



Jared

PASSIONATE FEW



In this interview on Omar Elattar's The Passionate Few, Jared goes through his life story and shares experiences that have gotten him to where he is today. The overarching theme of this interview is to just dive head first and try as many things as possible, because the journey often ends up to be far different than you could have ever imagined. Many times opportunities emerge that you didn't even consider before the journey started. Jared mentions several times that diving in and breaking through mental barriers has been one of the keys to his success in entrepreneurship...

Omar Ellatar: So thanks for being on the show today Jared!

JG: Absolutely! My pleasure!

OE: So let's talk about it, my man! So we know you have one of the fastest growing shopify stores second only to Kylie Jenner? Is that correct?

JG: Yeah.

Actually, when I was in college, I started throwing concerts. I started hiring big artists to come to venues and we would sell tickets, and we created our own show

OE: So where did all this ambition begin? Because I know that you built many businesses, both in terms of products and online, and you're only 27 years old. Where did all this ambition begin? Were you always that way, or... where was the seed planted?

JG: I was always scared to be normal. I never wanted to stay in my hometown or get a regular job. I always wanted to do something different. I actually started out, when I was in high school I used to rent houses during

prom season and rent them out to prom parties. That was one of my first ventures.

OE: How old were you at that time?

JG: 17.

OE: Dang! Where did you grow up?

JG: Long Island, New York.

OE: OK. Cool! And were your parents entrepreneurs?

JG: I grew up with a single mom in a one-bedroom apartment, so another factor for me was I always wanted to provide for my mom.

OE: Yeah. So was that a huge part of the motivation growing up too?

JG: Yeah. Huge part.

OE: What does she think about everything now?

JG: Well at first, I had a lot of failures when I was younger, in my early twenties and she was always, like, 'You need a job. Get a regular job like everyone else.' But I knew that wasn't right for me. Now she's just, like, as proud as can be and, like, super happy.

OE: Yeah. What was your first job?

JG: First job ever? I worked at Baskin-Robbins, scoopin' ice cream.

OE: Oh! Nice!

JG: Then I washed dishes in a restaurant for a little bit.

OE: You did those two simultaneously?

JG: Yeah. When I was 15, 16, 17.

OE: And then when you were 17 you started renting houses and all that?

JG: Yeah. And then I got into a bunch of other little projects, like a car washing business, a moving company, and I always wanted to try new stuff.

OE: Were those doing well, or was it just, kind of, trying...

JG: No, no. They didn't really do too well.

OE: When did you start catching traction with it?

JG: Actually, when I was in college, I started throwing concerts. I started hiring big artists to come to venues and we would sell tickets, and we created our own show called Electric Flurry. It was the world's largest foam party. So we had circus acts, big DJs, these foam cannons that shot foam 200 feet into the air, and we grew up to, like, arena-sized shows.

OE: How did you grow for that, or, what was your step-one, step-two, step-three for that?

JG: Step One, I wanted to get into throwing concerts because there was somebody from a neighboring hometown of mine who was living a really cool life, he was making a lot of money and was only a few years older than me. He was booking Avicii and other big artists and I wanted to do that. Long story short, I did a favor for his sister so he allowed us to partner with him at our school. We booked two shows. We did a Steve Aioki concert and a Lupe Fiasco concert. At the time, Lupe Fiasco was a number-one Billboard artist. It was back-to-back nights, two different kinds of genres.

OE: And how old were you at this time?

JG: I was twenty, maybe twenty-one. Yeah, I was twenty.

OE: So you didn't really know what you were doing, you just kinda wung it, and kinda learned as you went, right?

JG: Yeah, actually, I had to raise money from kids at school, so everyone I knew who had, like, 5,000, 10,000 dollars, and I was like, 'Hey, invest in this show,' and we actually, our first night with Steve Aioki we sold out and made, like, \$40,000, but the second night, with Lupe Fiasco, we lost \$40,000.



OE: Dang! So you guys broke even.

JG: Broke even! But I saw how much potential there was, and those were smaller shows. But the major, overlying expenses were the artists. So how do we throw a show where we don't have to pay artists 50, 60, \$70,000 to come? So we created our own show!

OE: Nice.

JG: That's how we got into Electric Flurry.

OE: And that show consisted of what as the main attraction if you didn't have big name talent?

JG: It was the world's largest foam party.

OE: Oh, so that was the marketing!

JG: Yeah! We had circus acts, fire-breathers, you know... contortionists, magicians, just cool things onstage.



OE: What was the—do you remember the budget for that?

JG: Our first show was, I think, 30 to \$40,000. We ended up profiting something like \$50,000, our first show, ever, for Electric Flurry.

OE: How long was it from conception to execution to marketing? What was the timeline on it?

JG: You know, we literally had no idea what we were doing.

OE: (chuckles) As is the case for most entrepreneurs.

JG: I was in a fraternity and I was in school and we were trying to figure out what we were going to do for Halloween, like, should we throw a party, or what? It was, like, we were just trying to figure it out. And we thought, why don't we try throwing our show on Halloween? We ended up selling out the show, just because we really hustled and went around to different college campuses in the area and put out 100,000 flyers and –

OE: So you guys rented out space at a university, or where was it that you got the space?

JG: This space was called the Washington Avenue Armory. It was an armory, so it was just a giant open place.

OE: Oh, that's perfect! So then you got the space, had a one-day event, set it up, and you guys profit 50k?

JG: Yeah! We promoted it for a month. Maybe 16, 17-hour days, just nonstop, because we had all our money in it. We had seven people as partners at the time. It was a huge success.

OE: And then from there, what starts going off in your mind? Because that was your first big success, your entrepreneurial success.

JG: Yeah... basically, there were too many people on our team. There were seven of us, but only two of us were pulling the weight. So we broke off and formed a company. We didn't even have a name for it at the time. We called it something like Foam Fest, and then we branded it, we called it Electric Flurry. We got a logo made. We had a website made. We

started putting out content, and our goal was to throw as many shows as we could. And we thought it was going to be easy, because the first one went so well. WE thought it would be no problem. Then we just started booking more shows.

OE: How did it scale? How did those shows do?

JG: The first show we did after that, we lost some money, and then we literally didn't know what we were doing. I didn't know how to produce a concert. I didn't even know how to hire someone to build a stage or how to hire people to do lighting or anything.

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they are better than what you expected.**

OE: That's really interesting. A lot of entrepreneurs and people we interview, a lot of them say that. A lot of people who say they want to be entrepreneurs or who get their ideas, they think they gotta know the path first, they gotta have more experience. Could you speak a little bit to how important it is to just go anyway? To just kind of go bumping into the walls, figuring it out? What have you learned in that process?

JG: Honestly, so many people want to wait until the time is right, you know, to quit their job, and one day, when it feels right, or to do this project, one day, when I know enough, but that time never comes.

OE: Right.

JG: I'm a big proponent of just do it, and different things will happen that you didn't

expect. Most of the time they are better than what you expected. As you do things, people are attracted to that, too. If you have something, you're building something, people want to be a part of it and new opportunities form from it.

OE: Right. You couldn't have anticipated prior... yeah.

JG: Exactly! Things you've never anticipated!

OE: So you apply that, and you start scarin' 'em, some do well, some don't, and then, how did it go to... how did you transition out of that?

JG: We ended up doing really well for our first year. When I was 21, we did about a million dollars in sales, ticket sales--

OE: Beautiful! This is with one partner?

JG: One partner.

OE: Nice!

JG: It was cool! I mean, I thought I knew everything at that time. And then we booked a show that was a little bit out of our league. It was a big arena on a campus, there were a lot of expenses we didn't expect, we basically put all of our money into it. I got investors, I had one main investor, who gave me \$50,000. Not only did I lose all my money, but I lost his money, too, and I got sued.

OE: From him?

JG: From him. And he was my age, my friend, and he inherited, like, 50 million dollars, and he wanted to be a dj, so he wanted to fund our show and be the dj. He ended up suing me. I was in a really tough position

OE: How old were you at that time?

JG: 22? Yeah, I was 22.

*OE: Sh*t! So then, from there, what's going through your mind?*

JG: Well, at that time, I had lost all my money, I had a lawsuit on my hands, and it wasn't just for the 50,000, he sued me for \$250,000. You know, for all the damages and stuff. Me and my partner were fighting, so I ended up buying out my partner and ended up trying to make it work. But it just wasn't working no matter how hard I tried.

OE: Yeah.

JG: But a new opportunity came into my life out of it, because a company called Yik-Yak, which is an app, are you familiar with Yik-Yak?

OE: Yeah, I've heard about Yik-Yak. I know it's about college campuses, right? Where you type stuff, like, secretly?

JG: Like an anonymous Twitter on-campus! Right! Everyone in a mile radius around you. They reached out because they wanted to sponsor Electric Flurry. I was like, yeah, ya know, whatever, I'll get on the phone call, see what it is, and then I had heard that they had just raised 10 million dollars, which to me, was like, 10 million dollars, I didn't even know anything about the tech industry. I was, like, why that's crazy! 10 million dollars! You can do anything!

OE: Right.

JG: I was just like vibing with them, telling them what I think they should do, long story short, I flew out to Atlanta the next day to meet with them, and I told them, "Guys, you should do a campus tour." I told them how we would do it, blah-blah-blah, and they offered me a job within the company. I dropped my dream of Electric Flurry and I started working for Yik-Yak.

OE: Nice! And that's in the middle of the lawsuit, with all the financial challenges?

JG: Yeah! And it was tough! The person coming after me with the lawsuit had a lot of money, so these lawyers were hitting me with one thing after another so I literally have to stay up all night answering a 35-page document and then go to work the next day. It was so stressful. It was a very stressful time.



OE: Yeah. And there's no way out, and how are you going to scale it, and then you've got this failing thing on the side, you've got the partner, so from there, how did you work your way out? Was it just Yik-Yak and then start other entrepreneurial endeavors or what was it like from Yik-Yak on?

JG: Yik-Yak was actually an amazing ride, we grew the company massively, raised another \$60 million.

OE: Beautiful!

JG: During my time at Yik-Yak, I—people knew me as a college marketer, and a friend of mine was over in China at a trade show, and this was before anyone had ever seen a hoverboard before. He calls me frantically, “Jared! I gotta show you something! I can’t tell you what it is but I’m going to send it to you. Let me know what you think about it.” And I’m like, “Ok,” because I had no idea what it is. He ships me this package, it’s this heavy box, and I unwrap it, and it’s a hoverboard. But you’ve got to imagine, before ever seeing these things, “What is this? This can’t be right! This can’t work!” You know?



OE: Yeah.

JG: But anyway, so nobody had ever seen them before, so I started riding it around—

OE: What year was this?

JG: This was 2014?

OE: Ok. So right before they came into play. Yeah.

JG: Yeah. Before anyone had seen them. And I’m riding them around everywhere, riding them around the airport, and there was no regulation on them, so you could ride them onto an airplane. Everyone’s head was jerking. Everyone was asking me where to buy them, and I’m, like, “I don’t know where you could buy them. You can’t buy them. They’re not on sale.” So I’m like, “I gotta start sellin’ these things.” So I made some business cards and I made a web site and I sold them for a thousand dollars more than I got them for. I found a supplier. I was selling one or two per week, it was a little side income, about 2000 dollars a week, but I was obsessed with how I could sell a thousand of them and make a million dollars? That’s all I had to do, was sell a thousand to make a million dollars! I didn’t know anything about e-commerce or online marketing. I knew everything about college marketing, from Electric Flurry and Yik-Yak. I was asking all my friends and people around me, “How do we sell a thousand of these?” People were giving me suggestions. I linked up with a friend of mine from Yik-Yak named Jack McCall. He had 50,000 followers on Instagram. I thought, well, maybe if Jack McCall posts this, we’ll get some sales! I was just learning internet marketing.

OE: Yeah, just guessing, yeah.

JG: One thing led to another and he was super fired up about the product, he made a cool brand, and he introduced me to a lot of these big Instagram influencers. Nash Grier, Hayes Grier, all these kids with 10 million, 15 million followers, so I flew out to LA with this product, and was like, “Guys, do you think we can sell a thousand of these?” and they were, like, “A thousand, we can sell 10 thousand of these!” So I was over at their house one night and they call their manager, and their manager is a forty-year-old guy, and he’s like, “Jared, these guys never want to do brand deals. We’ve got to jump on this now!” Super fired up. So I made a deal with them real fast

and we put a huge promotion out through their pages and we sold a bunch of them and we ended up making \$250,000 the first month with them.

OE: Nice! Yeah!

JG: I was working a job where I had a \$60,000 salary. I had equity, but I was like, come on! In one month, we made \$250,000? I can't be working this job anymore.

OE: That would take you, what, 5 years?

JG: Yeah!

OE: Yeah! That's crazy! And then from there, you leave Yik-Yak and go straight into online sales?

JG: Not yet, actually. While we were selling the hoverboards, Mark Cuban announced he was buying the patent on the product and he ended up getting in touch with me and calling me one day.

OE: Mark Cuban ...

JG: Yeah.

OE: Mark Cuban called you personally...

JG: Mark Cuban called me personally. Not gonna lie. I was at home visiting. I was living in Australia for a month when I was with Yik-Yak and I was extremely jet-lagged. I went out the night before with my friends and I was really hung over. Terrible! I was actually embarrassed, I was throwing up, and I get a text from him, saying, "Hey, I will be calling you in five minutes." We had been in touch a little bit, so I'm, like, throwing up and I get this text saying, "I'm calling you in five minutes." I was like, "Oh, no! Jared! Snap into it!" None of my friends knew it. I was in my friend's apartment in New York City, and I ran downstairs. I'm calling my business partners for a pep talk. "Yo, guys! Mark Cuban's about to call me! What should I do? What should I say?" and the next thing I know, I get a call

from Texas on the other line, "Alright! I gotta go!" So I answer the phone. "Jared speaking." And he says, "Jared! It's Mark Cuban!" And I was, like, "Wow, he called me!" He was an idol of mine. Growing up, I always wanted to be like Mark Cuban.



OE: And here he is, calling you!

JG: Yeah! So I'm telling him about our journey with the hoverboards and he loved our brand. He loved how we got all the influencers involved and we grew to about 100,000 Instagram followers in a month, but our photos were getting 20,000 likes.

OE: Wow! So the engagement was super-hyped too.

JG: So hyped! Hying the product, hying the brand—

OE: What was it called?

JG: Glider.

OE: Glider. Ok.

JG: He basically told me, "Listen, I love your brand, I want to meet with you and your team, and I want to make a deal with you, but you're going to have to stop selling these cheap Chinese knock-off hoverboards because I have my own coming out in February. And this was in October, right before the holiday season. So that's when a majority of sales would have occurred.

I don't know about the patents,

I don't know about any of that stuff,

let's just import a bunch of 'em and

start selling them.

So that was the route we took.

OE: Right, right.

JG: They put me in a really tough position because do we sell through the holidays and make a few million dollars or do we cut our sales and do a deal with Mark Cuban and hopefully make ten or a hundred million? Who knows?

OE: Yeah, yeah.

JG: Ultimately, I ended up deciding to stop selling, to take the risk and see if we could make a deal with Mark Cuban but during that time hoverboards were catching fire and getting a really bad reputation so the hype

and the buzz died down and then he didn't end up going through with the patent, so that would have left us with nothing.

OE: Oh, man! Yeah!

JG: But I knew the potential of selling products so I'm, like, I've got to do something with this brand.

OE: Rinse and repeat this model on something else.

JG: Right! So I called my partner Jack after I got home from work one day, and I'm like, "Jack, if I quit my job, will you fly to China with me and we'll find more rideable products to sell under the Glider brand. We'll get a warehouse." He was living in Washington and I was in Atlanta. I said, "We'll meet in LA, we'll get a warehouse, we'll get an office, and we'll just make it happen."

He said, "I'm 90% in."

I'm like, "Well, I need 100%! I can't do this by myself!"

He ended up giving me the 100%, and the next day I went and I quit my job and I booked a flight to China. While I was out there I saw a Kickstarter for these inflatable loungers. They were going viral on Kickstarter.

OE: We talked about on the phone before. I remember. Yeah. The ones you hold up and they inflate with air.

JG: Yeah! I had seen them on Kickstarter, so while we were in China looking for rideable products, I was making all these connections with manufacturers and I found a manufacturer that could make 'em for us for, like, 12 bucks. They were selling them on Kickstarter for a hundred. So I thought, "We could make our own brand, easy!"

OE: Selling them in good margins.

JG: I don't know about the patents, I don't know about any of that stuff, let's just import a bunch of 'em and start selling them. So that

was the route we took. We were in a cab in China, driving back to our hotel, and I just thought of the name, Dumbo, said, "Let's just call 'em Dumbo Lounge Sacks."

OE: Yeah.

JG: I said, "Gimme a notebook." I wrote out the logo, I took a picture of it, sent it to the designer, they made out logo, and we got a few samples to bring home. When we got home a week later, Jack was filming. He's a content guy, a great content creator.



OE: Beautiful!

JG: So he made us all these great videos and I had never done Facebook marketing before either. I thought we were going to do influencer marketing. That takes a little

time to figure out, so let's just throw up some Facebook ads. We ended up selling out of our inventory in a day.

OE: That's amazing! What was your guys' Facebook budget? Do you remember that first day?

JG: I was scared to spend money because I didn't have that much money. I didn't know if it was going to work. I think I spent maybe \$200. It was the course of two or three days and we sold out 200 units.

OE: So, like, a hundred a day, give or take, in marketing.

JG: Something. Yeah. A really small budget.

OE: Gotcha.

JG: But it worked really well!

OE: In retrospect, are you glad that you'd done that, because I'm sure there's people out there that kinda might have the idea but since they're unfamiliar with online marketing that they'd be a little bit more conservative with ads? What's your recommendation to people like that, who are new to the game and kind of want to get their feet wet? Go heavy on advertising, stay conservative, test the market, what's your policy?

JG: Well advertising is something that's an evergreen skill. You've got to try it, you've got to figure it out, you've got to learn it. The only way to figure it out is to do it. My policy on that is try it or hire someone—

OE: And just keep testing the market.

JG: Yeah. Then you'll figure it out.

OE: If you stay the course. Okay. And then from there you guys did tremendously well with the sales of those.

JG: Yeah. So those things—we sold out, within a few days, so we had to order more, so I

think we started with a small order, like, 200 pieces, maybe 300—I forget what it was.

OE: And you guys were buying 'em for 12 and selling them for 100?

JG: We were selling them for 70. The competitor was selling them for 100.

OE: Nice!

JG: So we ordered another thousand and then we had never imported these kinds of products before and warehoused things before, so we were trying to get a warehouse and had to figure it all out. And then we sold out of those thousand and then we were just bootstrapping the whole business. It seems pretty simple, right? You're just selling these big, inflatable bags, it can't be that hard, but the money's tied up for 60 days, whenever you have manufacturing and shipping and there are always unexpected expenses ... so we were doing really well. We started doing trade shows and started selling retail and the company—we did about 2 million dollars in revenue.

OE: Nice! And that was just purely from start to finish, what, something like 6 months until you were getting profits there, or... what was your time period?

JG: We started profiting right away.

OE: You guys were profitable month one?

JG: Yeah! We just kept recycling our cash back into the business.

OE: So at what point did you guys evolve from that? Did the fad of that die or what was it that evolved from that?

JG: There's a lot of people coming into the space because people saw how popular it was. Amazon started filling up with 100–200—I mean maybe even 500 brands. Everybody was importing them and selling them, cheaper than us.

OE: Exactly, yeah.

JG: It was kind of a fad, also, so it started slowing down. We didn't have a patent on the product, so I didn't see it as like a long-term business.

OE: Right! You didn't see it as something you could scale and there's a lot more competition saturating the market at that time.

JG: It wasn't something that was worth investing time and energy into that was going to be evergreen. It was a good hustle after quitting my job, because I had to live and...



OE: Prosper. Right. And then from there, because I know, since then, I know you've had some other entrepreneurial ventures, I know, so, when did the Shopify thing begin? Because that's what you're most known for, right? Shopify?

JG: Throughout Glider and Dumbo, I learned influencer marketing and Facebook marketing, so I built a drop-shipping store,

and I started selling a few trending products I saw on Facebook, and it was just working so well because the price point was really low. The other stuff I was selling was expensive. The Dumbos were higher priced and the Gliders were really expensive. So lower price-point stuff was selling like crazy!

OE: Quicker. Yeah.

LG: So I was moving from California to Florida and I knew I had to drive for five days. You know, 10 hours a day. It was a long drive. At the time I was doing all the work for my drop-shipping store. I was doing all my ads—



OE: For people who might be listening, can you explain what drop-shipping is to those who might not know?

JG: Drop shipping is when people buy a product from your store and it gets shipped directly from the warehouse or manufacturer to the customer.

OE: So basically you don't have to pay for any of the overhead until it's ordered.

JG: Yeah, exactly. No risk in inventory.

OE: Beautiful.

JG: So I had this drive, and I'm like, I'm not going to be able to get on my computer and work and deal with customer support and deal with my Facebook ads, and I had this system for scaling that was working exponentially at the time. It was right at the beginning, and I had this drive, and I had to pack up this giant trailer and bring my dog and girlfriend and drive across the country.

*OE: And all the while this is happening, are you tripping out, like, Oh, sh*t, this is all happening!*

JG: Yeah, it was crazy! I went from \$100 profit one day to \$800 the next day to \$1600 the next day to \$3000 and then that's when my drive was starting!

OE: Yeah!

JG: I was, like, there's no way I just made \$3000 just from the site! I didn't really know what it was, it really just was marketing.

OE: Just setting it up.

JG: But I was doing maybe two to three hours of work between all the Facebook ads and customer support and ordering products, so I need to hire someone to do this while I drive. Or else I'm not going. I got to keep this thing going. It was crazy. So I hired somebody to run the Facebook ads and stick to my formula. I hired a VA on Upwork.

OE: Which is a

JG: Virtual assistant. I was paying her, like, 3 dollars an hour, just to answer support e-mails, and I've given her a lot of raises and it's really nice now, but, during the course of the drive we went from \$3000 a day to \$8000 to \$20,000 to \$40,000—we ended up doing

\$60,000 dollars in revenue by the end of the fifth day. It was insane! And every day I was, like, ya know what? There's no way this could last, but I'm just going to keep doing it, I'm going to stick with it, I'm very appreciative of it, I'm just going to do it and I'm not going to tell anyone. Depending on how well the store was doing. And, yeah—we just kept the business going. We ran into issues on the way.

I'm a very trusting person, and sometimes I don't like to look at problems because I don't want to start, because once I look at them I see it and then I know I need to shove deeper in and fix it.

OE: What were some of the biggest challenges in terms of scaling them?

JG: I never realized how much work it would be to deal with 50,000 to 100,000 customers. That's a large amount of people buying from you.

OE: And then you guys have a return policy too, right? And e-mail support, so you've got to catalog all that, address all those concerns, make sure the reputation's hot, how did you manage to do that? What were some mistakes made? Lessons learned there?

JG: One of the first mistakes made was leaving my phone number on the credit card statements—my personal phone number. I would get, like, a hundred calls a day, and I'm, like, "I gotta change my phone number!" You know?

OE: Yeah!

JG: So that was one mistake I made. Another mistake was I wasn't really doing due diligence with my supplier, I just assumed everything was working well. I was traveling. I think I was in Thailand at the time, and I started getting notices from my virtual assistant that on some of these orders, the tracking numbers weren't working. So I was like, "That's weird." You know, your tracking numbers aren't working? I ended up digging deeper and I found out that the supplier had sent out 7000 fake tracking numbers to my customers and never sent out a product. So there were 7000 customers that got e-mails with fake tracking numbers, which made me look like a scammer. It made me look like I took their money and sent them a fake tracking number. They don't know it's coming from—

OE: They don't know it's drop-shipped or anything.

JG: No! It's like they don't know where it's coming from, that's just the business model.

*OE: Yeah. Sh*t! And so they were screwing you?*

JG: Yeah! Big time! I lost \$450,000 from that mistake.

OE: And that supplier doesn't answer your calls, doesn't—

JG: Well, first he told me that he was shipping them all in on a pallet, so he could unload 'em in the US and ship them from a warehouse and it would be faster, and I believed him. This was millions of dollars, you know? I ended up having to fight it and e-mail all the customers and ask if they wanted a refund or a replacement and it was a mess! I had to hire 10 more customer support agents just to deal with the 2000 e-mails a day.

OE: Yeah. At that stage, did it get hard to scale it because you were so busy cleaning up the damages that you didn't have time to market and build?

JG: Yeah, I had to turn off our ads for a month and clean up. That was either the business is going down or I need to clean this up and revamp. And that's what I did. I turned off all marketing for a month, I cleaned it all up, and then got it up and running again.

OE: And what did you learn in that process? Any take-aways or wisdom that you could impart to other people out there dealing with that challenge?

JG: You know, I'm a very trusting person, and sometimes I don't like to look at problems because I don't want to start, because once I look at them I see it and then I know I need to shove deeper in and fix it. I'll just avoid it if it's a little problem. What looked like a little problem was a huge problem. So you really need to take ownership of these types of things. It's something that I learned.

OE: Especially with the type of customers you have, because your reputation is built upon that.

JG: Yeah, exactly.

OE: Now, I want to ask about that, because I read that recent interview you did, I'm not sure if it was Entrepreneur Magazine, where you said how important it was to set up things to build comfort and trust with your customers from the get-go. So how important is having 100% money-back guarantee, free shipping, stuff like that to start? Any insight on that for someone who is just starting? I feel like there's a lot of value there. You've probably been there and back.

JG: Yeah. Well, the value there really lies in converting customers and trust is a big factor to converting customers. If somebody doesn't trust your site, they're not going to buy from you.

OE: It's the ultimate measure, yeah.

JG: You can drive tons of traffic to your site, but if they don't trust you, you're going to lose a lot of customers. So on the point of conversions, there's a very small difference in conversion rate, there's a big difference in your success. If you're sending 10000 people to your site per day, 1% change is 100 orders that you could miss out on. That could be a big push in your profits for the day. Adding those trust factors and elements is really important.



OE: Do you use Click Funnels? What do you use or recommend as your conversion processor? Do you feel like what you use is kind of irrelevant if your marketing is on point with whatever you do use?

JG: We use a theme called Shopimized. It's worked the best for us. We've tried a bunch of different stuff. I built out funnels for a bunch of different products, they're doing really well to try to optimize them and do better, but I've never seen better conversion rates on just the regular theme landing page.

OE: Yeah. Ok. Then, how about finding hot products? What's your top tip to finding products that sell quick? I know you said something like, if on Facebook it has 10000 likes then the first day that's a good metric.

What are good things to look for? Obviously, we don't want to give away too many of the secrets, but I think a lot of people are trying to kind of figure it out can get discouraged, right? I know we were talking a little bit about that before. So just what are some tips they can start getting traction, start getting the ball rolling, what to look for?

JG: Yeah, I mean, you'll see a lot of these popular things pop up in your news feed. I like to look at most recent comments and see if they're very recent, if there's a hundred comments from today, people are tagging their friends or a thousand comments from last week, you know that product is selling. You know that other company selling it is doing something right. It's not a proprietary product. It could be something you could get from Ali Express and sell too. Keep your eye out for those types of things—really recent comments. Products with a big enough margin that you can actually spend money on ads and scale. When you spend a lot on ads, you spend more because your cost of acquisition goes up inevitably. So you need products with a big enough buffer for you to make a profit.

OE: How about targeting—in terms of targeting your ads. Any strategies on that end?

JG: The strategies that I use and that I teach my students is mainly, I mean, there's different ways you can do it. You can look at Facebook as and all the people on Facebook as a sea of people. There's tons. There are over a billion people. You can try to find interest-based targeting just based on what you think, maybe this group of people here, or here, there's customers there. The way that we like to do it is we like to target really broad and use objectives that get ads out for a cheap cost, like a reach campaign or an engagement campaign. It's cheaper than a conversion campaign. We do it really broad, and then we re-target people based on their actions. If they watch your video for three seconds, or 10 seconds, or 95% always re-target those people because they are the long-hanging fruit.

OE: Got it!

JG: These are the people that have seen it and are maybe interested. People who have obviously added it to a cart, initiated a check-out, those are eve lower-hanging fruit. To test products you want to test the lowest-hanging fruit first, and if it's working profitably, then you start trying to find interest-based groups.

OE: Nice! And then is there a difference marketing a course versus a physical product, or do you approach marketing to both of those the same way?

JG: Oh, definitely a difference!



OE: Ok, because courses are more a niche, right? You want to focus exclusively with that. Do you want us to learn about a course? What are your tips on that?

JG: Not only that it's more niche, but courses are typically more expensive. They're not just impulse buys. Normally, when you're selling a course, you want to get someone's information, get someone a link to a webinar, and then the

webinar is your sell. That's how you get through it. It's not a product you want someone to buy it on the spot. You want them to see a video that's really cool and you're like, "I want to buy this right now!" You have an urgency factor, we're running out of stock, so it's definitely a totally different marketing tactic.



OE: Gotcha! Ok. And then for people who want to learn about your course, where can they find out more or learn more if they want to build their own Shopify store or their own online business? How can they learn more?

JG: We're not taking everyone onto the course because we want to make sure we're working with the right people. If you want to go to my web site, jaredgoetz.com, there's a place to apply. You can fill out the application and schedule a call with one of our qualifiers.

OE: Very cool! And you guys will walk people through the steps, A to Z? What's included in that?

JG: The course is super-comprehensive. Literally anyone can follow. I made it so that

my mom could follow along. That's the way I did it.

OE: Coming full circle, back to your mom, I know that you said you grew up in kind of a rough situation growing up. Any insight that you could give to somebody that might be in a similar situation whether they be with a single parent or you know, maybe lost in life, or maybe be financially stuck or you know, just kind of lost at any stage of life, you know, if you could give your best 60 seconds, best piece of wisdom, what would you tell them?

JG: I think it really comes down to your beliefs. Your beliefs, they come from your upbringing, you know, when you're a child. You see things and that creates your reality. If you grew up in a poor environment, you may think it might be possible to be successful, but deep down inside, you may not believe it, because you've never seen it first-hand. Or you may have seen other people do it, but you might think that they have some kind of special ability. They had rich parents. That's what I thought growing up, when I saw people from the nicer areas doing well. Oh, they have rich parents, so they got money from their parents to do it. I always thought that was going to hold me back. It's important to let go of those limiting beliefs. I think that's one of the best pieces of advice I can give.

OE: And then replacing them with more empowering beliefs?

JG: Well, you're never going to be able to just replace them. You gotta prove it to yourself but in order to prove it to yourself, you gotta try stuff. So really you want to try to not—you want to focus on not getting discouraged, so that you can keep pushing. That one little success will start to snowball—into another success, and into another success. You'll still have those limiting beliefs that are stopping you but you can push past those as the snowball did.

OE: You start to develop a sense of momentum. There's an expression I love that says confidence comes from competence.

So for a lot of people who are stuck, I think the common denominator—because we've interviewed tons of people, most of which come from rough situations growing up, and the one thing that they always say is they used it as fuel to keep going. If you use that, you develop a sense of confidence and what is working, focusing on your strengths, then you kind of transfer it into momentum from there, kind of like what you did. A lot of the failures, a lot of the challenges you had, the story could have ended there, but you kept going and kept pushing to where you're at now. Beautiful. One thing, too, is at the end of every interview, we always play a game called First Things First.

JG: Yeah.

OE: Have you heard of it before?

JG: No.

OE: First Things First, basically, I'm going to list ten words, and then you respond back with the first word or phrase that comes to mind.

JG: OK.

OE: Does that make sense? The only rule is that you can't repeat yourself twice. Ready?

JG: First word or phrase that comes to mind.

OE: First word or phrase that comes to mind. I say one, and then you say the response. So on and so forth until I do ten. Make sense?

JG: Sure.

OE: OK. Cool. So the first one is Shopify.

JG: Money.

OE: Second one. Failure.

JG: Pain.

OE: Challenges

JG: Push yourself.

OE: The lawsuit.

JG: Stress.

OE: Your past.

JG: An amazing experience to look back on.

OE: Your lambo.

JG: Fucking cool.

OE: Wisdom

JG: Keep trying new things and your wisdom will grow.

OE: Growth.

JG: Growth never stops.

OE: Teamwork.

JG: Teamwork makes the dream work.

OE: I love it! And last one—you ready? Passion

JG: Passion is something that is born within people and those people who have passion will succeed.

OE: I love it, my man! There you have it, Jared, that's a wrap! Anything else you want to share to the audience at all?

JG: It was a fun interview!

OE: Tons of value!

JG: The internet business is boomin' right now.

OE: Yeah. Absolutely! Well if you guys want to see more make sure to click the link below and be sure to check out some of Jared's course, and we'll see you guys next time on the next episode, and feel free to listen to this episode on iTunes podcasts in the link below. We'll see you guys next time. Thanks for tuning in!