



7 figure playbook: real life business lessons with Eric Siu

What Gets Measured Gets Managed:
How to Use Metrics to Boost Performance
[transcript]

Speaker 1: Yeah, it's what goes on right here. Everything in this space. We call it working hard. It's not pretty. You know, it's not always elegant. It's not always sexy. But this is what they pay us for.

Speaker 2: So here's what we're going to do right now. This Logitech K400 Plus TV, this is gonna hook up with a TV. And then we're gonna put our dashboards on there. You can use the keyboard. Hook in with this thing, this is a mini computer. This is a ASUS Chromebit.

If we don't measure things, we can't manage them. How are you going to know if you didn't hit numbers and what you need to do to improve? That's why it's important to measure. And that's why it's important for people to be able to look at numbers to see how we're doing as a business.

This is cheap. I think it was like 40 bucks. That TV over there is like \$100, \$150 dollars or so. So really, quickly, if you can get results ... Let's say you come up with one idea based off the insights already. That's already paid for itself, right? So when you're thinking, "Uh, can I pay for this?" What gets measured, gets managed. Yeah?

One, two, three, go. Easy money. Now we just gotta connect to Cyfe. Cyfe is our dashboard. Cyfe is C-Y-F-E. It's \$19 a month. It hooks in with your QuickBooks, your Google on Linux, your Facebook ads, your Google Ad Words, da, da, da, da, da. If you can even get one insight out of this, it's going to pay for itself.

There you are.

Speaker 3: Hey.

Speaker 2: Hey. I thought it'd be good to give everyone kind of a rundown of what we do and how we grow right now, just so everyone's on the same page.

We have the agency, right? But we create a lot of content. So you see me shooting in the morning. Leo and I were shooting earlier. We just cranked out a lot of content on YouTube, live events that we just started doing. We've got our two podcasts and then our blog, too, which I was going to try to wrangle all this up and try to make more of it.

And just so you guys know, like the sheer amount of content we create right now, marketing school every single day. Growth Everywhere is once a week. YouTube is three per week. Is that right, Nila? Five per week, okay. And Instagram, our Pilipino team is ramping up to seven per day. And then Facebook, Twitter's, automated to about seven per day.

TL, these are the keywords that we ranked for right now that I'm actively looking at. Green is 2017. And then black is 2015. So it shows where we're trending.

Speaker 3: Had a really good chat with Google team last week, and we're really starting to build a relationship with them. So we're gonna go meet them in San Francisco and then have

lunch with them and stuff. I know we're a premier partner and we have all sorts of additional services that they offer, like translation services and things like that.

So that's a big win for us as an agency. And something that I'll be able to leverage in sales and in services.

Speaker 4: Personal best, I had salad for lunch today for the second or third day in a row. I forget what I had on Monday. Trying to make some healthy lifestyle choices, so, yeah. Salad.

Speaker 2: Best Thanksgiving, man. Because, we were supposed to do a potluck, but then what happened was people were busy and working hard for the clients and all that, so we decided to use Caviar. If this goes well, which it looks like it is, you know, we'll just continue to order.

Speaker 1: Personal best? I got invited to, not one but, three Thanksgiving dinners.

Sabina: Getting better with optimization, saving client's money.

Speaker 1: Eric and I have been diving in to figure out what it would look like to have video as a service.

Ramsey: I made a song this week. I like to make music as a hobby, really crappy beats.

Speaker 6: So, why don't you tell the audience what they're listening to right now?

Ramsey: It's a ... What's the name of the song? I haven't name it yet. It's untitled for now, but I'll think of the name.

Speaker 2: I would like to give this to Sabina, or demonstrating growth. You're really on top of it when it comes to the add accounts. It's not easy to pin me down to like get me to respond or show up at meetings. Congrats.

Sabina: Thank you. I'm not going to [inaudible 00:04:15] it. Oh, do I say something?

Speaker 6: Yeah.

Sabina: Oh, well thank you guys, very much. I'm really happy to be like a full-time member now, of the team.

Ramsey: I wish it was [inaudible 00:04:24]. It's like techno house.

Speaker 2: Here's my key takeaway. Always be selling, because yesterday we had a \$270,000 dollar day. Continue to pound the pavement. I mean, it's a service business, right? So, it's like clients leave right before the end of the year. So, how do you deal with the churn, but thankfully for us we've got a great team, people are working hard. They're doing good work for our clients and then we're bringing new clients on, too. So, yeah, things are good.

Just always keep selling. Always be selling. ABS. For us, just preparing for the new year, like, we have shields up for us in case it hits the fan, so we just worked out a deal with one of our referral partners, where we'll collect a lump sum of cash. We're getting people to prepay. So, this is all happening before the end of the year, because we know, especially clients, they have a budget that they're trying to offload before the end of the year.

So, we're taking that cash in and kind of protecting ourselves, but then also adding like, a line of credit, just to have this stuff in place because the time that you actually need the stuff is the time that it makes it much harder for you to get. It's much easier to just get it first and then just protect yourself. So, if you're running any kind of business at all, you got to make sure that you CYA, cover your ass.

Speaker 6: [inaudible 00:05:24] is realizing there's all this stuff that you didn't know existed. And it's those moments where you think you don't know anything are really the moments that you're learning the most. And, you kind of wish and hope for those experiences.

Speaker 1: He's good at Tinder, man.

Speaker 8: I'm really good at like, warm. Like, once. So, like, [crosstalk 00:05:42] worked out.

Speaker 2: You need inbound. He's probably good at outbound, he's probably good at outbound, too. You're probably bad at outbound.

Speaker 8: The one thing that worked out really, really well ... So, it's funny you say that. So, the one thing that worked out like really, really well was like, [inaudible 00:05:54], he opened like the two girls-

Speaker 2: Yeah, like [crosstalk 00:05:56].

Speaker 8: Yeah, I talked to one of them.

Speaker 2: Yeah.