

**Ep #169: Brandon Stiles - The Digital Marketing World
- What You Must Know Today**



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With Your Host

Dr. David Phelps

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Brandon Stiles: I start people off and say, "Hey, let's look at your best paid avenues, you know, Facebook, Google, TV, radio, et cetera. And let's look at, in your market, what's going to give you the best bang for your buck for that. And then let's look at your best free avenue."

You are listening to the *Dentist Freedom Blueprint* podcast, with David Phelps. Navigating you through the uncharted waters of a turbulent economy with straight-forward advice to, transform your practice into a self-sufficient cash machine, compound your net worth assets, and multiply, multiply, multiply your passive cash flow streams.

Dr David Phelps: Good day everyone, this is Dr. David Phelps of the Freedom Founders Mastermind Community and the Dentist Freedom Blueprint podcast. Back to you today with what's going to be really a funny interview for me. Because this young man ... And of course, anybody's who's younger than me is a young man. This young man reached out to me, to my team just kind of out the blue. And we get that a lot of times here at Freedom Founders. We get people that reach out from different aspects of business. Could be marketing, or people that just ... Sometimes they're vendors looking to help. And there's nothing wrong with that.

But, a lot of times, those just kind of get filtered out. I'll just be very honest. They can get filtered out because it's not the right time, right place. But we opened the door to this one, so you'll want to know why. In fact, I think my guest will want to know why. He probably knows why, because he's a pretty savvy communicator and when it comes right down to everything in life, it is about communication. So, let me get right to it.

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So, I've got with me today a young man. His name is Brandon Stiles. Brandon, how are you doing, sir?

Brandon Stiles: I'm doing great, Dr. Phelps, doing great. Thank you for having me on, by the way.

Dr David Phelps: Yeah, well like I said, I'm going to talk a little bit about why, okay? Because you and I, to be very transparent, you and I have never met in person. I got an email that was passed on to me by one of my gatekeepers.

So, you passed the first test. You got through the gatekeeper-

Brandon Stiles: That's the hardest one, that's the hardest one.

Dr David Phelps: That's the hardest one, yeah. And so, what we're talking about ... because we are going to talk about marketing today. So, I just want to give people a little bit of context, what's this going to be about. So, stay on here, because this is going to be good. This is going to be good folks, I promise you. As I said, Brandon and I have had no more than about three minutes' discussion before starting this podcast today. But, there's a connection here. And the way he made the connection, there's some really key elements here that we all could learn from, because in every business we're in, whether you're a dentist today listening in a professional practice, you're a veterinarian, you're a chiropractor, a physician, you're a business entrepreneur. We've got lots of people like that just hanging out here because we do a lot of cool stuff on the podcast.

You've got to know what it takes to reach your prospective client, customer, patient, or animal, if you're a vet. Or, how to communicate a high value to your current

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clients or members. So, Brandon, I think, there're some elements we just break down how he entered into us and why I'm talking to him today without any more of a meeting. I didn't even get references from you, buddy. I've just, I didn't go out and say, "Okay!"

So there's something to be said about that. So if you have a business, you've got a practice, and you're trying to kind of reach the world out there, put your big net out there and hope somebody will look at your cool marketing, your website or your direct mail or your Facebook page - whatever you're doing, how is it that you can get to that ideal prospect and get them to actually raise their hand and go, "Huh," you know? I like that. And so that's what Brandon did.

So alright. I'm going to tell about Brandon. So five years ago, Brandon, you were working as a songwriter in Nashville.

Brandon Stiles: Uh hmmm.

Dr David Phelps: So to make extra money, you started an entertainment company. So you were performing weddings, corporate events. The first year you made a whole big, zero?

Brandon Stiles: Pretty much. For all intents and purposes.

Dr David Phelps: Big zero. After all your expenses and everything, pretty much zeroed out, right?

Brandon Stiles: Yes.

Dr David Phelps: Second year, you made a few thousand at most, not much better, okay. That's when you decided to figure out the whole of what you call the digital marketing thing.

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Brandon Stiles: Uh hmm.

Dr David Phelps: That is a big universe out there, right? Anytime someone talks about marketing, that's big. And then you say digital marketing. I think a lot of my colleagues, their eyes glaze over. Oh my gosh, this universe that I don't even understand, I don't speak the language, but I know I need to be doing it. You know?

So here's the cool thing. You read over 100 books in a year.

Brandon Stiles: Yes.

Dr David Phelps: We talked earlier about how you grew up being a voracious book reader. We talked a little bit about that. Because I was too. That's why I was interested in asking you about that. I always love reading books. So you read over 100 books in a year, you devoured courses, lectures, everything you could, and with the help of all that learning, you were able to take your company to \$102,000 in the third year.

So what you're basically saying to us, to me, is that you took an idea, a company, an entertainment company that was doing next to nil. You just had this vision, this idea, you were creative, you wanted to bring this value to a certain group of people, but it wasn't doing anything. Because people didn't know about you? Was that it? You weren't getting enough gigs, or what?

Brandon Stiles: Yeah, I mean I think that's where any business starts. When you first start, your friends and family visit you, right? That's cool. But that runs out pretty quick so then you've got to actually get out to people that haven't heard of you.

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A lot of people start off by like, "Oh, I'm just going to go and spam all these Facebook groups," or "I'm going to go and take out a really expensive ad in the newspaper," like on page 200 and just wait for the floodgates to open. And it doesn't work.

So that's what I was doing when I first started. I was like, "I don't get it. I feel like everything looks good. What's the problem?" And then when you kind of educate yourself and look back you're like, "Oh, got it."

Dr David Phelps: That's where a lot of professionals or people with high levels of education, technical expertise, and in this case I'm talking about the clinical skills of a doctor, dentist, optometrist, and they're thinking, "I take all the CEU courses so I'm really on top of my game. People will come to me, I know we're giving great value because they keep coming back. I'm just not getting enough or maybe I'm not retaining them."

Just like you were saying, there's something missing. You were giving this great service but just not enough people knew about it or the value you could bring to make their event, in this case, over the top. They didn't understand that. You had to get that message to the right people, right? That's what you had to figure out.

Brandon Stiles: Um hmm

Dr David Phelps: And so, you read all the books, you took the courses, you went to lectures and what you said is you learned something even more valuable than all the information itself. You found out that you generally loved digital marketing and better you loved helping other businesses who were stuck like you were, showing them how to grow

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and finally get the success they wanted using a few of the systems and principles that helped you build.

You go on to say you could totally geek out about digital marketing ...

Brandon Stiles: Oh, yeah.

Dr David Phelps: ... but the key thing is, and that's where someone like you, you take the complex and you make it simple. And that's what we all need. There's so much information out there in the world today and it's all free, basically, like I said, you can get most of it for free, but how do you dissect it down to where it's usable and implementable? And that's where we need help. We need people that can curate like you've done. You're curated all this info, you've broken it down, siloed it into implementable action steps that a business owner who isn't into digital marketing but understands the need for it, can actually ... Okay, here's what I do. Step one, step two, here's how to test it, here's how to do it without blowing a massive budget and then wondering, "Why did I spend all of this money?", right?

That's the stuff that comes up for people a lot of times trying to figure out this marketing thing, because we know the lifeblood of any business is more clients, patients, customers coming in. We've got to take care of the ones we've got, but we've got to have a stream of new people coming in that we can help.

So, you've got a YouTube channel where you put out a video a day, different marketing strategies to help companies that can't afford your personal services.

Brandon Stiles: Um hmm.

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Dr David Phelps: So, this is what you're doing today. Now I'm just curious. Do you still have your entertainment company or are you just focused full time now on the digital marketing?

Brandon Stiles: I do still have the entertainment company. So it's kind of more of, I guess an annuity thing. But I'll play every once in a while like if a cool event comes up. Last year we got a chance to play for the Falcons. So I'm in Atlanta and so I played that one.

But a lot of times, I like the business side so I'll kind of think of the marketing stuff and all that and I've got a group of really good players and talented musicians that go out and play for us.

Dr David Phelps: Yeah. Nice. Nice.

So let's talk a little bit about websites because that's where you're really focused in on today. Anybody who is anybody with a business knows you've got to have some kind of footprint out there, that's called a website. Because if you don't, you're really, really in the dinosaur ages, right?

I know some really good dentists that don't have a website. They're kind of suffering and it's just because they've been so focused in on doing their thing they just haven't had time to branch out and learn some of the other things about business. Owning a business, being the key technician in the business is different than being the owner who is working on the business, is it not?

Brandon Stiles: Absolutely. This is something everyone can relate to. It's like trying to find a girlfriend or boyfriend or whatever have you. It's like, you know, if you go out to a bar and you're dressed in ratty clothes, and you look all disheveled and

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weird, people probably aren't going to talk to you. They're going to think you're kind of crazy.

So you kind of have to have your physical appearance in order in order to attract the right person. And so that's just the attraction part. Then after that, you have to kind of, you know, your personality has to fall into place, your delivery and you have to show value to this other person in order for them to like you and go on a date with you.

It works the exact same with websites. If people get to your website, you look professional, you deliver value and then like, "Oh this is cool," and then they actually come to your office or come to your business and meet you, then all of a sudden it's like, "Oh I really like this person. I want to start a relationship with this person."

Dr David Phelps: Exactly. Exactly.

So what do most businesses get wrong when they create a website? Or have a website created for them? What are some of the key things that you see that just go totally awry?

Brandon Stiles: Let's see. I think technically there are multiple things but I'm going to start with the biggest one. I think if you change this, you can twice the efficacy, I guess, of your website.

Take all of your Me's, and your We's and your Ours on the website. Change it to You's. I call it giving it a review and I spell it in a really funny with a Y-O-U. Anyhow, change all of that. Anytime you mention, "We've been around for 30 years." People don't really care. People want to say, "Well, what's in it for me?" So any time you

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get to that We, switch it around to a You and how can you change it into a benefit for your ideal client or patient.

Dr David Phelps: Perfect. We all want to know what's in it for us. That's what we care about. What are you going to do for me? That speaks to what my needs are or my concerns, my fears, my objections. How are you speaking to me, right?

All the cool stuff you've done, all the credentials you have, okay great, great, but what about me? What about me, right?

Brandon Stiles: Yeah. I went to the dentist last month and I was listening to him when he was talking to his assistant. He was talking about calculus and I thought that was math and all this stuff. And all these technical terms, and I was like, "Hey, what's going on?" And he was like, "Oh, you've got this little problem."

When you get so ingrained into something, like with you, you can sit and talk with other dentists and use these technical terms and they know exactly what you're talking about. But you couldn't say that to me. You'd have to say, "Your teeth are dirty. You've got a cavity. We have to operate."

Dr David Phelps: Right. Right.

Brandon Stiles: So thinking of it like that and trying to give your patient what I call an Aha moment in order to show, hey, I want to change your life. In the case of a dentist, make your teeth better. I want to make you healthier and this is how we do it. Think with that, absolutely.

Dr David Phelps: Yeah. Good. Good. Good.

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Okay, so change the Me/We to more of You. So focus on your client, your patient.

Brandon Stiles: Yeah.

Dr David Phelps: What else? What are some other things that you see in websites that don't make the mark?

Brandon Stiles: This is a huge one. If you have to save up, save up, save up \$500 to \$1,000, bring in a professional photographer for head shots and also shots of your place. That goes back to the dating thing. If you show up and you look all ratty, if you just hold up your iPhone with your thumb covering the lens and you take crappy shots, people are probably going to be like, "That guy didn't want to invest in himself. Why do I want to become a patient there?"

And then the third thing, maybe I should have put this second. You talked about this in one of the episodes, I think it was, the episode was 53 and 54. You were talking about giving them a reason ... Most people say, "Hey sign up for our newsletter and get updates." Updates on their practice.

No one cares about that. No one is like, "I want to get updates on what my local dentist is doing. That's awesome." Give them something, an asset that they can download that will help their lives. Even if it's simple like how to brush better, how to floss better. Just something that is really quick and really actionable, but what you're doing is ... It's an exchange of value.

Dr David Phelps: Right.

Brandon Stiles: So they give you an email address, and you give them some of your expertise in a video or something. But then

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you also have their email address and you can market to them after that.

Dr David Phelps: Yeah, and marketing, in this case, once you have their email address, you have their ... Basic contact information is what we're looking for. Because you make a great point and I want to tangent just slightly here, but your website is BrandonStiles.com. So it's Brandon, B-R-A-N-D-O-N Stiles S-T-I-L-E-S .com. In your blog, and I had a change to go through. I'm looking at it right now. You've got some great blogs on here. To that point, I'm about ready to lose my thought here, but what I'm going to say is you have some great articles here on lots of different things about marketing.

What I was going to say it marketing, once you have the contact information of a prospect, they're not necessarily a patient or a client yet. But they're a prospect. They've raised their hand, right, because you offered something of value.

Brandon Stiles: Um hmm.

Dr David Phelps: You offered them information that speaks to them. Not about you, but speaks to them about, you know, there's lots of different things that dentists can talk about, right? Gosh, you can talk about social implications of missing or teeth that look poor. You can talk about the social implications of not being able to chew your food, and be out in public, you know, because you're missing teeth.

There are so many things they could talk about that could intrigue that patient. So now that prospect says, "Awesome. There's an article," and that's what you've done here. That's my point. Go to BrandonStiles.com. Look at what Brandon has done there when you look at

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his blogs. He has just nice little chunky articles with great information.

And there's something there. Not everything would I be necessarily interested in, but I'm looking here and it says, "Three Easy Steps to Create Content That Drives Website Traffic." Three easy steps. I like easy. Easy steps means I can follow directions here, right? So you're breaking it down for me. You're taking some that is, again, can be very complex, and you've broken it down to give me three easy steps.

If you have an opt-in for that I was in the middle of building or having someone build my website, I'd go, "I need that. I'll give you my email." Now, you're not going to come right back to me the next day or the same day and go, "Hey, David sign up for my personal website building \$10,000 program." That's not what you're going to do, right? I mean you're going to come back and you're going to say, "Well great, you liked that. Here's something else you might like."

Because you kind of know what I touched on. We're getting deep into funnels, but when someone clicks on something specific you kind of say, "Oh, that's what they're interested in. Well, I can feed them a little bit more of that."

More good stuff, more value. So you're building a relationship. That's what marketing is. Giving the opportunity for that prospect at some point to take maybe another level up, right? You're trying to give people a way to enter your world, what you do, your business, Brandon, in a way that's comfortable for them.

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Because, you also make a point here that's so important. It's that 97% of prospects that are out there for any of our businesses. Yours, mine, dentists' businesses. They're not ready to "buy" or enact your services that day. That's 97%. Only three percent have a toothache or a tooth problem today that they would like to fix it today. Only three percent! What are we doing with the other 97%, right?

Talk about that. Talk about that.

Brandon Stiles: Well think about that. You're paying to get people there. So let's say you're on Google and you're paying \$10 a click, or something like that, to get people there. And they're not ready to buy. They're like, "Oh, that's a cool site. I just had a dental cleaning so next time I'll go to that."

But then you didn't get their information, you didn't get a phone number. You didn't get anything. And more importantly, you didn't give them value, alright? So, there's no way to follow up. So you paid for them to come there, and then you can't get back in touch with them. It's a little bit of a waste of money, right? Some would say a huge waste of money.

Let's go back to the dating example. You don't take a girl out to a nice restaurant like Applebee's and then ask her to marry you the next day. You've got to build a relationship there. You've got to be patient a little bit. I know when I'm trying to make a big financial decision, I don't go out and decide that day. I'm a musician and I'm a guitar player. If I'm looking for a new guitar, like a new acoustic to buy, it's going to be expensive. So I don't get on GuitarCenter.com and sort by popularity and just pick

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that one. I do research. What ultimately convinces me to buy a guitar? Well, it's due to, some of my guitar heroes play it, does it sound good, all that kind of stuff.

And so it's a journey and so it's like, can you as a business, can you as a dental practice go along with that patient and be there every step of their journey until they are like, "Okay, I'm ready to do this."

Dr David Phelps: Yeah. Yeah. So well said. So well said.

So let's say now the dentist has, they have a website or they are reconfiguring one, but they've got a website and now they just need to get people to come and find that website, right? Which is what we call in the marketing arena, traffic.

How do we get people to actually come to the website, right? So how does that work? The dentist has now a super website that has opt-ins with great value and so you're capturing them. How we get people there?

Brandon Stiles: Great question. So those are the two main steps. Build it, but it's like the Field of Dreams problem. Build it but no one comes. So how do you get them to come to the website?

So there are thousands of ways to get people to the website but I break it down to two. You've got paid traffic and then you've got free traffic.

Dr David Phelps: Right.

Brandon Stiles: And when you break it down to just those two, then all of a sudden all of that, should I do Facebook, should I do newspaper, should I do TV, blah, blah, blah, is

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broken down to ... I start people off and say, "Hey, let's look at your best paid avenues," which would be Facebook, Google, TV, radio, et cetera. "And let's look at in your market what's going to give you the best bang for your buck for that. And then let's look at your best free avenue."

Now free could be getting on podcasts like this. It could be getting interviewed. SEO is a free traffic source after you get it set up. And we talked about this in the pre-interview. You're testing, so you're doing kind of what you'd do as a scientist and you're saying, "Here's a hypothesis. I think this will work. Let's try it."

Sometimes it does, hopefully it does the first time, but a lot of times it doesn't. You're kind of playing the stock market when it comes to marketing sometimes and you're taking your best educated guess. So that's where I start off. I say, "Let's take your best free traffic source and what we think is going to be your best paid traffic source and let's just go deep into those versus just kind of throwing it against the wall and hoping something sticks."

Dr David Phelps: So the point is, we've got these, these different sources. Some are paid, some are free, but you mentioned a number of them just a minute ago. So we need to focus in on a handful of those, right? Test them.

But the point is, we're trying to go out with different media channels and then drive people to the website with some kind of reason to go to the website. That's what we're doing, whether it's TV, radio, direct mail, Facebook ads, Google AdWords, whatever. We're trying to drive them to come to the website, correct? This website that we have now that's awesome.

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Brandon Stiles: Absolutely, yeah. And you're doing that by helping people.

Dr David Phelps: Right. Right.

Brandon Stiles: You know? Why would people want a dentist at any one time? Elderly people might have a different reason than 20-somethings, who might have a different reason than being 13. And so, you talked about marketing to a demographic in your podcast before. You could create assets for all of those ages, you know?

Dr David Phelps: Yeah, absolutely.

Brandon Stiles: And gosh you're just helping people. The more you help people, in my opinion, the more they want to give their money to you or work with you.

Dr David Phelps: Yeah, the deeper we can go or the more specifically we can speak to a target demographic, meaning an age population, right? Or geographically where people live or kind of hang out, you know, what's their kind of culture? The more we can kind of segment our population of patients, in this case, like you said more elderly or more senior group versus younger or middle age. We can really dial it in.

That's one of things with really good marketers like you're talking about, the psychology of how do we speak to that group of people? The more you can tighten it up, again and you can even go crazy with it, right? When you're talking like the one person but that's a little bit out of the question. A lot of money would go into that.

A lot of times I think practices, doctors, any business, we try to be all things to all people and that's not necessarily a good thing to do, is it? Because when you try to be all

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things to all people, then your message, who you are, your branding if you will, gets watered down, and you become another one of those which means you're a commodity and everybody goes, "Well that's just another dentist's office."

You don't want to be just another dentist office. You want to be a dental office for people who appreciate, have this problem, want this. You've got to dial it in and figure out who you are. We can't tell you. You come out through consultation with someone who is a good marketer like Brandon and we'll help pull that out of you.

So let's talk about your uniques, right? What do you like to do? What do you do well? Who is your best client base? There can be some different segments, right? What services are you doing that you love to do? Who are those people then? Where do they hang out? What are they reading? Are they on Facebook or are they reading magazines?

That's all the stuff a good marketer figures out. You break it all down. So let's go to one that everybody is pretty much familiar with today. So Facebook, just like Google, is always changing their algorithms. You guys that are digital marketing geeks, you guys that stay up with that. Because they are always changing stuff. Facebook just recently changed some of their algorithms.

What's a simple strategy that today would work with Facebook? And is it free or is it paid?

Brandon Stiles: Well it's paid, obviously, but I advise people to not focus on ... Back in 2007, you could pay \$10 and get 1,000 Likes for your page and everyone was like, "Oh my gosh, this is amazing!"

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Dr David Phelps: Right. Right.

Brandon Stiles: But then you wind up with 1,000 really crappy Likes that ... it's a vanity metric.

Dr David Phelps: Exactly. Yes.

Brandon Stiles: So now I usually advise, because Facebook organic reach is getting pretty much zilch. If you're fighting that uphill battle, why spend time on it? So if someone wants to do Facebook I'd say, "Go pay." But, I'm going to break it down really easy.

There's a three step strategy that I learned from Ryan Deiss, who is a digital marketer. There are three types of people that know about your business. There's going to be cold traffic, people who have never heard of you, don't know anything about you. There's going to be warm which is like, oh yeah, I think I saw them on a billboard or I think I drove past their office maybe. And then there's going to be hot traffic which is like, man I like Dr. Phelps, he's a cool guy, I've seen some of his videos. I want to work with him. I just need something to push me over the edge maybe.

So simplify it to those three types of people. Then if you were in that position, let's say you as Dr. Phelps were looking for a landscaping business. What would you need to know and what would you need to see from a company in order to trust them to come and maybe pay a lot of money to re-landscape your lawn?

Well, you could go to Google and type in "Landscaping business" and you're going to see 100 results pop up and they're all going to say the exact same thing. They're all going to say, "Twenty percent off". And they're all going to

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say, "We make your lawn look amazing." So then it's a coin toss with a ten-sided coin. But what you can do is if you build a relationship, and that's getting toward paid advertising, and you can get in front of those people and deliver an Aha moment, or you can deliver a really compelling guarantee which a lot of people are afraid to do because it's like, "Well, what if I make it and I don't get it?" Or "I don't fulfill this guarantee?" We can talk about that at a different time.

But, the cold and the warm and the hot traffic. What can you deliver to each segment of that audience that will bring them closer to just liking who you are as a person? Or liking who you are as a business? And then, in terms of pricing, if you've got a dollar to spend, spend 60 cents on cold traffic, spend 30 cents on warm traffic, and spend 10 cents on hot traffic, because they need the least convincing.

Dr David Phelps: Right. Right. Good points.

I'm just curious. You've read a ton of marketing books obviously in the last couple of years. Is there any one or two that just stand out in your mind that were like, really gave you something that was really concrete or that you just really tore up ... Any particular authors or books that you can think of right now that you really, really liked, those particular marketing books Brandon?

Brandon Stiles: Yes, absolutely. When I was going through the 100 books, and I'm actually creating a list. I'll put that together and put it on Amazon or something so people can check it out. But, there are two. One of them is called Making Money is Killing Your Business.

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Dr David Phelps: Chuck Blakeman. We just had him keynote our last Freedom Founders meeting. Yeah.

Brandon Stiles: Really?

Dr David Phelps: Oh yeah.

Brandon Stiles: How was he? Was he awesome?

Dr David Phelps: He was very good. In fact, Chuck and I over the last year, we've done a couple of podcasts. We've gotten to know each other. I really like Chuck. So I have to send this to Chuck because we're endorsing Chuck Blakeman today, but yeah, Chuck's a great guy. He really is. Top notch.

Brandon Stiles: Awesome! Well, yeah. So that one was amazing. And then the second one was more of a nineties book, I always get this title wrong, but Getting Everything You Can Out of All You've Got, Jay Abraham.

Dr David Phelps: Yeah, Jay Abraham. Jay's been around for a long time. Super thought leader in marketing. That guy came out with some of the most creative marketing stuff, going back into the 80s and 90s, and he's still very relevant today. But yeah, that's a great book too.

So, I love those. Those are two great ones. Yeah, but I'd love to see your list sometime. We've probably read a lot of the same stuff, but it would be good for other people to get a chance to see if they'd like to go deeper with some of this stuff so its -

Brandon Stiles: What about you? Which books, which kind of digital marketers do you look to?

Dr David Phelps: Digital marketers? You know I kind of hand off a lot of my digital marketing. But you mentioned, you mentioned one

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guy that I was in a mastermind with for a year. That's Ryan Deiss. Perry Belcher.

Brandon Stiles: Wow.

Dr David Phelps: I got to hang out with those guys. So yeah, pretty top shelf digital marketers, if you will. So yeah, so I hang around the periphery of brains like that and take in what I can, but I know I'm never going to be that technical in doing it. But I respect and need the help when I'm trying to do something, then I go to you guys and say, "Okay, with all your expertise, now you take the complex and make it simple. Let's have a conversation." And then we take it from there.

So, yeah, Ryan Deiss would be right up there. I've studied with a bunch of them. I'm still in a lot of masterminds today. There's always some really great digital people in the room. You've got to have little of everybody. That's what makes the business work. We have to have these different components that all have to integrate somehow. So ...

Brandon Stiles: Um hmm.

Dr David Phelps: You created a home page website for our listeners today. You'll give me a link for that, but is that link too hard to spell out on the podcast or should we just put it in the show notes?

Brandon Stiles: I'd say we put it in the show notes, because I'm just putting the cherries on top of it right now. So I didn't get it 100%.

Dr David Phelps: Tell us what it is.

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Brandon Stiles: So this is going to be when I meet with a client, and they're like, "Hey, we want you to redo our website," I start off with what I call the perfect homepage template. And this is for people that just have based their websites off of things that people have seen and they're like, "Oh that looks good. My friend Mitchell did that website so I'm just going to copy Mitchell."

Dr David Phelps: Right.

Brandon Stiles: This actually is exactly what I use. The template I start with to build an effective homepage. And it's really simple. Something else I wanted to touch on is, a lot of people get scared of technology, especially if that's not your expertise or your forte, but think about this: It's in other companies' best interests to make it easy for the masses to consume that. So you look at places like, like I build most websites on WordPress. But you look at Wix and stuff like Squarespace and all these other website builders and even a marketing software, and it's in those companies' best interest to make the most money, to make it easy for even people that are scared to turn on their computer to be able to use it.

So if you guys are ever just kind of like, "I feel like I want to dive into some of this automation stuff, but I don't know a computer from a hole in the ground," well don't worry because this stuff gets easier and easier to use every year.

Dr David Phelps: Yeah. Perfect. Perfect. It's great to have a template to start with, because again it's something that's difficult for most business owners to grasp. When you start with a template, then you can design something that has purpose. It's got intention to it and that's what we all need

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when we're building something like a marketing funnel or website in this case. So, good stuff.

Brandon Stiles: Um hmm.

Dr David Phelps: Well, Brandon, this has been really fun. I really have enjoyed this time with you today, getting to know you better and hopefully our listeners get a chance to know a little bit about who you are, why I decided to make a space for you in the podcast which is very, very cool. Again, your website, obviously that's what you do, but it's very, very good. If you want to see a great website and see great content that kind of speaks to different types of people who are looking for marketing help, go to BrandonStiles.com. Again, it's just like it sounds, Brandon Stiles, S-T-I-L-E-S .com, and look at his blog there.

Obviously, people can get in touch with you through the website. Is that the best place for people to follow up and go next step, or obviously they can get more information about what you do there?

Brandon Stiles: Absolutely! Or send me an email. It's brandon@brandonstiles.com. Really simple. So those are the two best ways to get in touch.

Dr David Phelps: Perfect. Perfect. Well, Brandon again, thank you so much. You gave us some great nuggets today. I hope we gave our listeners something to think about in terms of not only why they need to be looking at their marketing, but better how to do it, or how to interface, or what to be thinking about as they are re-evaluating, maybe looking at revamping some of their marketing. So many things can be done there today. And any kind of business owner today, you've got to be focusing and not doing the marketing, but orchestrating and getting help. Getting

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someone who can look over your shoulder and who has the expertise to give some guidance on that.

You get to make the final decision, but someone who will work with you and say, "Yeah, we can do this, this and this. Work with me on a budget. Let's test some things." That's what it's all about. And not just thinking, "Well, this is too big of a universe for me to even think about starting with, so I'll just do nothing." That's not the right approach. You've got to do something. Even if you break it down into small steps.

Brandon Stiles: Yeah. Start with the end in mind. Chuck Blakeman talks about that. Most people don't even start a business with an exit strategy. So start ... How much money do you want to make, do you need to make? And then start there and work backwards.

Dr David Phelps: Yeah. Yep. Well your story is a testament to that, so well done. Well done. Alright Brandon, thanks for being on today. It's been a pleasure to have you and we'll connect again. I have no doubt about that.

Brandon Stiles: Absolutely, thank you Dr. Phelps. I appreciate you having me on.

Dr David Phelps: Yes sir.

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