, I want to hear a little bit more about that. A person becomes a lead when you can follow up with them. All right. So like Instagram followers, you know, kind of, I don't know if I really count that as a lead.

I think, you know, building your Instagram community, your Facebook community, your TikTok community, I think all of that is important, but at the end of the day, there's not really a direct line of communication with those people, you know, like when you post 100 percent of your followers are not going to see, you know, whatever it is that you post.

So typically I would define a lead when you get contact information like email or phone number so that you can follow up via email broadcasts or text message.

Laylee: Yeah, I love that. And I love simplifying it. I think that that's, I don't know, we all get in our heads so often overcomplicate things. We talked about overcomplicating before I hit record. And it's just like, so common when you're sitting at home alone, if you're a solopreneur or, you know, whatever. And I, I love that concept.

And just taking it back to the root of how easy it can be. So. So hearing that I like, let's ride this simple wave, you know, how can people like, what are, what are the most effective strategies for lead gen? Like, especially for creative business owners and, and our audience is a lot of educators too.

Davey: Yeah, absolutely. I think one of the best ways to start generating leads on let's say your website is to come up with what's called a lead magnet. And a lead magnet, all it is, is you're offering something of value in exchange for that person's contact information. There's a few things that make for a good lead magnet.

One, it's something of value and relevant to the problem that you're trying to solve. So a value, you know, something that's going to solve a specific problem for somebody. So I'm trying to think of a good example. Like if you are a website designer, I think, you know, just coming from a design agency, a lot of people really struggle with curating images for their website, whenever they're

going through a website, uh, update, you know, so maybe you come up with a guide that helps people curate their images for a website refresh or a website redesign, something like that would be valuable to, you know, people who are struggling with that issue, um, but would also qualify them as well.

Like if somebody sees that guide and says, Oh, that's for me as the business, you know, or as a website designer, you know, okay, that person is thinking about, or in the process of getting ready to redesign or update their website. And so it makes sense that you would then follow up with them and see what other value that you can offer.

So. Lead magnets, I think are, one of the most effective ways to do that. I think that for people who've tried this in the past with like just a join my newsletter field on their, on their website, they've probably experienced very little success from that because nobody thinks to themselves like, oh, I want another email.

You know, but it's not that they don't want email, they just want email, about things that they're interested in, about things that are going to help them.

Laylee: Yeah, absolutely. I feel like one thing a lot of people run into when they're creating a lead magnet and, I think you kind of touched on this a little bit with having it answer a specific problem. But I think so often people overthink again. Does it have to be like this massive thing? Like how specific should it be?

Should I have one? Should I have more?

Davey: Yeah. Those are all great questions. The best lead magnets. In my opinion, I think the best lead magnets are tools that you already use in your business that get you or your clients results. So just as a few examples, I have, what, what I call a content brief. So anytime I create a piece of content, this is for any of my own businesses that I've ever run. I have a content brief and it's basically a way that I outline content to optimize it, not only for search engines, but organize it in a way that other team members can jump in there and they know exactly what I need for that piece of content, whether it be images or social media, Or whatever, and I took that, content brief and I turned it into a lead magnet and it took.

Almost. It took maybe five minutes, right? Because it's a Google Doc template that I use. And all I did was copy that template and then made it available to other people. And people love that template. And it was one of our most downloaded templates for a time. So just a simple example of something that

you can take from your own business that you already use that you already know gets you results.

And make it available for others. Another example, actually, Krista has a mood board template. And so when she's starting to put together the initial mood board, she has this sort of template that she uses. She put that together and, put that as, out as a lead magnet. And again, super, super popular.

Why? Because it's an easy to use tool. It gets you a very specific when, and then from the business's perspective, it's like, okay, people who are doing this, they're thinking about brand design or they're thinking about website design. And so they're the kind of people that we want to follow up with and say, Hey, can we help with this?

Laylee: I love that. I mean, I just feel like the concept of take something that you're already using, that's already created and just make it accessible, I think is amazing. What are your thoughts on having more than one? I mean, like, and I know Bedau has, I would love to hear. So I'm going to talk a little bit more about that tool because I'm actually personally digging into it, just for our listeners to know, like, I am really, really excited to dig into this tool for myself.

So this is a selfish kind of question, but do you, do you need more than one lead generator and do you need more than one lead magnet and how many is too many kind of thing?

Davey: Yeah, that's a great question. So I guess a couple of FAQs about, about lead magnet. One, I think you just need one, you know, I think that's one of the issues that people run into is that they think, they, they create one, maybe it doesn't do quite as well as they think it would do and they move on to the next thing.

And it's a heavy lift sometimes creating lead magnets. I mean, depending on what you're creating, I think that's why I like You know, first thinking about, okay, what's really working for my business and my clients and trying to templatzate that and give that away, because that's something that's already proven out.

And you can be fairly sure that, other people are going to find it useful as well. But something else people can do is they can just test the title. You know, we had a lead magnet that was social media, like, uh, social media graphics that could be customized in Canva. All right. So we had a suite of graphics and we're just giving them away.

When we first launched that A lead magnet. We called it, launch graphics because the intent behind creating it was giving people graphics they could use when they launched their website. So. It wasn't doing well, you know, it's a few dollars per lead. We run paid ads all the time. So we had, you know, very hard data on what this was costing us, you know, in terms of lead costs.

And, all we did was change the title and just made it social media share graphics. So now these are social media graphics that you can use regardless of whether you're launching a website. And the cost went down below a dollar per lead. And so, you know, just by, not changing the actual product at all, or not changing the actual lead magnet at all, just by changing the title, we improved, you know, the rate of download.

Now somebody could argue that a launch graphics would have been maybe more, um, qualifying, you know, because people are thinking about website design. But it's something that you do after you launch a website. So like, if somebody's downloading those, you know, they probably already did their website design project, but regardless.

The point being is you can make small tweaks to the landing page or the title of your lead magnet. And that's what I would do before moving on to another lead magnet. And then when you have a lead magnet that's working, double down on it, you know, expand on that, figure out ways that you can, promote that, you know, in, I don't know, other channels.

Um, but you really don't need more than one lead magnet, especially if it's working.

Laylee: I love that advice. Again, I feel like it just speaks so much to the power of simplifying things and not overcomplicating them and overthinking them. Okay. So we talked a little bit about. Well, you've kind of mentioned throughout it, some of the, some of the different things you'd recommend in terms of like tools and technologies, obviously, I want to hear about Bedell.

I'd love to hear the difference between people who are currently, using, tools like flow desk to put their, their lead magnets up. And so, like you said, having that like newsletter sign up or whatever, and then just emailing it back or how, how does, BDOW one compare Or work together in tandem with them.

Like, what's the difference?

Davey: Yeah, great question. Um, first, you know, we love tools like flow desk and convert kit, uh, and other email service providers. We very much see our place as sort of a connector, you know, helping you with the lead gen side of things. We see our purpose as helping you start conversations or helping you get more people on your list.

When people are on your list, you know, using something like flow desk or convert kit or active campaign, you know, whatever it is that you choose, uh, to email and communicate with them is great. But the thing that we really provide is intelligent forms and pop ups. So a lot of times with email service providers, you're very limited in, What you can do with your former pop up, you can do basic things like maybe you can have a pop up show, on a certain scroll depth.

So people scroll a certain percentage down your, your website and a pop up appears or after a certain amount of time, right? But beyond that, oftentimes, email service providers aren't As concerned with the display rules of the form. And that can be really limiting. So for us, we focus a lot on the display rules.

And what that means is that you can target, specific visitors with, specific messages. So for instance, like you could target people with a message. When they visit your website for the first time. So if you only want to target people who visited your website for the, for the first time, you can do that.

This is especially helpful for people who are doing e commerce and want to offer some sort of special deal for somebody who lands on their website the first time. Right? So, Krista does this on the Deviant Crystal website. She has a pop up appear. It's a 20 percent off coupon, but it's only for new visitors.

And so, That way we're putting that, you know, just for our new visitors and that's special for them. Something else that you can do is you can show pop ups based on where that visitor is coming from. So another example, let's say you're running a Facebook or Instagram ad campaign and you're offering a specific discount, but you are, let's say running that campaign to a certain audience on Facebook and you only want them to see that offer.

So they click on that Facebook or Instagram ad and they come to your website. You can set it so that a pop up appears only when people are coming from Facebook and Instagram. And that way you're not promoting this offer to anybody else on your website, just those people who are coming from Facebook or Instagram.

And the same thing, you could do that with affiliates too. So let's say you're working with some sort of partner, and you want to, serve a certain message to the visitors from that partner's website, you can set that up. And that really, the possibilities are endless here. You know, you can show a popup after a certain amount of, pages, you know, but you can really get dialed in what message you show to people after you know, certain actions they take on your website.

Laylee: Oh my gosh. As you're talking, my brain is like spinning with ideas and things that you could do to make this. I'm wondering, I mean, this is just literal, again, selfish question when you customize and change the messaging, we mentioned affiliates and I love working with affiliates. I think it's like one of my favorite things I do in my business.

If somebody were to click from an affiliate's website to mine, could I customize like the imagery that they see? Could it be a photo of us together?

Davey: Oh, 100%. Yeah. So you should, you could show a pop up and it's like, Hey, welcome. And it can be you and your affiliate. And then, you know, guiding them to whatever action you want to take. So oftentimes when, I'm talking with people, they're very much thinking about building their email list, but pop ups and forms have so much,

there's so many use cases beyond just, lead generation, you know? So for instance, maybe you want to direct people to certain information on your website. That has to do with you and your affiliate. You know, you could just put a button on that form and when they hit it, they'll go straight to that page, or that piece of content that should, they should be checking out.

So there's really endless possibilities here.

Laylee: yeah, I feel like I hope our as our listeners are tuning in that they're doing the same thing and thinking, like, how can I apply this to my business? Because I'm already like, I should have been writing things down while you were talking.

Davey: Yeah, absolutely. And I have more examples too. We can go through if you'd like.

Laylee: yeah. Like, throw some more examples at us. I feel like this is so helpful for people to get an idea of how they can implement.

Davey: Yeah, and I think for your audience in particular, because they're a lot of educators, um, they're doing things probably like webinars. And so one of my favorite use cases of late is a friend of mine, John, he's a brand photographer. He's, selling brand photography courses and. he implemented, BDOW on his webinar, , registration page and what he created was an exit intent form.

And so basically an exit intent form when somebody starts hovering their mouse over the, to close the browser over the X on the browser to close out a form pops up or pop up pops up, with some sort of message, you know, typically it's like a last chance offer or a, Hey, before you go, you know, something like that.

So what he did, Is he wanted to capture the people who were deciding not to opt into his webinar and the way he did it was by offering them some sort of special gift, like, Hey, if you register now, you'll also get X, Y, Z, and he was able to add nearly 200 extra webinar registrations to his webinar just from that form.

So these are people who are otherwise going to leave. The page and not register. So he was able to get them on their list and get them the webinar, registration information. And, you know, you just think like, if you know what you, if, If you run webinars, you know this, but 200 extra people on a webinar could be thousands, if not tens of thousands of extra dollars in revenue.

So that, I mean, one of my favorite case studies of all time. Krista just launched a course. She did the same thing and experience, something similar. She didn't get quite 200 extra people, but did capture a significant amount of people who were otherwise going to, leave the site. So that's been one of my favorite to date.

Do you have a lot of people doing like e commerce?

Laylee: a few, I mean, I have a lot of people actually that have shop products. I know for sure that have things like guides and PDFs and things like that.

Davey: Yeah. Yeah. Awesome. Well, I mean, you can always use it depending on what they're using. Like for instance, if they're using WooCommerce, we have a WooCommerce integration and the way the WooCommerce integration works is that you can generate unique discount codes for people, when they opt in. So they opt into your, your pop up, they see a unique discount code.

You can send that unique discount code to whatever email service provider you're using. So for instance, like let's say it's ConvertKit, you just create a

custom field in ConvertKit. And then that way, when you follow up with people, you can say, Hey, remember, you have this discount code and then you can, you know, insert that discount code in the email that you send them.

And remind them you have 24 hours or 72 hours to use this code. So, that's one of my favorite features of late for e commerce, business owners. Jen Olmstead from Tonic. They've been using it on, on their site. And so one thing they do is they target their, cart page.

So when people get to the cart page, they have a pop up that appears that promotes, an additional offer. So it's typically what we call a bump offer, right? So it increases the average, you know, cart value. And so I forget what the, what they're actually promoting. I think it's like Canva. social media guides of some sort, right?

But in, when implementing that, she, she made an extra 5, 000 that week, just from that one pop up. So there's just all sorts of potential, with pop ups and forms.

Laylee: Dang. That's incredible. Like just that added bonus. That sounds so cool. I love this option for people. I'm so excited for everybody to get to kind of like see all these, because I feel like these are things that. We may think about like, wouldn't that be cool in theory if we could easily do this?

But most of us are not crazy tech savvy people that feel like we could make this happen. It sounds like something that would be a lot harder than it probably is with a tool like Bedau. So that's amazing. I love hearing these options. I'd love to hear maybe a couple of like the big mistakes you see people making as they're trying to up their game when it comes to lead gen.

Davey: Yeah, another great question. I'd say something we already talked about was simplifying. And so the big mistake there is overcomplicating things. You know, I don't think you have to have, you know, campaigns where you have a dozen popups, triggering based on what the other popups do. Right. You know, I think if you come up with a, a single compelling message, you know, in a form, whether it be a form or pop up and no matter where it's, where it is on your website, That's going to be more effective than whatever complicated string of pop ups, , that you create.

So that would be one mistake. You know, if you, if you feel like things are getting complicated, they probably are, uh, and that's probably hurting you. All right. So hear that and let that be permission to keep things simple, right?

Beyond that, you know, we talked about the join my newsletter, issue, you know, nobody wants another email.

So you have to give them a reason to want to. Get on your email list. Typically the best way to do that is a lead magnet. I think one of the big mistakes that I see people make when they're promoting a lead magnet is they promote, the features of the lead magnet over the benefit of the lead magnet.

And so they don't focus on the Particular benefit or the problem that they're going to solve, you know, they don't, they don't focus on like kind of the end solution and what that means for the business owner. They focus on like the fact that it's a 50 page ebook, you know, or something like that, or it's, you know, a thousand hours of content.

Right. And, you know, you had asked about this earlier, like, how long should, A lead magnet be or how big should it be? And again, it doesn't matter how long it is. Does it solve a specific problem? You know, I think the ones that solve specific problems and give people quick wins are the most powerful I mean, I think about even the courses some of the most expensive courses i've i've taken are some of the most to the point You know And there's a lot of value in that, right?

It just gets you what you need to know and gets you implementing it and gets you that win. People should approach lead magnets the same way, but oftentimes, you know, a simple trick is to, in, in coming up with, let's say like a benefit oriented, title is to play the, so that game, you know, so basically how that works is you have whatever you have, you know, and maybe it's a, ebook of.

50 recipes, like 50 healthy gluten free recipes, right? Now that's, that's fine. All right. Some people might see that and say, okay, 50 gluten free recipes, that's great. But that title can be improved just by playing the, so that game, so 50, uh, gluten free recipes. So that you never have to guess what to make for dinner for your allergy problem.

You know, whatever, you know, I'm just thinking of examples that'd be relevant to us. Cause like half my, half my family here is gluten and dairy free. Right. And, and the pain point I have, right. It's like, Oh, you know, I want to make this for dinner. How do I make it gluten and dairy free? Right. So if you can get to that, so that, right, that's really, I think what is going to resonate with people.

Same thing with like, You know, bullet points, you want to, you want to highlight the benefits, like how is this going to improve somebody's life? How's this going to solve this problem? How's this going to lead to, better health, wealth, or reputation, focus on those things.

I don't think people care as much about the specifics, as we think, you know.

Laylee: Yeah, absolutely. And I actually, I love what you said about, like the length not mattering. I think anybody who has been a listener for a while has heard me talk to death about how I believe that courses, the videos should be succinct and to the point and like, let's cut the fluff. Let's just give the people what they need because nobody, if, if there's one shortage of what we have, it's time.

So. Let's get to the point, you know, I love that. And I love that you gave such a tangible way. I want to make sure that we put this in the show notes, like that formula of the so that I think is just a really great exercise. So thank you for sharing that.

Davey: Yeah. And when you play that game, I mean, play it until it feels ridiculous, you know? Uh, and you'll be surprised at how far you can take it.

Laylee: Oh my gosh. Okay. I'm going to have to do this with all of my things. I love it. I, I love that you also mentioned testing out. You, you kind of said this a while back and I made a mental note to come back to it, because when it comes to finding out if a lead generator or a lead magnet is working or not working, tracking things, like you said, you run ads to your things, so you have that hard data.

How can people. Track the metrics of if something is working or not. Is it something that, um, a tool like Bidao, does it do A B testing for people? Like, what's the best way to track if something is working? And do you, do you find that people don't do this? Like, I think a lot of people don't do it. So I don't know if you see that, too.

Davey: Yeah, for sure. I think, uh, I think it's one of those things that it feels overwhelming. I think one of the great things about Bedow is it makes it super simple. So there's an easy dashboard where you can see the number of times that former pop up was shown, all right, the impressions. And then the number of times that that former pop up was, was completed.

And so you get a very, easy dashboard. Easy to understand conversion rate right there in your dashboard, regardless of what tool you're using, most, form pop up email tools out there will provide some sort of data around conversion, understanding what those numbers mean is maybe a little bit more difficult and it's going to vary from, you know, lead magnet to lead magnet and course to course, and there's going to be variables like.

Whether something's expensive or not as expensive, if it's even if it's free, you know, how much time do you have to commit, you know, so for instance, like if you're just have some sort of freebie download, and somebody is landing on that landing page, we would expect one in every two people to download that.

So 50 percent right? That would be good for a webinar though. The number is probably closer to 30%. It's still free, but the difference is that people might have to spend 60, 90, 120 minutes of their time watching the webinar. So you'd expect it to be a little bit lower than when you talk about e commerce, right?

E commerce rates, I'd say typically somewhere between one and 4%, right? So understanding the data a little bit different. But for on the lead gen side of things, I would say, We want to get as close to 50 percent as possible, with 30 percent being sort of our, floor where if things fall below, 30%, we want to make some sort of improvement to that page.

Now, pop ups are a little bit different. Because you may be showing pop ups to people, and taking a little bit more of a risk. So for instance, like you might have a pop up appear on your blog and it might not be specifically related to the blog, but still something that would qualify visitors and the right kind of person.

It would be perfect for them, right? So, You know, with a pop up, you might see conversion rates less than 10%. But that could be good just depending on what you're trying to do. Now, one of the things that you can always be doing is AB testing. And I love how BDOW makes this easy because you click a button and it's create variation, right?

So you click the create variation button. You create your variation of that form, and then you set how often you want the variation to be shown. You know, you might for a lot of tests, you want to show it 50 50, 50 percent of people see variation A 50 percent see variation B, but sometimes maybe you're taking a risk, you know, and you're like, I know this one works, but I kind of want to play around with this one.

So you might want to make it 80 or whatever. But that's a very simple way to test, and see if you can increase a conversion rate based on messaging or imagery or some, or, you know, or offer generally. And small percentages in conversion rates can make a huge difference down the line. So it's something that we're almost always doing.

I think the, you know, AB testing can get complicated too. But if it's getting complicated, It means what you need to simplify it. Right. I mean, oftentimes when you're AB testing, you just want to test one variable. So when you create your variation, don't create a whole new form, just change the title and see what that does.

And over time you can continue making improvements. And again, if you're improving, you know, by a percentage point, that's really good.

Laylee: That's so helpful. I feel like, again, just, I feel like the theme of this episode is like, keep it simple, but there's a lot more that you didn't know you could be doing. So

Davey: Yeah, that's right. It is a weird paradox here. Weird tension.

Laylee: yeah, but it's also exciting. I feel like there's a lot of excitement around trying something new, but also feeling the comfort that it doesn't have to be insane.

Like, If I can do it, everybody else can too. So I'm excited to dive in. Um, okay. So I would love to like wrap up the episode. I feel like you've shared a few of these already, but do you have an unpopular opinion around lead generation as creative entrepreneurs?

Davey: Yeah. That's, that's a great question. Unpopular opinion. I would just ask you how many people. Do you know that are selling things at scale whether it be e commerce or course creators that don't have an email list,

No, you know, there's just yeah Like when I think about it, I can't think of anybody off the top of my head I'm not saying it's not possible to sell things at scale without an email list. I'm just saying it's so much more difficult, you know

Laylee: it's not happening.

Davey: Yeah.

Yeah. And I think that,

Laylee: Yeah.

Davey: think that's really an unpopular opinion. You know, I think if you want to sell things at scale, you need to be building an email list. I think, you know, I have some unpopular opinions when it comes to service based businesses, and email list and lead gen, you know, I feel like, especially when people are getting started, they feel like.

Yeah. Oh yeah, things are good right now, you know, and they're just always going to be good. And then when things are, are not good, it's like, oh, a scramble, right? Well, if you want to prevent that scramble in your life, start building an email list. You know, it's all, it's like your best asset, to fall back on.

I think that, it's a little bit hyperbole to call it a digital ATM machine, but there's a reason why people call email lists, a digital ATM machine. Yeah.

You know, you have a page, find a page that you want to do something on, you know, some sort of, you want some sort of conversion to happen, whether it's selling a course, selling a product, booking a client, right? And figure out ways that you can improve that page, you know, so that more people convert on it.

And I think if you start there, then the process of improving that page is a lot simpler than starting with like the tools and saying, Oh, I need this tool. You know, and all of a sudden you're like, I want to use everything that this tool offers. And it's like, no, you don't have to, you know, you can use these tools for very specific use cases.

Laylee: I love that. It's so helpful. Thank you so much for sharing all this information. And I'm going to link all the things about Bidao and how people can experiment with it. I'm personally very excited and my people listening know, like, I don't just say that. I really am very excited to implement some of this.

And so, um, for my listeners out there, y'all are going to see some pop ups on my site soon. So make sure that you, take note and then you'll know all the secrets behind it.

Davey: Awesome. And you know what? We'll, give you a discount code so that people who sign up using your discount code, we'll get 50 percent off their first

year, of BDOW. So, we don't have that discount code created, but we'll make sure it's created before, this episode goes live. So check out the show notes.

I can send it to you. Maybe you can throw it in the show notes.

Laylee: Yeah, that is so generous. Thank you so much. And y'all go take advantage of it. Cause I'm, I'm pumped. I can't wait to see what comes of this.

Davey: Yeah. And if.

Laylee: a re we'll have to do like a second episode recapping what I see changing.

Davey: Yeah, absolutely. And especially if you're a show it user, show it being a sister company of ours. We have a lot of, big plans with show it. So, if you're a show it user, definitely check it out.

Laylee: Amazing, which my people know I'm all about show it. I love it. All right. Thanks Davey.

Davey: Yeah. Thank you.