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Jamie: Welcome to Eventual Millionaire. I am Jamie Masters. And I am so excited to have Matt Ruedlinger on the show. Now he owns three companies. One is Triple R Marketing, Joan's Caramels, and Fanvious.com. He's amazing. He's been in my program, so I feel like I've known him forever. We found out it was like three years, but I feel like I've known you forever. Thank you so much for finally coming on the show today, Matt.

Matt: Thank you for having me on here. It's really an honor.

Jamie: I am so excited. You have no idea, when I have people on that I have already known from beforehand, especially because I already feel like I know your business, it gets me super excited, but then I have so many questions we can't squeeze it all in. so I'm going to talk fast and we'll see how this goes. So tell us first about Triple R Marketing, so that we can get a sense of how you started growing.

**[00:10:00]**

Matt: Okay. Well, Triple R Marketing is a marketing agency. And we work with businesses on search engine optimization, their online presence, websites. We help them with social media marketing, how to stand out. And then we also work with them on creating experiences. And then we also have a promotional product side of the business.

Jamie: Which I love. But then you just told me a minute ago that Joan's Caramels.com was something that you actually just bought. Was it because you already knew a lot of the marketing pieces, so you decide to sort of buy this and implement it on your own?

Matt: Well, there were two factors that came into why we purchased Joan's Caramels. First was that we always send our customers caramels on their birthday. And it was – I could show you hundreds and emails and phone calls, it was like, it was the core part of really kind of an experience that we give our customers. And Joan, the originator was a personal friend of the family as well. And she came to me last year around October and said I'm closing the business because I'm going to retire, and everybody got grand babies, and her husband retired, and I was like oh, no.

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So I bought 25 pounds of caramels right there, just to try to get through for a little while with all these caramels. And so Joan, the way we worked together, and I won't try to get too ahead of myself, but the way we worked together was amazing. And I could find – and after trying to find some place to replace that experience that I had working with her, I couldn't find it. So we talked, I actually talked to my wife. I was like: hey, what are we going to do? She was like let's do it; let's buy it, so we bought it.

Jamie: I love your wife. No wife is usually like: oh, buy a company, go ahead.

Matt: Yes. She's like do it. And the other part of it, it really works great with our promotional products because now we can warehouse products for customers, and ship out the products with homemade caramels in it, and it's branded to their business. So it actually fit the current model that we had with Triple R Marketing as well. So it was just like a homerun all the way around.

**[00:12:00]**

Jamie: So that makes sense then. So the promotional stuff you actually ship stuff anyway, so therefore it's easier to just sort of add this on. It's not as though you were taking a whole separate thing, where you were just marketing beforehand, and then had this whole ecommerce slash shipping type company because that seems like a pain in the butt to try and deal with.

Jamie: Yeah, exactly. So a lot of times the factories will ship directly to customers on the promo side, but we bring product in-house now, and then we can, if a customer may ship out X amount of products. Like, right now we're around the holidays, it's crazy, you know.

Jamie: I bet. The fact that you squeezed me into your busy schedule during the holidays, I'm very happy with.

Matt: Oh, any time. But it's really cool because then the customers – when our customers get the candies, it's branded to their business and they look like the hero just like we did when we were using Joan's. It was just a great fit to work together.

**[00:13:00]**

Jamie: So did you really see that much ROI for sending out the caramels? We were having a little debate, whether it was caramel or caramels before. I call it caramels, you call it caramels, we love each other anyway. So when you were sending those out, you said you got tons of emails, or notes, and stuff like that, but does it really make a difference for customer engagement? I know you're a big fan of customer experience.

Matt: Absolutely. I think it's key because if there's nothing that's connecting me to clients, other than what I want them to buy something, or they want to buy something from me, and that's the only time that we are engaging, we're just exchanging dollars for dollars. There's nothing to separating us from our competition. And of course that's what we preach to the businesses that we're working with too, otherwise you're just a Google search away and you're competing for dollars.

**[00:14:00]** So there's got to be something that separates you, especially in today's market. I think the experience is what we want, what we expect actually. So absolutely, I mean can you put the exact ROI dollars on it? No, but you can't – it's priceless on the same token.

Jamie: So how do you get their birthday, do you ask them at the very intake or something like that?

Matt: Now, you have to be careful. I say I ask for the month and the day only. I do not want to know the year.

Jamie: How old are you, Sir? Yeah, I'm sure that would come across well. Ma'am, what's your – yeah, okay, that's makes sense, smart.

Matt: You got to be careful.

Jamie: Noted. How else did you put this, like give us the system that you actually do? Because I feel like we send a lot of things out, and sometimes it can get sticky because I'm like: oh, and then I think I should send this person this for their birthday, and I should send this. So I'm trying to make it like personal, but oh, my gosh, it's kind of a pain in the butt because I also want it to be personal. I want it to feel like I care, but then it involves me, and then I'm late at it sometimes.

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**[00:15:00]** So anyway, give me your system that I should implement, because you were like you should caramels. And I was like maybe I should, so give me the whole system.

Matt: So I can't take all the credit because we had worked it out with Joan prior and it was really great. So we shared a Google Doc. And I would just upload the clients, their name, their address, and their birthday on there, and then I was done.

Jamie: That makes so much more sense.

Matt: She has all of my stuff. She had all of my stuff at her shop, so that when we had a birthday show up, she'd send them out. And so as long as I kept that sheet updated, and it was just an ongoing basis, she would send them out. So all of a sudden I would get messages like: hey, thanks for thinking of me on my birthday. I'm like you're welcome. And it is great though, but it does create a good reason to connect back to us, and for us to reach out and say happy birthday.

Jamie: That's insane because I know they have like send out cards and stuff like that, but I kept getting things from send out cards with like the fake hand writing from people and stuff. And I was just like I don't know you're just sending me brownies because you're like this.

**[00:16:00]** But if it's like Joan's Caramels, I feel like that would be way better, so I appreciate that in general. So tell us a little bit, because I told you I really want to dive into especially the marketing side because everybody wants to know, especially coming up into the new year, how do we make more money with marketing and our business and getting it out there more? Especially on the local side, because there's a lot of people listening that are in local businesses, and I feel like there's not very many people helping with that.

So let's say for example I was telling you I had a client in the windows space. They actually sell windows for your home. Like, what would they do to try and really level up their local business?

Matt: You know, the fact is that when it comes to advertisement, we don't pay attention to it anymore. And we are closing it out more and more. So when a business says they're great, nobody really cares. But if you can get your customers to be your cheerleaders and tell other people how great you are, people will listen.

**[00:17:00]**

So to grow the market, you've got to relate with your customers and engage with them and create a program if you will, or a strategy to get them to talk to about your business, to talk about how they used your window service online, on social media. So if you need windows replaced, call this ABC Company because they came out and here's what they did. They were on time. They followed up. They really cared about the job that they did. So people want that.

People want to know that your business is legit, that you understand empathy, and you understand the client. I mean, that's how you break the noise on social media is that you've got to get your clients talking about you. Because otherwise, you just kind of fall into everything else that's out there that nobody pays attention to.

**[00:18:00]**

Jamie:

Well, and that's the thing, right? So, to me if you're going out and looking up something like this, like they have amazing Yelp reviews, awesome. So everyone's like okay get local reviews, Google, blah, blah. We know about that stuff right now, we've talked about it on the show a lot. But getting out to the new people, so how do you get the customers to talk about you, and is it a one to one like, how do we even have them bring it up, or do they post on Facebook, or how do we get them to do that?

Matt:

First of all you have to earn it, that's the key. I know a guy here that does water restoration. And they have a format that after the job is done there's a checklist. And they say: hey, so and so, have I done everything to your satisfaction, is there anything that I could have done better? So you're already asking. And if they've done a great job, would you mind sharing your story that you had with us with your friends and family?

**[00:19:00]**

I mean, if you do a great job, and they really – you know, you're doing what you're supposed to do and you earn it, people are very willing to do it. You have to earn it. That seems to be the biggest hurdle is are you really justifying asking for that?

Jamie:

Valid point.

Matt:

It takes a little extra TLC. It's not just get in and get out. You know, like one of the first questions I believe they ask is what's the

most important thing to you that we take care of right now? So if someone's in the window company, let's go back to them. Alright, if it's the whole house and it's a project that's going to last days: hey, is there a certain window that you would like us to replace first that's maybe for aesthetic reasons, who knows what the reason is, but you're creating that dialogue with the customer and you're finding out what's most important to them, before you just go in and tear the windows out and put the new windows in.

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So again, you know, you're getting to know the client a little more. Sorry, I'm right by a main road here with cars going by, sirens. But you're getting to know the client more, what's important to them, and you're addressing a situation first. And people remember that because we want that experience of feeling special. And I think it's important for businesses to realize that when it comes to experiences, we expect it now. We don't go to one business and say: well, this is a different business.

I'm not expecting an experience because I just had a great experience from someone else yesterday. It's becoming where we expect it, it's just the way it's embedded in our DNA now. And if we don't get it, we're going to go to the next place. So it's one of the – it's tough. I mean, it is tough, but it's something that you have to really focus on and kind of, again it's the whole empathy. Sometimes if you just stand back and realize what do I want out of a company? What would the company have to do to get em to say something about them? And you'd be amazed what that opens up?

[00:21:00]

Jamie:

It's actually caring, huh, who knew? I actually have a construction company, a luxury construction company in the Dallas area that's a client of mine, and I told her to go bring bottles of wine or gifts or chocolates to their house, and see the work again, and then like strike up a conversation. Because imagine if you had somebody actually go to your house and care.

Now of course these projects are \$100,000, \$200,000 and \$300,000 projects, so it's worth going to somebody's place and actually making sure that it's there. But I feel like nobody does that anymore. We're so into the analytics and the numbers of everything, they're like oh, you're just a widget online, done, sold.

Matt:

I'm losing you.

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Jamie: Oh, no you are? I've got good connection over here. Can you hear me now? Oh, like not at all. Really, that's interesting. Can you not hear me at all?

**[00:22:00]**

Matt: I can just now hear you. I was going to say I can't hear you and you're froze.

Jamie: Oh, is that better?

Matt: Your screen just – wait, now you're back.

Jamie: Alright, I just turned off my video and turned it back on, that's fine. I'll only have to cut for a second. So moving into, so we've got the marketing side that we were sort of going after for local stuff, how did you grow your marketing firm? Because there's a thousand service businesses that are very, very similar that are looking to grow and get clients and all that fun stuff, how did you really make Triple R Marketing standout comparatively to everyone else? I know you sent caramels, which was definitely a help, so we found. So what else did you do?

Matt: I really understood the impatience of people was a lot of it. And I'm just as bad. I'm probably the most impatient person you'll ever meet. And so I have learned to be, you know, and well with the rest of us that when a client asks for something we're quick to reply.

**[00:23:00]**

Even if we don't have the answer yet, but we've acknowledged we've got your question, or what we know what we need to do. We're working on it. And you know that there has been huge because a lot of times we hear that people don't get back to them by the end of the day or the next day. And people are not going to wait. And so getting that that's part of it, the caramels obviously is a big help now. You know, first from when we started, just really getting to know who you're working with.

And it's a saying by **Gitermer** that says people like to deal with their friends, or like to work with friends. And I really think that it is. I think we're closer to everybody than we think we are. And that if I know you, and then I trust you, and then I work with you, then I have no problem referring business to you.

Jamie: That's exactly what I was going to ask you. Is that one of your main forms of getting customers into the marketing company is just referrals?

**[00:24:00]**

Matt: Yes. If I was – you know, we're probably 90 percent plus on referrals. I mean, that's just really what we –

Jamie: Which says something because web design and marketing agencies most people are not fans of. I know, I've had clients of mine be like we have to fire the web agency because they suck. So I guess actually paying attention, actually delivering what you say you're going to deliver, huh, who knew that's such a big differentiator in the market, that's kind of sad, but awesome for you.

Matt: Well, and I think that this is probably going against the grain, and I'm all about data and understanding the funnel, but sometimes it's just going back to the basics of getting to know who you're working with, creating a little more than just business with them. And find out what's important to them and do what you say you're going to do. I mean, it's actually technology is great, but it's made us closer, and I think that's where it's going even further as technology evolves.

**[00:25:00]**

Jamie: It is counterintuitive that we're like supposed to automate, automate, automate, and then yet the personal touch is actually what's driving our differentiation right now. So now that you have Joan's Caramels and you're like: okay, I have this online ecommerce type thing. And I know you said you integrated it a little bit, but how do you market that? So like what have you done this whole year to try and really level that up?

Matt: So this year we've changed some things some with it. We changed like the wrapper because of the way it was done before was a little labor intensive. And we're changing the packaging on the box. But we teamed up – you know, one thing we did is we kind of wanted this to be a mission as well, so we've teamed up with Backpack Blessings. So every time you buy a bag of caramels, we donate 50 cents to Backpack Blessings. So that was something that we we're really excited about.

**[00:26:00]** And so that's also helped spread the word because realize that it's helping a cause doing that. But we use a lot of SEO. I mean, we're selling when people are looking for homemade candies and things like that, so we're using the SEO side of it to show off. And then obviously Facebook is a big targeted market that we use.

Jamie: What do you on Facebook?

Matt: We post delicious caramels. Because people, we eat with our eyes, right? So if we can put out a picture of a seasonal apple cider caramel and say: hey, it's a limited time. Get them while they're hot, you know orders will start coming in.

Jamie: You make my moth water just saying that. I went to the movies and they had the Coca Cola ad. And I was like: man, I don't even like Coke and I really want a Coca Cola. It's so annoying. You're using it against us, dude.

Matt: Yeah. Well, we just came out with gingerbread caramels.

Matt: Oh, for Christmas.

Matt: They're really good. I'm the taste tester, just in case anybody's wondering.

Jamie: That's why you bought the company, now I understand.

Matt: Yes, somebody's got to do it though, quality control.

**[00:27:00]**

Jamie: Problems, we have such problems as business owners. So SEO though, was it already ranking in SEO, and how did you level it up? Because the thing is with everything that's been changing with Hummingbird and all the other craziness, everybody is sort of going back and forth, a lot of my friends have ranked way the heck better and some have not. So what did you do inheriting a company that already had something, I don't know how great their marketing was beforehand, what did you actually do tactically to level it up?

Matt: Well, with the SEO, I think it's kind of like the app world, it kind of plateaus at some point. And an SEO, obviously Google's always

changing things, but it's kind of unique where we're at now, because now the websites once they're built, if you're putting good information on there, in doing the right title tags, in creating information that people want to learn about and read about, and they stay on your site, which helps your bounce rate, and you're putting good content that the Google bots can read well, I mean if you're doing those right things, it's kind of like build – I always like to say when we're doing the website, I said building the website is just step one, that's the preparation.

**[00:28:00]**

Execution is for SEO because it's the ongoing content, the blogs. So like on Joan's we're putting recipes. What can you use the caramels in the recipes, and that's how we're engaging that. Or when we do the boost on Facebook and things like that, we're getting that traffic in from social media, which helps as well. And then the site as a secure with an SSL, it's constantly monitoring that and pulling traffic. You know, we'll target certain areas with Facebook ads.

And so we'll notice that when we target a certain area, we get hits into the site, our ranking for that area will actually go up as well with the SEO. So it's a strategy targeting certain areas, like one time we did a big boost for in Chicago, just to kind of see what happened. And we're realizing who's buying our product, so we're making sure we're targeting the right gender, the age group. And Google – or not Google – Facebook is a nice platform for that for us with the caramels just based on who our customers are. So when we do those types of things it helps our SEO in that area.

Jamie:

So what about like the window's guy, because we talk about content and stuff like that, windows are only so sexy, so what are we writing content wise and how much content do we really need to do? if you're a local guy really trying to rank and get better, is it worth them trying Google ads first to see what keywords actually convert or is it how much content are we putting out? I just want to make sure we're getting the most bang for our buck, instead of trying to blanket everywhere.

**[00:30:00]**

Matt:

Yeah, I think the thing with the window guy is what are people – what is the first step before they even need to know they need a window person? So what are people searching for, is it how to fix a crack in a window?

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Jamie: Great one.

Matt: Because you have to think about what it is that your customers are looking for before they even know if they even need your service.

Jamie: That makes sense. I used to do the winterizing of the windows in my old house, and we'd have to put like the sheets up in the winter time, so that makes sense.

Matt: So just like you said, how to winterize your house? How to check during the spring time for your windows? And yeah, so while windows may not be the sexiest thing in the world, but you can still have some fun. Is that window company doing anything in the community? You know, is there an outreach with the company that you could get involved with, so that they see your brand.

**[00:31:00]** So there's a lot of things that outside of just what you're doing that you can still brand your company depending on where you're at. But again, providing information that people care about, you know you could even do funny **[inaudible]** **[00:31:17]**.

Jamie: That's what I was going to say, going on like the local press station. You know what I mean, it's pretty easy to – I'm in a lot of local press. It's pretty easy to sort of get into that. Is that worth it, like are back links really what they used to be, should we even be paying attention for that stuff?

Matt: Back links are important if it's relevant. So just to have a link to the site, just having a bunch of links out is not going to help, but it's the marriage of links. It's having the two together.

**[00:32:00]** And Google knows if – you know, it's kind of like if we did a blog about windows, and it's pointing to a page about dogs, Google is smart enough now to realize there's really no relevancy in that, but if there's an article and it's linking to the home owner's association that's out there, and they're linking back, that has some relevancy, but the other part is, is what is the authority of the site that you're connecting with. So if I could write an article about windows – I'm just trying to think of – I don't know, the home shopping center or something like that, something that's really been out there for awhile and has a lot of ranking, and they connect back to me.

Well, now that has a lot of power when it comes to linking. So it's not just linking one way, it's connecting between the two, and the relevancy, and the page authority. I mean, those are the things that you have to look at when you're thinking about linking. And it is important, but you see a lot of places wanting to just start linking everywhere, but if there's no relevancy, you're kind of spending your wills.

**[00:33:00]**

Jamie: Okay. And we only want the biggest bang for our buck as humanly possible. But for the local side, explain this to people because I feel like a lot of people don't understand this. So like I type in something where I am in Austin, Texas, someone else types something in Dallas. We get totally different thing seven if I don't put Austin versus not, right? So how can we make sure, especially for the local people that they're really going after, instead of like windows Austin, Texas, that you could just type in windows and you could still have local results come up on some of that stuff?

I don't think people understand that. So if you're in a wider geographic area, what do we do? like, how do we make sure that we're – like, let's say we're in two cities or something like that, how do we SEO for that without having to put in Austin, Texas or wherever you are?

**[00:34:00]**

Matt: So you want to make sure you have your locations registered with Google Places. That's key, I mean that's a big part of it there. And you have to realize that your results are based off the IP address of your internet provider. So you're going to get, you know if I type in something – if I type in something, even put Austin, Texas, I'm going to get something different than you're going to get because it's going to say your IP address is from Bloomington, Indiana. So you have to understand your market, it's kind of like trying to fish for everything.

Well, what you have to do is pick that segment of the area that you want to focus on and start using the keywords. So servicing these area – you know, we service these areas. And kind of don't stuff the articles with that area that you're targeting because Google will say: alright, what are you trying to do? But understanding setting

your Meta tags and your H1 tags for those areas, and kind of gradually watch how your site moves up.

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You'll find out that certain blogs or articles may help your site more than others, so when you see that, then you can kind of adjust your keywords. That's why it's important to know what they're searching for because if you can write questions – type a question into Google, and you'll see that the answers are blogs for the most part. So if you know what questions your customers are asking, not even for your service, but just anybody that could be your ideal customers, or maybe they're in the stage of it.

Then you start popping up on those search queries, and the more traffic that you get to your site, and the better bounce rate that you have and all these factors, then the higher ranking you're going to get for these other keywords. So obviously Google doesn't give you the formula, but these are the factors in it. You know, and your window person, if they're putting in new windows, they could put a whole bunch of articles about things to watch for when building a home.

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You know, it doesn't have to just be just to the windows, it's again finding those clients and what are they looking for that you can help them to brand yourself, so that when they're looking to build a house: okay, I need windows. Well, this place has helped me out, I want to give them a shot.

Jamie:

See I love that. I feel like SEO has evolved a lot. Because six years ago when I first started online it was way more complicated because it was so much more about backlinks and blah, blah, blah. Not that it's not competitive now, but I feel like as long as people are doing what they – like you said actually asking the questions that seem relevant. Oh, wait, we write the content. That actually would help people, huh, who knew? And just make sure that it's the wording as if people would say it.

It's insane that it's become so much easier because I feel like everybody else, like you said keyword stuffed the heck out of everything else, so Google changed its way. And I feel like Google changed its way, which is making it easier for people that aren't necessarily techs. Because it's not like they have to go nuts and Google keyword tool and go: okay, this is it, and then this is the less ranking, and blah, blah, blah.

**[00:37:00]**

I feel like as long as you're just putting out really awesome stuff that is exactly what your people need, and local, trying to like rank for the term millionaire would be way harder, though I got to number two, I think, way back when, when I was trying for it. Not my audience by the way, not my audience. I just want – because who wants to be a millionaire was the most common, it's like that was dumb to go after that keyword, but lesson learned. And so like you're saying, I feel like as you start moving forward, you'll start to figure out what's working really well and what isn't as long as you put a bunch out.

So I love you saying that because I feel like people – I feel like it's so scary to even attempt. So they'll hire someone like you, which is awesome. And they'll be like just do your magic. And you're like: well, you have to work with me here. Like, I need to know your people, and you need to tell me this. You know what I mean; it's a lot of give and take.

Matt:

Yes. There's not instant gratification when it comes to SEO. And once you get that ranking, it's an ongoing base. It's not just you're there because everybody's fighting for the space. I really like the changes they've made.

**[00:38:00]**

I think they've made it rewarding for those that are trying to do the right thing and become value for your customers. So I really like the changes that Google has made, and I think it's – obviously it will always change. They're changing all the time, but I do like where it's at and how they've made it better for the small business.

Jamie:

When we have to start wrapping up in a second, and I'll ask you the last question in just a second, but I know you have promotional products, what is actually beneficial right now in promotional stuff? Because I feel like I've gone to so many conferences, and you're like: oh, I got another pen and it says this. Oh, I got another USB drive and it says this. Just like the standard things where I feel like there's something new or better that needs to be coming out on the promotional side, so what are you seeing and what trends do you think are actually working better now for that side?

**[00:39:00]**

Matt:

Yeah, it's really interesting because businesses are kind of realizing: hey, this is just another pen that I'm going to throw in my drawer. And so I just spent all this money on this stuff that I'm

really not going to get anything out of it. So businesses are looking at more nicer things that relate, you know when they give it to the customer and they're like: oh, wow, that was really nice. It's a little more, I guess. Come January all the new products come out and the big push is products that are more towards a retail line. So like we've got some mugs, they look like, you know the camel back drinker?

Jamie: Yep.

Matt: Okay. That's probably one of our hottest selling things that we've had this year.

Jamie: People would actually use it, huh, who knew?

Matt: And remember the shirt I sent you awhile back when I was in your Hustlers' Class, which is why I'm here today. And, you know, something that people really will use, versus just a standard pen or a cozy. I'm not saying those things will ever go out of style, but they're not as hot as it used to be. You know, it's kind of understanding who your customer is and what are they going to use? So that's kind of where really things are going.

[00:40:00] And t-shirts are – the type of t-shirts, believe it or not, the softer kind of t-shirts and things like that, those are hotter items now because people will wear them, even if it's for pajamas, but they'll wear them and not just put them in the drawer, where they wear it once and then it's gone. So quality of product is becoming a big trend in the promotional product because, again kind of going back to the value of your investment. It's a neat time for the promotional industry actually right now because of the change.

Jamie: See, I think that's really interesting too because everybody would be like: oh, another t-shirt, oh, great. But when we did our t-shirt – and we sell our too – but people would be like: oh, it's actually nice. And you're like that's sad that we have to be like: oh, that's actually kind of nice. I know Pat's doing a thing for his birthday that just happened, where he's doing t-shirts. And I'm like why are you doing t-shirts, too?

He's like I just feel like people want to show their pride a little bit more, and they really want to get out there, but you have to make sure that it is actually something people will wear, otherwise it's absolutely nothing and you threw away your money. So yes, it's a

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little more expensive, but if it actually works it's way different than if it's not.

**[00:41:00]**

Matt: Right.

Jamie: What do you suggest? So like have t-shirts, right? We got a new logo, we got a new website, I'm super excited about that.

Matt: Nice.

Jamie: We're doing new t-shirts, which is awesome. Tell me what I can do with them? So we sell them on the site, which is both a wonderful and pain in the butt to ship out thing. But people get stopped in like Starbucks, apparently. I mean, I get stopped normally, but I'm kind of use dot that, like Eventual Millionaire is like a thing. I have tons of people being like: oh, I got stopped. So I feel like I could do something more promotional with the t-shirts, what should I do?

Matt: So we did one once where when you got the shirt, you would take selfies in the shirt.

Jamie: Oh, that's a good idea.

**[00:42:00]**

Matt: You know, do selfies. And then we would use those on our marketing and talk about how we love our customers. So we were promoting, it was kind of double dipping. We were promoting the company and then assuring engaging with our customers. I've seen somewhere, where does the shirt travel? You know, they're traveling out and taking a picture if they're by the mountain or something like that with the shirts. And then just prizes as well, you know, share – share – if you've got a great article, good information, share our posts and you get a chance to win a shirt. And people love contests.

Jamie: that's a good point.

Matt: I don't think that will ever go away. So you're creating a call to action that's benefiting your business as well, and sharing the word, passing it around, getting your t-shirt out, it's a win-win-win.

Everybody loves a nice t-shirt and something for free. That's how I, you know, for shirts, that's what I would do for that for sure.

**[00:43:00]**

Jamie: That's good. And everybody listening; let me know if you think these are good ideas. Because if you like them, like I know we can do contests and stuff, where they share stuff and they win, and blah, blah, blah. So I was either thinking that, or when you were talking before about the referral thing, I was like: oh, people can get referrals, anyway. So lots of things – I'm always looking for that too, of trying to have people actually be excited over marketing. I just feel like there's – everybody's like I see your face on Facebook all the time with ads.

And like yeah, that's great, but I feel like you said, we need to get a little more offline, instead of just being like: oh, great, another picture of Jamie, awesome. I'm really annoyed with that. I feel like we need to shake it up a little bit and go back to the old school ways that we kind of did stuff, but in a newer better way that actually works a little bit more.

Matt: Yeah, this was probably over a year ago, but my wife would take our products, and on Friday she's like: alright, it's Triple R Friday. She would show a product and it's like who loves me?

**[00:44:00]**

And they would be like we love you Sonya. We love you. And they were fighting over who loved her the most, so they would get the product. But we had fun with it, and I think that's key. You know, we're always promoting and trying to do things, but if you have a little fun and throw a little humor in it, it goes a long ways. We had people send videos. Their kids were like: we love you the most Sonya. And of course they won.

Jamie: That's good, use your kids, great.

Matt: You could do stuff like that, too.

Jamie: That's a really valid point.

Matt: It's really engaging. Jay said it the best when you're marketing, you're competing with family and friends, so you've got to really think outside the box and have a little fun, people like to see that.

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Jamie: And I love it. I'm a words of affirmation, I want people to tell me they love me all the time, like love language.

Matt: We love you.

Jamie: I know. I'll be like: oh, thank you. You all get t-shirts. You all get t-shirts. But I told you we're really leveling up the live stream coming up, and that's actually a really a valid point, sharing the live stream and actually winning stuff, whoever is the highest level. That's not difficult at all, so thanks for all the free advice, Matt. I appreciate it. I know we have to start wrapping up right now, but what's one action, just one, listeners can take this week to help move them forward towards their goal of a million?

Matt: I can't give two?

Jamie: I'll let you give two. Alright, shh, go ahead.

Matt: Alright, number one; take Jamie's Hustler's class. I'm serious. I mean, no joking because that was a very important part to us. And in that I learned the value of my time. And I think that has been key for anybody who is trying to grow their business and become that millionaire is to really understand what your time is worth because you can't – you can't get any more of it. And knowing what you do well, and not do other things that can take away from that.

**[00:46:00]** So I think that's key for anybody is to really understand what your value of your time is and what's really important to you and what you're doing. That was a big part for us because trying to do everything doesn't work. So you ah veto realize what you're good at and focus on that and let someone else do what they're good at, and then it's a win-win for everybody.

Jamie: I love it. And I'll link up to a couple resources, some of the ones that we gave out in Hustlers, so that way people can actually look at their time. I don't think we do this enough. People don't look at what they're actually doing. They're like I'm busy, this is awesome. Why is that not growing as well as I thought it was? And so we'll link up to some of those, too. Because it like hits you between the eyes when you realize like: oh, I probably shouldn't be doing that.

Matt: It's amazing when you put go to the gym on your calendar, and when you put prospect on your calendar, and you look at it, and

you make sure you do it. And then it's amazing how it changes your life because it becomes – when you see it, it becomes of value to you. Yeah, definitely, time.

**[00:47:00]**

Jamie: That's amazing. So tell us where we can find – say the websites again. If we can follow you on Twitter, Facebook, or any of those other things, tell us where we can hook up with you and get all of your amazing caramels and advice?

Matt: Okay. Well, if you want to Triple R Marketing, and it's spelled out T-R-I-P-L-E Marketing, or finally after seven years RRRmarketing.com. Someone had bought it and had held it for awhile, but we got it.

Jamie: Wow you got RRRmarketing.com, nice.

Matt: Yes, so that was a challenge. You know what, if you're interested, they can email me. It's Matt@triplermarketing. Joan's Caramels is Joan's Caramels, no matter how you spell it you're going to get there. Whether you spell it J-O-A-N-S or J-O-E-N-S, you're going to get there. So yeah, look it up and try them, and they're delicious I guarantee you'll love them, they're so good.

Jamie: Don't make me all watery mouth right now. I don't have any in front of me.

**[00:48:00]**

Matt: I'll tell you what, I'll send you some.

Jamie: Okay, and then I'll be like: oh, by the way, and I'll do a little Snapchat or a video for you. So that way I'll make everybody else want them. I'll be your promotional for you, how's that?

Matt: And I'll send a t-shirt with it.

Jamie: Okay, so then I'll wear the shirt.

Matt: Yes.

Jamie: As long as I can get free stuff that's all I care about.

Matt: Understood.

Jamie: You're awesome, Matt. Thank you so much for coming on today. I really, really appreciate it.

Matt: Thank you very much. I had a great time.

**[End of Audio]**

**Duration: 42 minutes**