



77 - Dan Norris on Lessons From Growing & Scaling Numerous Online and Offline Businesses

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Brief Background About Dan Norris

- Dan Norris is a serial entrepreneur, award-winning content marketer, international speaker and the author of [Compound Marketing which is available on Amazon](#).
- With over 65,000 copies sold, Dan's books have been translated into 13 languages and inspired thousands of people around the world to launch their businesses, with many resulting in 6 and even 7 figure businesses.
- Dan currently works full time as the Co-founder and CEO of one of Australia's fastest growing craft beer breweries, Black Hops Brewing.



Applications of Compound Marketing In Online & Offline Businesses

- What we do with our business now is very much around, like create a great brand, for everything you do, whether it's your overall company brand, or whether it's, you know, individual services are individual products
- But there's another approach to marketing, which is doing a whole bunch of small investments in your brand, and in your people and in your community of customers and supporters. That ultimately, will end up compounding on each other and going up in value over time.
- So like, if you are investing in, like your podcast, for example, you know, the first episodes are probably going to be seen by or heard by 30 people. But when you've got 300 episodes, and you're one of the best traffic podcasts out there, then you're going to have this enormous asset that is just a marketing goldmine.

Build Your Brand & Stand Out

- When you're building a business, you should be building an asset that you can sell and whether you want to sell it or not, it's fine, but you should be trying to build something. That's how I think about it anyway, trying to build something that's worth something. And not just trying to build yourself a job.
- You should care about the way things look and prioritizing things that are going to make the product sell at a higher price point, perhaps, or at least sell at a profit. You know, stand out from competitors.



Competing Against Big Brands

- Yeah, well, we'll just be being fanatical about how the product looks. You know, doing a lot of research working out what's gonna look good on the shelf, the actual quality of the product, the quality, the ingredients, figuring out a way to have that growth without compromising the price.
- We had to present the product in ways that made people want to pay for it. Even though it was smaller and you know, more expensive than a lot of the existing companies and yet you have to find ways to make it stand out. You have to find ways to make it look good. You have to choose the right sort of products, the right sort of packaging. All of that stuff is critical.
- And we use the strip labels so that we could order the minimum quality of cans, which is way more than we needed, but we could have a different colored label on each one, so that our color range looks consistent, and we look like a much bigger company.



The Importance of Story Behind Your Brand

- I don't like when people come in and say, "This is the blueprint, this is what you have to do. It's going to work every time." And I know there are other books on this topic that say exactly that, that you know, they're basically saying, your business is going to prove overnight, if you do this storytelling shit, there is a possibility that you don't have a good story and storytelling is not going to work for you. That's that's fine.
- But I think that the other point I would make with storytelling specifically is once you understand that you very well may find there is something interesting about what you're doing. That fits the topic of storytelling, but more importantly, which is something I haven't really heard talked about too much, which I do talk about in the book, which is you can pursue different angles in your business that will lead to better stories.



Dividing Your Audience Into Communities

- So if one of them is community, how do you divide your audience up into different communities and create content for those audiences or create brands for those audiences, so you're kind of multiplying on multiples.
- And then when you have something interesting on that topic, you can email just those people. And it's a very easy system. I've set up certain purchases in WooCommerce on our online store and get automatically tagged on Active Campaign.
- Segmenting people as per the interest so that you are, you know, only talking to people about topics that they specifically are interested in, and then they have a nice experience, and they do open your emails, and then they become advocates of your brand. And it all kind of flows from that.

Mistakes That People Make On Their Business

- And I've gotten used to the idea that business is very uncertain. And that's a challenging thing for some entrepreneurs to get their head around.
- Because you as an entrepreneur, you're kind of a self starter, you're someone who's going out on their own, you're going to make your own destiny, and you want some certainty around if you want to do something that's going to work.