



**PERPETUAL**  
TRAFFIC  
— PODCAST —



HOW  
**DOLLARBEARDCLUB.COM**  
GENERATED 100 MILLION  
VIDEO VIEWS IN 13 MONTHS  
EP. 56

*with* **Keith Krance,**  
**Molly Pittman & Ralph Burns**



## Episode 56: How DollarBeardClub.com Generated 100 Million Video Views in 13 Months

Keith Krance: All right welcome back to Episode Number 56 of *Perpetual Traffic*. Today we've got a little special episode and it's just Ralph and me this time with a special guest sitting here in a cabana up above the pool in Newport Beach at the Pelican Hill Resort, which is where the [War Room](#), [DigitalMarketer's](#) high-end mastermind was. Wow we're sitting here with Chris Stoikos. Dude, thanks for coming and doing this for us.

Chris Stoikos: Of course brother. Keith you forgot to mention the gorgeous palm trees that we also have the pleasure of staring at.

Keith Krance: Yes we do. We've got palm trees. We've got the Pacific Ocean. It's pretty cool. We got the white board here. We're going to be doing some master world domination Facebook ads planning right after this.

Chris Stoikos: I love it.



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Keith Krance: Good stuff. Chris talked two days ago, the first day, he did an epic talk on how he has gone from basically a brand new business 13 months ago to 100 million video views, okay. Let me repeat that. 100 million video views. I'll let you talk about sales and what you guys have done, but dude, you could tell your story better than me, but all I know is that his talk was the best talk by far in the two days. I told Ralph yesterday that I think it's one of those things that pays for War Room over the last two years because what he's doing is epic and I love how you inspired people to go out and get video, to make that part of your business. You're preaching the same tune as me but you've done it at a level that's pretty epic dude.

Chris Stoikos: I appreciate that man. I think that inside of all of us we have the ability to execute. A lot of times we just need that motivation. We need that push to be able to buckle down, find the discipline, find the dedication and just carry out what's in your head.





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We all have big goals and aspirations and dreams but that's what separates the people that are thinking of doing and the people that have actually done that. It's great to hear that the things that I've said were able to kind of inspire some creativity.

Keith Krance: Not only that but you actually had a round table group and helped a bunch of guys and some pretty mundane, not so exciting industries, and really super charged their ideas as far as how to use video, not only in Facebook but in all social media, YouTube, whatever it is, to really catapult their business to the next level. We've been talking about some of those examples here today.

Keith Krance: No Molly today. Molly is in Austin. It's just going to be us three. Chris's main company is Dollarbeardclub.com. You can go there and check it out. We'll give you all the links in the [show notes](#) to his [YouTube Channel](#), [dollarbeardclub.com](#) and your other businesses.



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You're doing some really epic stuff. What's your story? How did you do it? Tell me about 13 months ago to today.

Chris Stoikos: So 13 months ago to today with just Dollar Beard Club, we were able to have a business that came out of the gates without raising any VC money. We jumped in and we pulled in, to date, we've done over \$11.5 million. When you do check out our website, other than the funny videos that have made us who we are, the rest of the stuff doesn't even flow that well. We've never split tested anything. We haven't really optimized our stuff or our copy. Our [funnel](#) could use a lot of work. These are all things that I'm kind of learning. My core competency being video allowed us to catapult into the stratosphere of the startup world. We're now starting to merge into the internet marketing world. I think that there's a cool hybrid between the two of those.





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When you can kind of tap into both and take the best from both worlds it really allows you to be a Goliath in the space.

13 months ago man, myself along with 6 buddies were all living in a house down near San Diego. We had this idea to grow out, well we were already growing out our beards, and we started using beard oil. The stuff that we found online, \$20 a bottle, shitty ingredients. You're putting different perfumes and kind of chemicals on your mustache. It's right under your nose and you're inhaling them all day. I couldn't get over the fact that the ingredients were not good and the price point was so high. I thought, is there a way to come out with this to a point where it can be consumable on a mass level and actually have good stuff that you feel comfortable putting on your beard.



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We went into a bit of a formulation process. We found that it wasn't too hard and that the beard industry was relatively small and rather untapped. There was this thing that every time we would go out, 7 dudes who rock beards and are good buddies and whatnot. When a clean shaven guy passes a clean shaven guy in the street you don't look at him and say, "Hey, nice clean shave brother." It's kind of a tag line I always rock because you think of the other side of it and when a beard passes a beard in the street there's this underlying brotherhood. There's this sense of comradery. There's almost like a head nod.

Everything kind of moves really quickly within the bearded brother community. By being able to offer a product at a low price with high quality ingredients, and obviously taking a look at our antithesis there, Dollar Shave Club, we're not just dudes that shave. There are a lot of guys that rock their beards.



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They just needed a commonality and a bigger platform and a bigger brand to be a part of. We kind of tied that into a video that took us a day and a half to shoot, lots of creativity. Again, everyone has this side of them, it's just a matter of ringing it out onto a sheet of paper and then executing into a video that did very well and acted as the organic fire that we started to be able to just pour gas on it over the course of the last year. It's blown up to a pretty nice size.

Keith Krance: Pretty nice size is right. Just in case you're wondering, Chris is the guy in the videos. He's the one in all the YouTube videos, in the Facebook videos.

Ralph Burns: I just think it's so cool that you guys are the antithesis of Dollar Shave Club which obviously was sold if you haven't been paying attention to the financial news, for a billion a couple of weeks ago, or less than a week ago.



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You're obviously in the right niche but the opposite end of the spectrum. The first video that you did was almost like a spoof on their stuff.

Chris Stoikos: Yeah.

Ralph Burns: Since then all the stuff after that has been absolutely crushing it because it's been coming out with your personality. You've been building a tribe, building a huge following. What was that like after you first started after that first video? How you sort of got it to the next level?

Keith Krance: The other question I have, that first video, how much did it cost you to produce because I know you mentioned. Some people are thinking that they see the Squatty Potty video. Those guys spend a lot of time and a lot of money producing that. Tell us about that too.



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Chris Stoikos: Definitely. I answer that second question first, a little bit easier. We shot that first video for \$800. It took us all of a day and a half. I had a buddy, called in a favor for the warehouse, got our little film crew there. I think the majority of the money that we spent was on the big amount of Chick-fil-A that we had on the table. We actually shot the video two years ago. We sat on it for about 6 months. Chick-fil-A was before the boys got into the holistic health lifestyle which you touched on earlier which I'll touch on a bit as we talk. You can definitely shoot very low budget, very high ROI videos. You just need to be creative about it. You need to have a guy who knows what he's doing behind the camera. You can find these guys on Craigslist. You can find these guys through agencies. They're hungry to get involved.



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Back to the other question regarding creating the tribe and how we did it and that whole sort of thing. When a beard passes a beard and how that community is so tight knit. When you're building a brand you want to build something that is going to act as a greater purpose for the people that are involved. You want somebody to roll out of bed and feel that they belong to something that's bigger than they are. I'm the face in the videos. I'm the founder of Dollar Beard Club but Dollar Beard Club is way bigger than I am as a sole piece. Dollar Beard Club would be nothing if it didn't have all the epic bearded members that are a part of it.

Being able to have this platform where people can relate, people can talk, people can read cool, funny things and share stuff on Instagram. Social media is a huge outlet for us. It really gives people the chance to connect.



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When you think about video stuff and how we came out to build our tribe, the tribe built itself because of the style of video that we did. You mentioned the Squatty Potty Video, Dollar Shave Club's video. Poo~Pourri has a great video. All of these different videos, they touch on things that people think about but don't necessarily talk about. No one really goes around on a daily basis, it's not like a thing where, "Hey I'm shaving today. God my razors are so expensive." They just naturally do that. No one goes out and says, "Man I took a shit the other day and it smelled really bad. I wish I had something to spray in the toilet."

When you can cover topics like Poo~Pourri did, Dollar Shave Club did and Squatty Potty did and you can kind of mirror that with your own spice.



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People don't go around every single day saying, and I don't think people actually eat shaving cream for breakfast but being able to have that kind of funny mentality amongst bearded guys that are rocking big beards going, "Yeah I would eat shaving cream for breakfast. That stuff is crap. I don't have to use to shave." You throw in a slop of a guy and you say that, "Hey we're growing our beards. You can join a really cool club for a small amount of money." It taps into the brains of them on a completely unconscious level to go, "Wow this is stuff I was thinking of. I don't shave. I look down on someone who doesn't shave necessarily. I do have a lot of brothers that are in my band. I do cool things like ride a motorcycle and swim in a box full of women," things that are exaggerated but comedically tied to the underlying topics.

It just gives people this ability to relate. They feel so important and that's what we wanted our customers to be able to feel.



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Not only are they customers but they're members. They're loyal club members that belong to something that we are all a part of. That boils down to the products. We're able to offer them something that they absolutely love using and consuming on a daily basis. We're able to spread out our line to a spot where it wasn't spread too thin, it was just spread right in terms of the combs, brushes, balms and waxes and that whole sort of thing.

Overall you just want people to really feel something on a deeper level. I think that obviously the future of everything seems to be heading towards video. Attention spans are shrinking. Being able to have stuff that is quick and that hits hard and has a funny hook in the beginning is of the utmost importance. You can't just sell your product or service. You must focus on developing a deeper psychological bond with your customer.





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That's through the method of educating and simultaneously entertaining them, belonging to something bigger than they are on this grand scale.

When we went through we told exactly what our service was. We made them laugh in the beginning. We kind of touched on some points. You want to instill a little bit of fear of missing out like, "Wow if I don't use this beard oil I'm not going to have the beard of Zeus." This can be the lifestyle. There's a bunch of boys all in the video working on it together. I think being able to tap into all of these different things and not trying to shove your product or service down the throat of your customer, educating while entertaining them and then letting them make the decision on their own. It allows them to connect with you on a much deeper level than them just exchanging dollars for your product or service.



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Keith Krance: One-hundred percent agree. We talked about video ads and Episodes on [31](#) and [32](#) of the podcasts so feel free to go back and listen to those. A lot of the things we hit on is can you create a video that provides value. What he's doing here, what Chris is doing, he's doing both. He's doing entertainment and education. Bree, Betty Rucker, she calls this "edutainment."

Chris Stoikos: I like that term.

Keith Krance: That's the Holy Grail. With Facebook I've got videos that are absolutely crushing it in a B to B space, right, that are doing education only but it's providing value. It's building trust, goodwill, teaching people. I always say if you can create a Facebook ad that people will share, that is a signal to Facebook that it's an engaging ad. More importantly I do that originally because that's how real life is. I go to a party, there's 100 people at a party.



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I don't want to just hand my business card out to 100 different people at that party even if they're all in my "target audience." Maybe I'm teaching bass guitar lessons and they're all bass guitar players. I'd rather go there and have a conversation with five or six or seven people, have a deep conversation and become friends with these people, right. Facebook, Google, all these different platforms are the same way. What Chris is doing here, he's doing that. He's building that relationship. People are sharing that. He's doing it at the highest level because you're bringing the funny factor in.

You might be wondering, these guys are running paid traffic. You're basically, your brand, these videos were launched and they went viral.

Chris Stoikos: Yep.



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Ralph Burns: Now what you're doing is you're pouring gasoline on the fire. You're adding to that with paid traffic.

Chris Stoikos: Yeah exactly. It's tough, you go out into the wild. How many people listening right now could confidently say that they can go out in the forest and start a fire with no lighter, using strict, raw materials that you just find and the old school method. Very few people can actually do that but once a fire is started it's not hard to pour gasoline on it. I think 100% of people know how to keep a fire rolling once it's lit. After we were able to have that fire lit we had customers who were relentless. I touched on it very briefly but our website wasn't great. It still isn't great. We didn't even communicate over email to our customer. We had no affiliate traffic. We have one funnel. We just started doing paid traffic, I think back when we launched a video in November. We had been around for 4 months before we even knew what that was.





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Ralph Burns:     Yep.

Chris Stoikos:    We still aren't doing it correctly but we're doing it correct enough so that people are engaging with it. I think one of the most important things there is coming out with consistent content. When you're running traffic to your stuff on Facebook you really want it to be fresh and new for your customers. Think about your favorite TV show. When something comes on you look forward to it. Thursday night at 8 pm I can't wait to go on and watch the new episode of *Breaking Bad* or *Game of Thrones* or *House of Cards*, all of these different shows that are out there. You get excited for it. The same way is with a brand. Not everything needs to be selling. You just need to again, have fun with them. They've already seen your stuff. They're going to watch your show.



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They'll talk about the previous commercial until the next one comes out and they'll look forward to the next one that comes out while they're just kind of in limbo land. I think being able to be consistent with your customers is only going to increase that loyalty and make them more excited to be attached to your brand.

Keith Krance: This is really, really important. What he said there was so, so important. Please pay close attention to that. A lot of times people ask, everybody wants to know what's the fastest way to scale without my conversion cost skyrocketing. There's a lot of ways you can do this, ninja ways to duplicate ad sets, ad budgets slow, add more ad sets, add more targeting groups, and all this. What I say a lot, the number one way to scale any campaign on Facebook is to create a message to, to craft a message that builds goodwill. People will share.



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Ads that call to action and has people buy your stuff. If you come up with the right message then you can do what Chris did. You can go from zero to 11 million in one year. You don't have to have all the targeting right. Facebook's ad platform is so freaking unbelievable with their website conversions algorithm. We talk about it all the time with lookalike audiences. You can use big audiences if you have a message that people will share but also they will click through and you've built that relationship with people and that tribe. It makes Facebook ads so much easier. You don't have to be a pro. You always want to start there.

When I had my four man intensive a week ago, we had four guys out at my house for two days. 90% of the time was spent on messaging and helping them craft a video ad. None of it was targeting or any of that. That stuff's going to be easy. You've got to get this right. This is why I was so excited to have Chris on.



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Chris Stoikos: To keep rolling with the thought was just thrown out there, kind of getting into our process and getting really into the creative part of your brain that allows you to do awesome video stuff that's outside the box. We all treat our bodies and our brains differently. They're all capable of outputting different amounts of things. You have to think of yourself as lines of code and you never want to become a human algorithm that wakes up and just does the same thing every day. If your process is to wake up, eat your food, drink your coffee, mix this big ass soup in your stomach, all of a sudden your brain allocates a lot of its RAM to breaking up the stuff that you put inside you, if it's not healthy it will take away your creative juice.

When you have nothing else in your body, anyone who has ever done something to do with fasting or just eating a really healthy diet, doing lots of juicing stuff, you'll notice the state of clarity which you reach is absolutely phenomenal.



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A line from Jamie Smart's book, *Clarity*, is that, "The natural state of water is to be clear. If you put your hand in. You stir up the mud at the bottom, only time is going to allow it to go back to standing still." Once that actually happens and the fog has settled you can really tap into this creative part of your brain. It's really good when you can apply an approach to it, a certain set of steps that allows you to look at it.

Our formula is you want to have a pattern interrupt. You want to have something in the first, the shorter the better, but within the first 10 seconds of your video that's a hook for your audience, something that they see and they go, "Wow. What the hell did I just see?" If it's good enough you will get them to watch your entire video.



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I don't know the exact stat but it's something like, the people that watch the first 10 seconds of our video and get to the point where I slap the dude, 100% of them are watching it through on YouTube. They're just amazing rates because they laughed. Laughter is human medicine of our entire world. Who doesn't like to laugh? You share things with people that make you laugh. Once you've got to that part in your video and they're laughing, they don't want to close your video because they're scared that they might miss another opportunity to laugh. You don't want to screw it up. You do have them on the hook. Once you have them hooked you get into a very minor piece of education.

After the slap in our first video we talked a bit about, "You'll receive the most legendary beard oil known to mankind." The questions arise in their head, "How am I going to receive it?" Before you tell them where to receive it, relate to them.



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Then we went to the scene of you may be riding a motorcycle or swimming in a box full of women. Not that that's an everyday thing that people do, swimming in a box full of women, but it gives an image in people's head that's funny. We used a line in our other video and on the level that everyone's a dreamer. You have to be able to see your things doing these cool, fun things that people think about. Being able to put it in a video on a level that they can relate to has got them to the next spot.

Then we kind of created a bit of a fear of missing out, talking about if you don't use our beard oil then Zeus is not going to envy your beard. Again, it's a little bit facetious and over-the-top but absurdity is a great thing that creates shareability. The more absurd that you are, the more that people are going to go, "I've never seen this before. Holy shit, I can't believe I actually saw this.



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I need to share this with someone to make sure that I'm not the only one laughing at this craziness." That kind of acts as a snowball itself.

Then you get into the heavy education. We got into our second to last line of the video where we said, "Every month, straight to your door, we deliver balms, waxes, combs, brushes, oils. You won't need to do a damn thing but collect the package off of your doorstep." The visual representation was that it was a bunch of bearded dudes basically putting the boxes together. That gave them that sense of, "Okay cool. Now I know what's being offered. It's funny, I'm laughing." Then the call to action. Hop in the limo, be a man and join dollarbeardclub.com.

Then we end on absurdity again. We're driving around in a limo with an 85-year-old guy with a beard, a 12-year-old guy with a "beard."



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Keith Krance: Same one too. Similar.

Chris Stoikos: Yep. Similar. This whole process, the person who finishes watching the video doesn't feel like they were being sold on something. We didn't say, "Hey I'm Chris and I've started an awesome new business today. It's called Dollar Beard Club. For just \$1 you can buy oil from us. This oil is awesome. It's going to make your beard blah, blah, blah."

That's what I see so many of these different ads doing. They're just struggling business owners all over just leaving drastic amounts of money on the table because they are forgetting to entertain and like I said, connect with your customers on a deeper psychological level that's going to make them laugh, make them have fun and make them share what you're giving them.



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Ralph Burns: What's really funny is when you watch all these videos on dollarbeardclub.com you'll understand that they come across as completely random. That's the thing. It's really following this formula which obviously works. It's something that we do to a lesser degree with some of our customers and some of our clients about pattern interrupt, form, educate, entertain and then pivot to the close. Chris does it slightly differently here. You don't necessarily have to be the funniest person in the world for this to succeed. All you have to do is just get some of these steps right.

Chris Stoikos: Randomness is the lack of a pattern or predictability in events. Going back to us being these algorithms that we wake up and you go through your day. You go to work. You come home. You eat. You hang out with some friends and you go sleep.



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When you can interrupt that pattern, it brings you out of this lackadaisical state that we are all often finding ourselves in, especially people that just use social media for social media. They're not the guys running ads. They're not the influencers. They're not the content creators. Think into the minds of those people and when they're scrolling their feed and how much nonsense and just boring crap always appears. Interrupt the pattern. Input some randomness and all of a sudden you have their attention.

Keith Krance: Frank Kern does a great job of this with his videos actually. He's in a business to business space. He doesn't really entertain. He kind of does. He's pretty funny. He uses a pattern interrupt more to just throw them off, right?

Chris Stoikos: Yep.

Keith Krance: It's an open loop.



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Chris Stoikos: Yep.

Keith Krance: A lot of people are sitting her thinking, “Man I’m not as funny as this guy. There’s no way I can do this.” You don’t have to get all of it to get it right. Maybe you come up with a funny video eventually. A lot of times it’s just if you can educate and then also have that pattern interrupt. Those two things alone, even if you’re not funny, there was another example I think Ralph, you asked him before about the accounting or something like that?

Ralph Burns: Let’s say I’m an accountant. I think you use some of these examples when we were at War Room and just random business owners are asking, “How would I do this? I’ve got the most boring business in the world. I teach accountants.” I believe was his question. How would you actually use this system while still coming across as random with all the different parts of making an effective video.



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Chris Stoikos: Definitely man. We were talking about accountants and lawyers and came up with this off the cuff. I think it's a great way to do it. It's a testament to the fact that you can truly do this to any business. Think of the life in the accountant. You sit at the desk. You're there for 8 hours. You're crunching numbers all day long. Realistically, what does that guy do when he goes home? Sure, he has dinner. He hangs out with his wife, watches a movie and goes to bed. What does that accountant think that he could be doing? Well maybe the guy pictures himself going out, partying with friends, doing cool events, going skydiving, jumping off a cliff. Show the accountant dude coming home and it's like him sitting at a desk at the beginning of the video going, "My life is boring but it's only boring for eight hours a day."



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When I'm done crunching my numbers and all the money that I've made using this info product that you guys are talking about that sold the accountant because you guys are saying that it cuts their time in half and doubles their income," type of thing.

I go to the strip club and that's where I have some real fun. You show the accountant at the strip club throwing ones at the girls. He has his little accounting clipboard and he's keeping track of every number like, "Can I write this off?" He's looking around. Then you have the lawyer beside him. The lawyer, it's like the same thing. "I deal with legal papers all day." It shows him at the strip club beside the accountant. "Is this legal?" He's throwing money on the stage. He's grabbing drinks. He's worried about getting sued and stuff.



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He's like, "Sometimes my old thoughts and systems that run my daily basis are getting into my head while I'm out having their fun but then I just let loose. So when I go back to my desk the next morning, it's a lot more fun. I couldn't do this before I applied this program because the other half of the time that I'm not spending in the strip clubs was sent pushing more papers when I got home."

Again, random idea, completely out there. There are ways to tie funny stuff into absolutely anything. There are obviously certain lines that you don't want to cross, but that's the whole thing. People don't talk about a lot of their deepest thoughts and their deepest desires so you need to talk about them in a video so they don't feel ashamed to feel them. When someone else does it, that's what creates a leader. Leaders attract followers. Followers will look for leaders. Be the leader in what you're doing.



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Keith Krance: Now that we're seeing the effect of these video view custom audiences, which we talked about on the [last episode](#), I think it's very easy for people to underestimate the long term effect that these videos are doing. Talk a little more about what video in general, besides getting them to take action and buy.

Chris Stoikos: For sure. There are a lot of different languages out there. There are blogs. There are long copies. There are videos in the forms of VSL that—boring is the wrong word because they can be very informative, but it's not something that catches your eye. Everybody should practice all mediums and be executing it. Like you said before, it's just a matter of getting it done.

I use perfection as a synonym for execution. You won't find that on a dictionary or thesaurus.com. Being perfect is just doing stuff all over. You'll naturally go through the process.



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The amount of people that have ideas in their head and just get stuck in their head, man we have an average of 60,000 thoughts per day. All this thought traffic that's in our mind, if you don't purge it out in the form of writing, or even better, video, then it just gets stuck. It gets lost with all of your other thoughts.

When you're able to put it out there a lot of people probably ask the question, "I'm not the face of my company. I can't be an actor. How the hell am I going to create consistent content?" That becomes down to one of the things that we're taught in the first grade of school and that's being resourceful. You want to be able to go out there and talk. There's this beautiful thing called Craigslist where there are actors who are hungry for work and would be ecstatic to say, "Hey do you want to be the face of my business?" Test out a few of them. Find something that works. Then creating consistent content. Man you just need a video guy.



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Like I said earlier in this episode, you want to be able to go find someone that can hold the camera and execute your vision. When you can pull all of this together about being creative, interrupting your own patterns of not necessarily putting your coffee or your red bull into you.

Do something different and watch the way that your mind starts to work differently. Jot down those thoughts. Write a creative script. Find a video guy and go execute something. It might not be perfect, but put it out there. You put something out there. Perfection - synonym for execution. If you're executing you're getting stuff done and you're only going to get better. That's just the way that any of us have learned anything in our lives.



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Keith Krance: I love it. 100% agree. It's huge, huge. The fascinating thing too, I told you, I've been doing intermittent fasting, 16 hours, for the last year and a half. It's made the biggest difference. I first heard about it from a productivity podcast.

Chris Stoikos: Very cool.

Keith Krance: Not a health podcast because he was so much more effective in the morning. Go follow Chris on his main blog which is, I believe, [chrisstoikos.com](http://chrisstoikos.com)?

Chris Stoikos: [Chrisstoikos.com](http://Chrisstoikos.com) where I am definitely lacking execution there. We got a couple posts going on. I'm going to be coming out with an email thing, jumping on Snap Chat and different things like that. For sure, jump on there because I love talking about this stuff. Fasting in particular is a big thing that I use on a weekly basis and for a more extended period of time on a quarterly basis.



## Episode 56: How DollarBeardClub.com Generated 100 Million Video Views in 13 Months

Keith Krance: Cool. Cool. You mentioned you're doing an event for business owners, right? Talk about this.

Chris Stoikos: Definitely. When I got introduced to the digital marketing world, inherently you're going to get teamed up with these mastermind events. It's people with brilliant minds all sitting at the table. I'm a big believer in that because the first time I did it, it turned into positive energy, creative ping-pong. It's like someone throws out an idea and you bat it back. Then you're able to add at it and the next thing you know you're just jack climbing at the top of the God damn bean stalk that you didn't even know was right in front of your face. Being able to put brilliant minds at the same table is phenomenal. The common topic that I found when I was actually sitting there with everybody is everyone saying, "how do you go through your process? How do I create one of these videos. Many you're talking too fast, can you slow it down and really hammer into it?"



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It's one of those things that's tough to do on a group basis. You really need to go in and hammer out one on one to instill this philosophy and thought patterns. After seeing all these events and the different ones that people were doing I didn't see anything in the realm of video creation. There's a lot on digital marketing stuff, traffic conversion, Facebook ads, how to network, how to better yourself, the accounting realm, but there was nothing on how to be creative. It's one of those things, it's almost like taboo in society. People walk around saying, "I'm an artist. I'm so artistic." We're all artists man. Think about how creative you were when you were a kid. Think of the things that you did when you woke up. I couldn't personally be ripped off my Lego table when I was a kid. I work with a dude that is obsessed with hiking. I have another buddy who absolutely loves surfing. These are all things that go instilled in us at a very young age. We just do them without realizing we're doing them and find ourselves in an innate state of flow.



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Back to the event. I was encouraged by multiple people to throw this kind of cool event. We went and picked ourselves up a big, bad ass mansion in the Hollywood Hills. We attached a cool little name to it which is Unconscious Content. That's the whole part about being able to tap into your unconscious mind, to be able to relate to the primal processes that people go through on a daily basis, the things that we all think. Whether it's eating your food, taking a shit, having sex, relaxing while you're watching a TV show, these are things that every human being that lives on earth experiences. Our unconscious mind, when you can tap into hook related to your video using those processes, it's phenomenal. Our event is going to be, it's awesome man.

I'm learning the patterns here of the high ticket mastermind and you weed out the people that aren't going to be any good to come.





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We're looking for people that already business owners, already making money, and want to be able to just completely take it to the next level. We're going to give a lot of one on one stuff. It's not just myself there. It's the other video gurus in the industry, they guys that did the Poo-Pourri video, the guy that has the number one running TV show on television right now called Scorpion, a bunch of other really cool millennials who have influential takes on how to create personal blogs and engaging with fans that aren't in creative content form and the videos that we do. It's one on one stuff.

I think being able to put all of that into one basket over the course of an intensive three day event where we focus on the health stuff. We tap into your creative mind and then end it off with a pretty sweet party with some celebrity influencers and other distinguished guests.



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I'm excited to do our own event there and it's like you guys do, after I told you guys about it, it's just constant encouragement that this is something fresh that the mastermind world needs.

Keith Krance: Absolutely. That's right up my alley. What's the website?

Chris Stoikos: Website for that is [unconsciouscontent.com](http://unconsciouscontent.com).

Keith Krance: [Unconsciouscontent.com](http://Unconsciouscontent.com). We will link to that in the [show notes](#). Of course, we will link to [dollarbeardclub.com](http://dollarbeardclub.com). That's easy to remember too. Anything else we'll maybe put a list of the five step.

Chris Stoikos: Yeah we'll put together the process and put it on there as well as link them to a really cool article on how to make your video go viral.



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Once you have this beautiful content that's created there are a million different ways that you can launch it through Facebook, through YouTube, through blog posts, through Reddit. Reddit is an awesome organic fire starter if you can do it the right way. Different things like you want to launch on a Monday or a Tuesday. Tuesday has proven to be even better than a Monday because people are hungover on Monday and they're catching up on emails. It's Tuesday before the week really starts winding up. They're fresh to just kind of browse their feeds. Then if you're going to launch it on a Tuesday you want to do it in the hours of the morning when they first get in the office or when they just get home and they're winding down. Little tips and tricks that you wouldn't really actually think of but they're vital in order for your video to take off.





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Once your video goes viral doors are going to open. You're going to be getting approached and hit left and right. I would kind of put like a 72-96 hour window on it where you're contacted by everybody out there. You just want to get as many names and numbers of people that you think are going to add value to your business down the road. To be able to go back to these writers that wrote an awesome article for TechCrunch, *Huffington Post*, or FastCompany, or BuzzFeed. So you can tap back into these resources when you go back to the other thing that I was talking about, creating consistent content. You have your launch pad to go after it again and build a big ass brand that way.

Keith Krance: Love it, love it, love it. You can get all that stuff at the show notes at [digitalmarketer/podcasts](https://digitalmarketer.com/podcasts). Anything else you want to add? This has been epic, dude.





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Chris Stoikos: No awesome man. I had a blast. Like I said, I think the combination of overlooking the palm trees and the Pacific Ocean mist flowing in here and the salty water smell, maybe that ignited a little bit of extra brain juice. It's all about your environment. I definitely hold a podcast to high standards after doing this one.

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