



EPISODE 253

How to Grow Your Local Business With Online Marketing Strategies With Stacy Tuschl

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AMY PORTERFIELD: Hey there, welcome back to another episode of The Online Marketing Made Easy podcast. I'm your host, Amy Porterfield, and today we are talking about local businesses, something I don't typically talk about.

I'm often asked if the strategies that I teach about online marketing can work for a brick and mortar as well. The answer is "yes" you can use what I teach and tweak it and make it different in order to apply to a local business.

I'm not an expert in that area. I've never had a brick and mortar and so I feel as though you definitely want to go to somebody who's already had success in that area to really get the specifics as to how to use online marketing to get more people in the door.

Let's say you have a hair salon or a dance studio or wine shop or a real estate agency or maybe you're a pet groomer. The question is how can you take the information that I talk about around list building and lead magnets and funnels and all of the other topics we get into here and apply it to a physical store front?

Well, we're going to break things down with an expert today. My guest is Stacy Tuschl and she's the creator of "She's Building Her Empire" podcast and community where she helps female entrepreneurs automate their businesses so they can do more with less.

She's also a best-selling author and we were also in a mastermind together so I've really gotten to know her well. Stacy is a great person to talk to when it comes to using online marketing strategies for a brick and mortar because she has had great success in this area.



Besides her thriving online business she has two dance studios in Milwaukee, Wisconsin. She's talk to you about those and the success she's seen. But she's also done this work for a long time. She knows what works and she experiments and tries things.

She's the type of teacher that goes before you. She does it, figures out what works and what doesn't work, and then she teaches her students all about her own experiences. It's very similar to what I do with digital courses.

You're going to love her teaching style. It's specific. It's actionable. She uses a lot of examples so I won't make you wait any longer. Let's get to it.

AMY: Stacy, thanks so much for coming on the show. I've wanted you to talk about this topic forever so I'm so excited you're here.

STACY TUSCHL: Thank you so much for having me. I am super excited and I just can't wait to share some of these strategies and I think people are going to be blown away so I'm really excited to be here.

AMY: I do too. I said in the intro that this is not my area of expertise so when students come to me and ask me specific questions about their brick and mortar I do not have a lot of feedback for them.

This is so perfect. You should be their go-to source, 100%, but before we get into all the details I want you to tell my audiences/listeners a little bit about a pivot you've recently done and also just a little bit about your experience and background.

STACY: For sure. My background, I started right out of high school teaching dance classes for fun. I was going to school getting my business degree. I was going to get a real job and I started teaching for free in my parents' backyard with 17 kids, which is crazy.

AMY: Oh my god, I love it.

STACY: I know. Within three years I had 100 kids still being dropped off in my parents' backyard for free. I didn't think to charge because I was 21 and I wasn't thinking this was a thing.



Then all of the sudden I'm about to graduate and I decided maybe I could charge. Would people pay me for this? So I decided to open up my first dance studio and 16 years later it's still going strong.

We have two locations in the Milwaukee area. We have about 1,000 students that come to us every single week. We own both the commercial buildings that we house the students in and it's crazy. We gross over a million dollars a year. It's just unbelievable what it has transpired to.

AMY: I love this. You've built this brick and mortar business and it's done really well. But then you got online. What did that look like? That's where this pivot came in.

STACY: I think people always ask me how I all of the sudden came online. But it was really natural because people started to ask me how I did this. I'm not even in the building. I work on the business from home. People asked, "Can you just teach me how to do that?"

I started to teach really locally and then it started to go online and it's funny because I have this specific expertise, my real experience, but sometimes you just get so, I don't want to say brainwashed, but you get influenced by hearing what everybody else is doing.

I started to try to be and sound like everybody else when I was so different. That was what really would have helped me blow up a lot faster. It took me, again how funny, to realize...It's like full circle coming back. It took me a little while to realize I had to really own what I'm good at because that's what nobody's teaching out there.

AMY: You went really general with online marketing strategies and you were teaching a lot of people a lot of different things and then you realized, wait a second, I've got this expertise. You have a million dollar business. You know how to get people in the doors. You know the strategies that work for brick and mortar, "I need to specialize in that area."

STACY: Yes, and as soon as I kind of said that or made the announcement and told my tribe it's funny because I was nervous people would leave me if they weren't a local brick and mortar.

I had a girl on Facebook Live say, "I will learn from you. Whatever you're teaching, I'm not leaving." She said I had hooked her and sold her.



That makes me feel good but knowing that people still get value even if somebody listening doesn't have a brick and mortar and they are still listening right now, thank you, because it's outside-the-box thinking.

You need to be learning from people in different industries to start to be really different than your competitors and not just better.

AMY: That's so true. Stacy and I were in a mastermind together last year. We always sat at the same table. I absolutely love Stacy. We would sit at the same table and I knew she had a brick and mortar and every time she opened her mouth I wanted her to tell me more.

How did you do that? What does that look like? I knew I could apply the strategies to my own business as well. And I have.

For some reason, Stacy, you always seem to know the insider's secrets to things even before we got on to record this she was telling me some things about what Facebook is doing and how they're changing things up and testing things.

I wonder how she always knows stuff like this.

STACY: Because I'm obsessed with learning so I'm always listening and observing and I'm kind of a little detective to go, "What's going on over here?" Then I will kind of head over there and take a peek and listen.

AMY: It's true. She's a girl after my own heart. She always has a notebook and a pen. She's always taking notes and I love it.

STACY: Could I say one more thing? We were at dinner this past weekend at our mastermind and I had my notebook at the table. People were like, "We're at dinner. What is going on over here?" People are giving gold away at this table.

AMY: Yes. You never know. You've got to always be listening and ready to write it down. If I don't write it down I will not remember so I would do the same thing. You just have to get a fancy notebook so when you go to a fancy dinner it just kind of looks like part of the whole experience.

STACY: Right. Definitely.



AMY: Today we're going to be talking about building your business if you do have a brick and mortar with the caveat that even if you don't you should pay attention because you're going to learn something.

I want you to start us off and talk about the most common struggles that you see or even just one major struggle for a brick and mortar business.

STACY: What's funny is that some people won't even realize this is a struggle. It's getting them in your door. I think some people don't realize the importance of the conversion of how many people are on your website or how many people grab your free trial or free haircut but then don't actually come into your building and use that.

I think we have to be really, really conscious of our numbers. It's just like a webinar. You might get them to sign up for the webinar but that doesn't mean they're going to show up and actually watch it.

We need them to show up, get in our building, and actually try us out. I really want you to make sure you're thinking about that. This is where I would come into the online space and learn things and go, "Oh, I wonder if I could do that for my brick and mortar."

For instance, I saw people on a webinar say, "Stick around until the end and we'll give you the slides for free," or, "We've got this free gift at the end." I wondered how I could do this in my business.

Now we give some sort of gift for them when they show up. When you show up, whether or not you sign up, you're still going to get some sort of gift just because you're there.

Maybe you have a spa and you could give a sample of an essential oil or a gift card or a free tote bag or a free dog bone if you're a pet groomer. Whatever it is, give them a reason to really get in there and show up.

AMY: I like this. You have even more strategies like this coming up. Let me kind of set us up in terms of this being a mini workshop. We're going to get down to business, which is my favorite part of doing this podcast. We make it very actionable.

Stacy promised me that we could do that for this one and she is definitely going to deliver because, as you guys know, I always have notes and Stacy's contributed so we are ready for you guys.



Let me set this up. Our mission is to get more customers through the door. We're going to be using strategies that, as online marketers, we're very familiar with...Funnels. You all ask me about funnels all the time so I know this is top of mind.

Just in case you want a little clarity when I say, "Funnel," a funnel basically is a series of emails that start with offering someone something that will be beneficial to them like a PDF checklist or a guide or, in case of a brick and mortar, a coupon or a free product or a tote bag or the essential oils or whatever it might be.

You're doing that to move a potential customer from being introduced to you to ultimately becoming a customer by purchasing your product, program, or service. Stacy, you're going to share with us three types of funnels that will work well for the brick and mortar business.

Let's get into it.

STACY: Understand that I always say to people that there is more than one way to do something so take this, use this, tweak this. There are so many options for you out there.

Three big ones that I've noticed and that work well for us:

Get them in the door funnel – try us out. You see this a lot, a free seven-day gym pass or a free haircut. I noticed Massage Envy does a discount for your first massage. It's different things like that to get them in the door.

I'll tell you one thing that was so good that I've done. In the past couple of years we've gotten a new CPA. They gave us a free audit for our taxes. This was something where my current CPA obviously filed our taxes and then the new person said, "Let me take a look at it and I'm going to see what I notice."

They actually ended up saving us about \$600 and they amended my taxes for me. I didn't even know you could do that after you filed. Then, of course, what did I do? I hired them.

This was just a conversation. What if they had this as a funnel where they actually say, "Already have your taxes filed? Let us audit them for free." That could get people to say, "I'll try them out. Why not?"



Now when they try you out you've got to prove to them that you are their person, you are the business they need to be going to.

AMY: That's so good. I forgot to mention that there is a freebie for this podcast episode. Stacy has been so generous to give us details of the three funnels she's going to be talking about to make them more tangible and actionable for you because everyone loves a good PDF with all the details.

If you go to <http://www.amyporterfield.com/253> you will see an option to get the freebie for this episode.

Keep on going.

STACY: That's #1.

Educational Funnel - This isn't for everybody but if this is for you you're really going to need it. It's an educational funnel. I'm going to use an example. People know what a gym membership looks like. They know what a free haircut is. We know what we're going to get out of that.

You don't really need to convince me or educate me on needing a haircut. But some businesses, we need to be convinced. We're not completely sold that we need their product or should want their product.

Let me give you an example of microblading. If you know what microblading is, and maybe you don't, which is why you need this funnel, you wonder if it's a face tattoo. You are nervous. What is this going to do?

I need to really be sold on what's happening so I was recently kind of looking into this and I was still nervous. I was not sold. Then I found somebody who had one of these types of funnels right on their website. They had a five-minute video explaining what microblading looks like.

They actually showed in fast-forward motion what somebody looked like and what the process was and then why you do not want to go just anywhere. By the end of it I was sold on microblading and I was sold on going to that place.

That might be something you need. You just have to ask yourself if people know that they need "this."



I'll use another example. I have a client who has a meat shop. You might not even know that meat shops exist. You might go to the grocery store and buy all of your meat. You need to know what the difference is between her store and your local store and why you have to go to hers.

You might need this to educate your people on why you and why this service.

AMY: That's great. I think we do this in my space as well. We just assume that people know all the details and you are going to kind of show them the "how" but we need to usually take a step back and say, "Wait a second, we know all the details. We know what's going on. They might not know."

Even for something like microblading, and for a lot of men out there (I'm generalizing), you probably have no clue. It has to do with your eyebrows, for the record.

Let me give you guys a quick example. I knew of microblading and it's kind of like tattooing your eyebrows so it's pretty intense. I knew about it. Wait, is that what it is? It is, right?

STACY: Yeah. That's right.

AMY: I was getting confused for a second. I wasn't sure of all of the details. Then I saw a blog post where this woman got it done and literally talked about her whole experience and kind of broke down all of the details.

At the end of that article I was sold. I knew I needed to do this. I hear you on the education. The more details I got the more I was sold.

STACY: I think we all need some sort of a level of education but some people really need to go deep and with others we might just want to explain the difference of why we are the go-to place versus everybody knowing what a gym is, everybody knowing a haircut.

AMY: Great point.

STACY: It just depends.

AMY: Keep going.



STACY: Upsell Funnel – The third is an upsell of what you are currently doing. We are trying to now increase the frequency of your existing customers because I think we're so focused on needing new customers and more customers but really the end goal is probably just to increase your revenue.

You can do that by getting more of your current people to increase their frequency. Think about that. I'm going to give you a great example of what this would look like.

I go to the dentist every six months for a cleaning. I have been thinking about getting Invisalign again because I never wore the retainer so my teeth are starting to get crooked. Why did I do that?

I got Invisalign maybe ten years ago so in my head I thought it was expensive and insurance doesn't cover it. It takes a lot of time. I think I had to go in every single week and all of this stuff was going on in my head about why.

I've been thinking about it for a long time. I finally decided to ask them, "What's the deal?" What I didn't know is that insurance now covers it and it's way less time consuming because you get all of it at one time.

I had to bring it to my attention. I had to give it to them. I had to say, "I want this." Why did nobody upsell me on this when they can see my teeth are shifting? How easy would it be for them to send us down a funnel of different options or things like teeth whitening, little things like that, to upsell your current people?

Sometimes I think we think we can't keep selling. Nobody wants to keep getting sold to. But I look at it as a big disservice. I had been wanting Invisalign for a few years and if somebody had told me my insurance would cover it and it's not time consuming anymore I would have done it years ago.

I think we have to get over the fear of selling and know that you're here to serve. These people have already chosen you so why not continue to share what you do and what you're really good at?

I really want you to think about what you currently have and what we could be sharing the next level is. There's always a next step so tell them what it is.

AMY: That's so good. I talk about upsells a lot with selling online training courses. One example of an upsell we do is to sell our course and then sell slide deck templates because I teach how to create courses.



Now you've got this slide deck that you can put all of your content in. Those upsells do amazingly well. When you hear stuff like that and then you start to think about your brick and mortar, exactly what Stacy just said, what else could they need or want or continue the journey?

I actually never thought about this in terms of brick and mortar so love that you're putting it out there.

STACY: It can be in any industry. You go to the gym and you're just going to the gym. You've got your membership card. You're in and out. But are they telling you about their amazing trainers? Are they telling you that you could be doing things like that?

Sometimes they are but sometimes it's also just the receptionist saying it one time when you're overwhelmed and filling out all the paperwork and you're not even listening because you're trying to fill everything out and hurrying to get to your first workout.

If we then followed up with an email or sent them down this funnel...when I say funnel I really mean getting them to a landing page and showing them these specific things. I really want you to be thinking about that.

AMY: I go to an acupuncturist and I went to a few sessions. Then I got an email from her that said, "Hey, if you're really loving your acupuncture appointments you might love to add on a little reiki with it as well."

Then she talked about everything she does with that. Of course I totally took her up on it. I was already loving this and now she's saying she could do even a little bit more. So once they're in there experiencing something they are more likely to say, "I like this, what else have you got?"

STACY: Absolutely.

AMY: This is fantastic. You mentioned the opt-in page. We really haven't gotten into that and I want to get really specific because these funnels are likely shorter than what we typically see with online marketing.

With the nature of the brick and mortar business your funnel may be bringing in a new customer the day after they get the email so the funnel could be much shorter than if I put together a ten email funnel over a three week period of time.



I want you to talk to me about what the business owner really needs to think about in terms of their funnel content and also the whole idea of the opt-in page and thank-you page. Can you kind of paint a picture of what this looks like?

STACY: That's such a good point that you bring that up. When you are talking in person we will warm people up very, very fast. Somebody could stop in within 24 hours, just drive by our building, stop in, and not even within 24 hours, right then and there they could buy that product, program, or service. It could happen very quickly.

Online sometimes when people buy a product they will say, "Oh, I've been listening to you for six months on your podcast," or they have been following me for a year and I just bought.

That's great but I can't believe it took 12 months to buy something. In person it could be right then and there so, yes, our funnels look a lot shorter but not necessarily because maybe you go to get that free trial or free haircut but you never come in.

Now I do have to keep warming you up and sending you information just like I would online. However, you might kind of break my funnel when all of the sudden you stop in and buy on the spot. You don't have to get any of these warmup emails anymore.

Now we're just convincing people why they want to stay. I think people (business owners) always assume that we have to sell them once and we've got them. Now they are hooked. Now they are in.

People can change and leave you and go down the street at any moment and go to somebody else so we have to keep selling them on why they want to stay. What's coming next? What's new in the next couple of months? Why are we the place and why are we going to stay being the place?

You do have to be thinking about that but it's definitely a little bit different in the brick and mortar world versus online. To give you an example of what these funnels possibly look like, one big difference I've noticed is we ask for phone numbers and people give it to us.

Online people don't want to give you their phone number.

AMY: That's a good point.



STACY: They are like, “Don’t call me,” right? Now I want to be called at a local business. I want you to call me so we can get this consult or whatever it is right now and make this appointment.

We do ask for name, phone number, and email. We typically will get all three things. It’s not something where people are afraid to give it to us. That’s the biggest difference I see. Usually an opt-in looks very similar.

The thank-you page will look a little bit different for the sake of instead of joining my Facebook group or something like that I might want to give you a virtual tour and we can talk a little bit more about the details of that too. But, there are some different things I can do on my thank-you page.

AMY: Basically, we are sending out an email and let’s take one example., so out of the three you gave us, which example should we choose?

STACY: Let’s go with the free trial because that’s a big one a lot of people use.

AMY: You’re going to offer a free trial. The email then will link to an opt-in page, right?

STACY: Correct.

AMY: What might they find on that opt-in page for a free trial?

STACY: First, I’m going to be selling my studio. I’m going to be selling why you should come to my studio. I might be showing you some of my Google reviews screen shot on there. I’m giving you my credibility. What do I have to show you?

Maybe I’ve got some media appearances that I want to show because I want to give myself credibility too. So I’m going to do very similar to what I’ve done. I may have a video talking before you opt in but I may also just have three reasons or three ways to stop in or what to do.

That all looks very similar to what you’re seeing online. It’s kind of like this is our webinar. This is our free masterclass. It’s just to come take a free trial, a free audit, or whatever that is.

AMY: Got ya. From there they are going to opt in and that’s when they hit the thank-you page. Talk to me about the Google tour you mentioned.



STACY: People love this and it is so old. I've probably been doing this for ten years and some people have never seen this before. You know when you have the Google street view and you can walk through my subdivision and see our houses and all of that?

Google has something where they do a virtual tour inside of businesses so you don't have to come to my building to see in my building. You could go right to my website and look at both of my locations and walk through it like you're in the building itself.

AMY: Really?

STACY: Yes. The local businesses are not using this enough. You can just Google "A Google-trusted photographer" and Google actually has people that specialize in doing these tours.

You hire them. They come in your building. They take the most beautiful building shots and then video that you can't get anywhere else. Then you can use that. You can put it on your social media, put it on your website.

We put these on our thank-you pages so we'll say, "We'll be calling you within 24 hours to set up your free trial. In the meantime, why don't you take a virtual tour of our facilities from the comfort of your own home?"

Now they can just walk through the building, which is amazing.

AMY: I'm going to put you on the spot here, but can we include a link to that in our freebie so they can see what you've done?

STACY: Oh yeah!

AMY: Okay, good.

STACY: For sure.

AMY: Okay guys, go to <http://www.amyporterfield.com/253> and we will add a link to what Stacy's done so you can kind of see it in action because it's really cool.

When I'm thinking about what to put on these pages, testimonials and reviews are a huge part of any type of business but for a local brick and mortar this is big so give us some ideas to get some of those reviews coming in.



STACY: I think a lot of people are like, “But Stacy, I don’t have any reviews,” or even worse, “I have a negative review,” and they don’t know what to do. I’ll tell you, especially with local, it seems, people really do leave Google reviews for local businesses all the time.

They are more likely to leave a negative review than a positive review. When people are happy they don’t think to review “them” on Google. That’s not what they say. But if they have a negative experience it’s like, “Just wait. I’m going to leave you a review,” immediately when this happens.

Understand that’s normal. It does happen. But how do we get good reviews? How do we get more reviews? Let’s talk about that.

One of the things I want you to understand after knowing you will get bad ones, it will happen. I want you to understand that we can get these amazing reviews and it’s actually a lot simpler than people realize.

One of the things I do is ask our most favorite clients, people that are our dream clients that we just love. We shoot them an email and say, “Hey, we love having you and hope you love it here too.”

We know they do because they are our favorites and, of course, they love it. We’re just basically saying, “Here’s the link. Would you take 30 seconds to leave us a review?”

This is actually a system that my receptionist has on her monthly projects. She reaches out to probably ten to 20 people every single month and asks them to leave us a review.

It’s actually a pretty high percentage that will say “yes” because, again, these are our dream clients. They would love to help us out and they do that. That works well.

We do it via email and not in person, if you’re thinking that you are local so why couldn’t you ask them in person, is because we actually do not want them to leave us a review on site.

Google is smart enough and they know exactly where you are at every moment and they do not want to see Google reviews for your business in your business. Does that make sense? They know you’re there. They don’t want to think, “Oh she’s probably being incentivized right now,” or being asked to leave a review.



AMY: Oh, okay.

STACY: It can actually hurt you. Sometimes those reviews will disappear because they know something's going on here and they get rid of them. So we always email because we want people to be on the go, at their home, anyplace local but not in our building. That's #1.

Recently, this past year we really wanted to see a big increase in our Google reviews because we noticed a lot of our competitors are starting to get them to. We really want you to look at those and say, "Whoa, this place looks amazing."

When you bring up acupuncture, it's so funny, you totally convinced me to find somebody here.

AMY: Really?

STACY: Yes, After the last worksheet I was like, I have to do this. So I just booked my first appointment and I'm going Friday. How did I find them?

AMY: Are you excited?

STACY: Yeah, I'm very excited. I Googled and then I had three places. I went with the person who had the most reviews and the best reviews. That was just how I did it. A lot of us do that too. We really want to see these reviews go up.

One thing we did was email our entire list, which normally we don't do that. We emailed our entire list and said, "Listen, we are looking for an honest review on Google because it helps people decide where they should go. If you feel like this is the place we would love for you to leave that."

Ask for an honest review, not a five-star review. That is actually against the rules and you can get in trouble for that. I think it turns people off when you ask them specifically for a five-star.

Ask for an honest review and what we did, one of the things I do every month is go into the building and have a leadership meeting. We always brainstorm and it's our ideas and things to get out there and what's new and what's happening.



We were talking about these Google reviews and somebody said, “Why not give them a chance to win something?”

Somebody said they never do those things because they never think they are going to win. What are the chances that you are the one in a million girl who will get this?

Somebody said, “I always do something when I know I’m going to get something for it so maybe we offer a \$5 gift card or something to get this versus a chance to win something and one person does.”

We decided to just try it and see what happens. Another thing I want you to think about is perceived value. Instead of offering a \$5 gift card that actually costs you \$5 like a Starbucks gift card, or something, what is something that has a perceived value of maybe \$20 or \$10 but costs you \$3 or \$5?

Maybe you’ve got that tote bag or coffee mug, something where they think a haircut is \$30 but really it’s just going to cost you your employee whatever their half-hour rate is. It’s a lot less than the perceived value. Go there because people really want to have that perception.

We announce to everybody, “Hey, anybody that leaves us an honest review in the next 48 hours (we made it a very quick time) will get a free pair of tights or a free music book.”

Again, perceived value is around \$10 that it will cost us. Obviously we’re a business and we make a profit. That’s not what it really costs. We had 60, that’s six zero, leave us a review within that first week.

AMY: Oh my goodness.

STACY: That’s so insane. It was actually a little too good. I really don’t want 60 reviews in a week, you guys. Google probably thought, “What’s going on over here?”

They are smart and I thought some of these would probably get taken down. They didn’t but now I would have been a little more strategic seeing how well received it was. I would maybe do these quarterly and maybe I would grab a section of my list so that I’m not emailing everybody at the same time.

AMY: I love that it worked too well.



STACY: It did. It really did. You really don't want 60 reviews. If you have five and you get 60 next week Google will think somethings' going on over here.

AMY: That's so good. I love this. This is probably my favorite part of this whole mini workshop we're doing here about the reviews and how to get them and how to look at them. I had no idea that Google knows if someone's in your building giving you a review and that that's not a good thing. This is good.

STACY: I learned that because one of my friends who had a brilliant idea and was going to do it but all of the sudden all of the reviews that happened on her site disappeared. Google just pulled them right away.

AMY: So good to know. You've got to protect yourself there. One thing I love about your philosophy with these funnels is what you call the three T's for success. You know I love a good list so tell us about these three T's.

STACY: I think one of the things we have to understand is that this will happen, especially with local businesses, they'll say, "Amy, I don't think this will work for my business. You don't understand my type of business."

They start to make excuses for why this isn't going to work. I will tell you that I've never found a business that this does not work for. I am in tons of different industries. We're even starting to use them for our rental properties and that's just crazy to me.

There is so much opportunity so I want you to try it. You need to pick one of those funnels we just talked about and try it. Then I want you to track it because you will get feedback and even no feedback is feedback so understand that.

Track those numbers. Track the results. How many people are landing on it? How many people are opting in? How many people are showing up? We're looking at these numbers every single month.

At our monthly leadership meeting one of our office manager's responsibilities is to use the CRM and say (I'm making these numbers up), "We had 32 people land on our opt-in page and 12 of them submitted the free trial but only six showed up and out of those six people four signed up."

We know the numbers and are constantly looking at where we can get better. That's where Step 3 comes in and we start to tweak.



We can see that we're not really getting people to grab the free trial. How do we make it juicier? How do we make it be the no-brainer offer to get them in the door? Every step you will start to tweak a little bit here and there and I always like to tweak at the top of the funnel.

Start with the opt-in page then go to how we get them to show up. When they start to come in the building that's when the conversions skyrocket so starting there isn't going to give you your biggest bang for your buck.

AMY: That's so good. This whole idea of "try one, track it, and tweak it," you all know you can use that with any area of your marketing whether you're brick and mortar or selling digital courses or whatever it might be that you're doing. It's such a good one.

Again, it's try it, track it, tweak it. We all need to remember that. It's simple but we don't typically do it so I'm glad you brought it up.

STACY: We do it too quickly. All of the sudden we'll start and we're like, "It's not working. It must be the funnel. I should jump to the educational funnel."

We didn't even give the first one a try. I'm totally preaching to the choir when I say this and I need to hear this because we need to slow down and let the results come in and then know that you can get better with it.

It's all trial and error and I want to jump beyond and jump to the next one but you can't do that.

AMY: Slow down. That is great advice. When you grab the freebie for this episode you can make sure you just go one funnel at a time and really give it the time it deserves to see if it works. The freebie is at <http://www.amyporterfield.com/253> with all the details.

With that, I want you to talk about their competition. I know you have a strategy to really pay attention to what the competition is doing or, more importantly, what the competition is not doing to kind of help you focus on where you want to put your online marketing efforts. Can you talk about that?

STACY: I know people have mixed feelings on this. Some people say to keep your eyes on your own paper. Some people say you need to know what's going on. I do feel there is a happy medium that we need to find because I don't think you should be stalking your competitors or you'll be copying them just naturally.



I do want you to keep your eye on what's going on. One of my mentors a long time ago said this phrase and it stuck with me. He said, "You don't need a cannon to kill a mosquito."

I'm the girl who wants to bring the cannon. I'm bringing everything. Here's the best of me. Sometimes what you're doing is actually causing your competitors to step up their game too and then it's a never-ending cycle of everybody trying to outdo each other.

I know you've got to be really careful. Let me just give you an example of what that would look like. For instance, we do not use Google ad words at this moment. People might be thinking that's crazy. Why would you not?

Right now, if you Google anything that would make sense for what you're looking for in my business I'm going to pop up organically one through three. I'm always going to be in the top three. You're going to find me everywhere.

I don't really need to do ad words because why do I need to pay to be above myself in an organic ad? If I start to do ad words my competitors are going to see that because it's definitely public knowledge. You'll see it when you Google.

What are they going to do? They are going to decide they need to do ad words. Now we're going to keep paying to beat each other and we're just going to both be spending money we don't really need to spend.

I know my competitors don't use Google ad words. Nobody does in my area. So I don't need to go there yet. If I need to in a year from now or ten years from now then, sure, I'll head there when I need to but I'm not going to pull up that cannon when I don't have to right this second and it's saving me money. Does that make sense?

AMY: It does. So good.

STACY: There are just some things you want to be really, really careful with. I'm also not on Yelp. That's another thing people are always shocked to hear. Everybody uses Yelp. Not in my area.

Right now none of my competitors are actively using Yelp so I don't really have to be amazing on Yelp because nobody's there. It's not going to be the tool that makes my customer decide if they should pick "her" or "her."



Right now we're kind of playing the Google reviews game, Facebook, using social media and things like that. We're not really using Yelp in that way.

Will I never use Yelp? No, if my competitors start to actively get 100 amazing reviews you had better believe we're going to head there too. But typically I have noticed that I'm kind of the leader, if you can believe that or not...

AMY: I can believe it.

STACY: If I do it they kind of follow and I know that now so I am kind of slowing down in certain areas where I don't need to be going 100 miles an hour when they're not even heading down that road.

AMY: That is huge that you just said that. A lot of people listening might not be where you are Stacy. You've been doing this for a long time. I hope you take a moment and say, "That is pretty dang cool that I'm in a place that I'm a leader in my niche so that if I don't do it I could slow down and don't have to do it because everyone's going to follow when I do it."

That's a cool place to be.

STACY: Yeah. Well, it just makes me on my game because I have to always be innovating because they are always going to follow and then I look the same so we're constantly asking where we are heading next. We have to be at that front.

That's just something we've been doing. We do use Facebook ads. What I like about Facebook ads is your competitors won't know how much you're spending, who you're targeting. That's secret.

Because it's not public knowledge that's a safe place for me to spend money and really get a good return on my investment.

AMY: Great. I'm glad you brought that up. I think that is a really big one in terms of Facebook ads. They work and they definitely work for local businesses as well.

STACY: Definitely. It's our Number One paid marketing strategy that we use.

AMY: Tell me what you run an ad for. Give me an example of what the ad would be about.



STACY: It's really sending them to one of those funnels. We're always announcing our free trials with try your first class for free. We do events, maybe three events a year. We invite our local community to come try us out at a free event.

We are in the children's industry so we might have a free Christmas community party where Santa's there and they can come in and get their picture taken and do a little dance party and random things like that.

We'll get them in our building for free but then when they're there we are showing them all around and, again, we're kind of selling them on "this is the place to come."

AMY: Got ya. Perfect.

STACY: One more thing I want to mention that some people might not know. You really want to claim your local listing. You might have seen this when you go to Google. It will say, "Are you the business owner? Claim it here."

A lot of people don't claim their listing and you want to. You want to put your hours in there. You want to put your phone number in there. Now when you're on your phone and you Google something you can literally click the button and it just dials it.

AMY: It's my favorite thing. I do it all the time.

STACY: I use it all the time too. There are people out there that haven't claimed their business and set this up. And, I've heard a horror story, this is rare, but I have heard places or people where somebody claims it for them and put in the wrong information. You've got to be careful, you guys.

AMY: Oh my gosh. That's just criminal. Switching gears just a bit, and I love this next topic, I want you to talk to me about social media as it relates to a brick and mortar. What do you see that is working for brick and mortars on social?

STACY: Social definitely works but I think we get very frustrated when we only have 100 followers or 1,000 followers and we look online and see people with a million followers.

AMY: Right.



STACY: You guys, you need to calm down. Amy is serving the entire world. Anybody can follow Amy. I'm serving five miles in my radius and I'm not going to get as many followers as her.

Again, I'm saying this to myself because it bugs me that we're not hitting a million followers either. But you can have a very small following and still be super engaged. Before I jumped on here I looked at my numbers and we only have about 2,000 followers for our brick and mortar.

I have about 13,000 on Facebook for my online. But here's what's crazy, we have way more engagement in the brick and mortar, way more people that jump on Facebook Lives, our likes, our comments, are way bigger than the much larger number.

AMY: I believe it. I have no doubt in my mind.

STACY: It's just different. When it's local it feel like home. You get connected to people more. I just think you've got to really understand that small numbers are okay, especially when you're serving a very tight knit circle around your building. Be okay with that.

AMY: I love that you said that and I want to add one more thing. If you're local and, like Stacy said, you're serving this five-mile radius and you have 2,000 people on Instagram, imagine all 2,000 people coming into your store today or your location.

That would be crazy pants for you. So you have to put the numbers in perspective. That's so good. I feel like that's so important.

STACY: I am pretty sure my parking lot holds 46 cars. I don't know where you're going if you come like that so it's a different story.

AMY: Yes. So good.

STACY: I also think you have to know where your customers are. Just like the online space, don't be everywhere because everybody else is telling you. We really focus just on Facebook and Instagram. That's our two big hotspots. We use them in a few different ways.

We can talk about Facebook groups and things like that. Do you still use those? There are some things that are really working and some things we just don't bother with. I don't know if you want to head there or not.



AMY: Yeah, tell me a little bit.

STACY: Facebook groups, we're not using them like we are in the online space with just a free group to go "find out this". We're using them for our staff. We actually have a Facebook group for our staff and one of our more serious dance and music students will have a private thing because it's a team, a group.

They need to get more information, more knowledge, and all of that. It's there. We do it really to kind of stay more engaged with our highest paying clients and our team versus a free group for anybody that wants to learn about our services. We are not using it that way. It just doesn't make sense for us to go there.

Just kind of know what you do and figure out what's going to work best. Again, try it, test it, see what happens.

AMY: Got ya. Tell me more about social.

STACY: I have a bunch of little things. Like I said, we're using events. The reason I love events is because on social you can create an event and then you decide if you're going and then you see, "Oh wow, four of my friends are going to this event," so all of the sudden, and because it's local, you really will have a lot.

Most people's Facebook friends are local people. They will all of the sudden see all of their friends are heading to one of our free events and they will come too. Using events, and we strategically place them about every four months or so, it's really helpful for us to constantly get new people in our building so I love using the events feature.

AMY: So good.

STACY: Then we have a 12-month marketing calendar that we use for social media. We're constantly asking what we could talk about "this" month. We're looking at things, again, that we could talk about in house for our current people and then what we can talk about for our inactive people that are on our list.

This is a little different in the online space versus brick and mortar. We have an active list and an inactive list. We mean active as in you are a paying customer that comes every single month or you used to come but you don't come anymore or you have inquired but you have never signed up.



We're constantly asking what we are talking about this month for our active members and then what are we talking about for our inactive members. We send out two different types of newsletters and things like that and we do different things on social to get them excited and engaged.

Somebody who is already an active member may not want to take you up on a free trial or free haircut because they already come to you. But they will look at the upsell. So be thinking about that.

One thing I'm loving just because we're heading into it right now is February, our big appreciation month. We take a moment to appreciate our customers. We take a moment to appreciate our staff members, everybody as a whole.

We do things in house that we then promote on social so, for instance, we have little love notes that are right on our front desk. At any time you can go up and write a little love note to any of our employees, anybody you want to promote or just shout out and say, "Thank you" for something.

You might be wondering who does this? Lots of people. They feel like they really have to acknowledge the receptionist because she's so friendly or this person or that person. People fill these cards out and we tape them all over our wall.

The month of February our walls are filled with hearts and amazing testimonials and then we put them on social. We keep these photos and our employees will actually keep some of these hearts because they mean so much to them that people would say this about them.

It's just a great thing we're doing and, again, it's kind of tied in with sharing the love, the month of February, Valentine's Day. We're just constantly asking what we can talk about "this" month and what becomes something that could be shared on social media.

AMY: This is good. I love how you have so many great ideas and examples. This is one thing about your training style that I think is so valuable. One more thing. We're going to wrap up but because you are giving us so many great ideas I know you have a really great online marketing strategy for hiring.

Now we're not going to focus on the customers but, instead, your team. Can you give us some tips there?



STACY: Hiring can be really, really stressful as a local business. We want you to travel to our business. If you live far away or maybe even 30 minutes away you may not come to us. Online you can hire virtually so it's fine.

We have a lot of competition locally and we have to really stand out on websites like Craigslist and Indeed. I've got to look like I am the place to work. I'm selling them as hard as I'm selling the customers.

One thing we do, instead of just looking like everybody else on Craigslist, we'll send them to a funnel. We'll send them to a place where they can learn more about our business. Maybe they get a virtual tour just like the customers do. Maybe a video from me showing I'm the boss.

I will say, "I'm the new boss," I will say what's going to be going on. I will tell the style. I want them to get to know me too.

I just heard this phrase, "Employees don't quit their job, they quit their boss." How true is that?

AMY: So true.

STACY: How important is it for you to make the first impression, "Hey, I'm Stacy. Here's what we do. Here's how I started." When you share your story and people start to connect they want to work for "her".

"She" looks like the person or place I want to work for so you've got to really make sure these funnels are showing them why you are the place. We will have people who will book an appointment to come meet us and interview and they will cancel or not even show up because they probably found somebody else in the meantime and then they don't even think to contact us to say they aren't coming.

We've got to sell them even after the interview, until they have...whether you have an employee contract or things like that, we really want to make sure they are just so sold on us.

AMY: That's so good. It's basically a funnel for those that you want to hire. I don't think we look at hiring that way so I'm glad you brought that up and thank you for that.



Stacy, your tips and tricks and strategies are always so good. I love that we got to dive into brick and mortar businesses, which I don't think I've ever done on the podcast before.

First of all guys, I've said it probably three times already, but if you go to <http://www.amyporterfield.com/253> Stacy has given us the details of these funnels so that you can apply them to your own business so definitely go to the show notes and grab the cheat sheet for this episode.

Also, Stacy, tell everybody where they can learn more about you.

STACY: My favorite place to be is definitely Instagram. I'm [@StacyTuschl](#). Then the podcast, the website, my free Facebook group is all She's Building Her Empire at <https://shesbuildingherempire.com>.

AMY: Spell your last name for everyone.

STACY: My last name is Tuschl.

AMY: There you go, so you can find her online. This has been such a treat. Thank you so very much for taking the time to talk about all of these great strategies with my listeners.

STACY: Absolutely. Thank you so much for having me.

AMY: There you have it. I hope you loved this interview as much as I have. I love when we can turn an interview into a mini workshop where you walk away, if you get the freebie that you can find on my show notes, you can actually walk through what you need to do and see examples to make it actionable.

If you learned something new and then you implement it that's where you're going to see the results. I would love to hear about you implementing these strategies if you have a brick and mortar so make sure to find me online and let me know how they work for you.

Next week is extra special, guys. We are interviewing Rachel Hollis all about her brand new book, Girl, Stop Apologizing. Oh my gosh, this conversation is so good. You've got to show up.



This one can be for the boys as well. I think you're going to find some really great tips and insights around how you navigate through different conversations and tough situations that you want to show up in terms of being confident and clear about what you need and what you want.

You know how I feel. The mindset part of being an entrepreneur is so incredibly important. It is sometimes even more important than the strategies that I teach you. Come on over next week. I can't wait to dive in with Rachel.

Okay guys, I'll see you soon. Take care.