

HOW TONY ROBBINS

GENERATES

1,000,000

WEBSITE VISITORS PER MONTH

Sumo.com Growth Study

Peek inside Tony Robbins' multi-million dollar marketing strategy



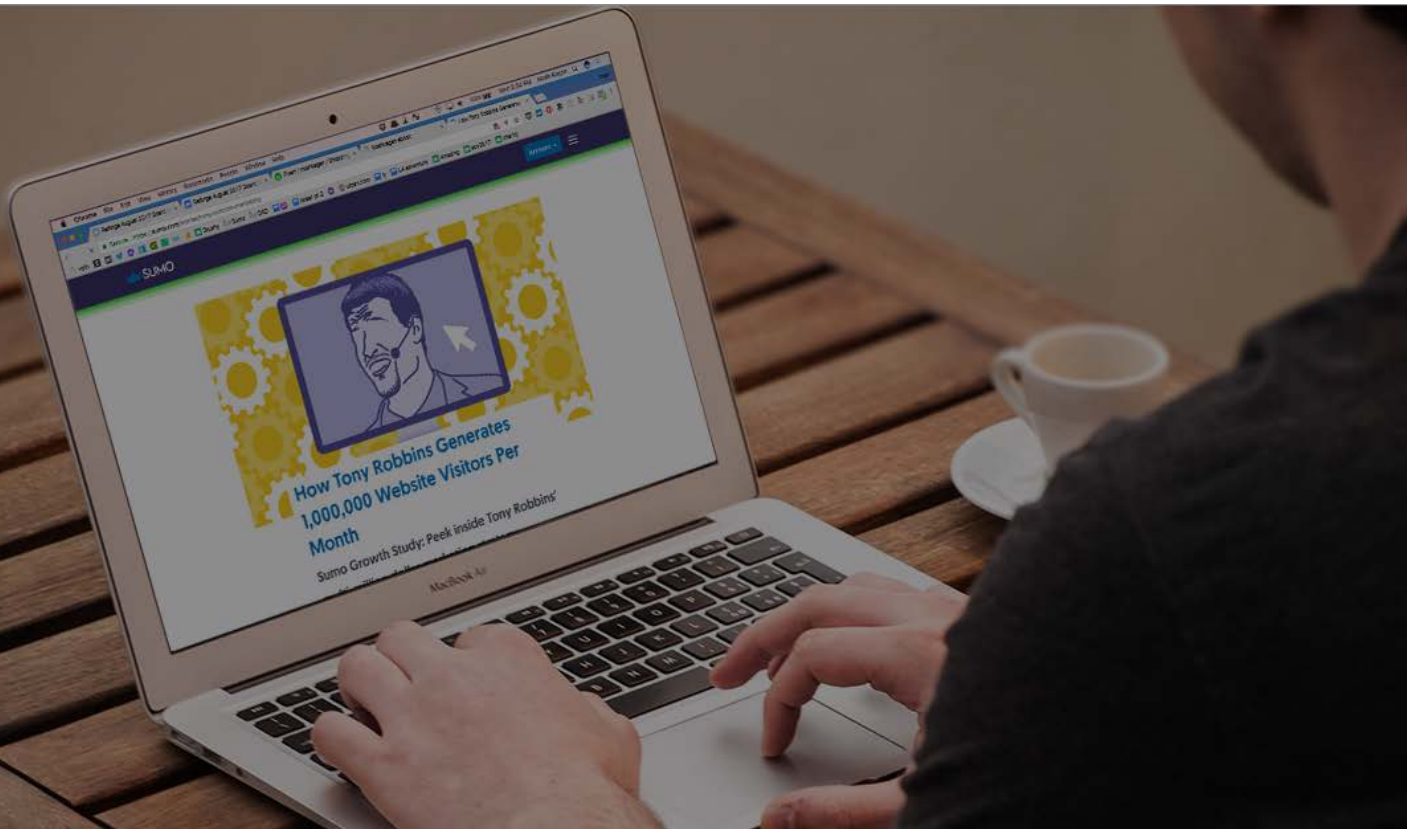
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Whether you're a Tony Robbins fan or a Tony Robbins skeptic, with over one million website visitors per month you can't deny he's done well for himself online.

Total Visits	1.04M ▼ 27.61%
🕒 Avg. Visit Duration	00:03:25
📄 Pages per Visit	2.51
↪ Bounce Rate	56.79%

Today I'm going to show you exactly how Tony Robbins has grown his website traffic to over one million website visitors per month so you can copy this EXACT strategy to grow your own traffic.



Tony Robbins is a force of nature. Seriously, look at what a Google search for his name brings up:

The screenshot shows a Google search for "tony robbins" with approximately 14,500,000 results. The results include:

- Tony Robbins® Homepage - Personal Growth Begins Here**: A link to his official website with a brief description of his services and a list of products like "Mastering Influence" and "Breakthrough DVD Box Set".
- Tony Robbins - The Official Website of Tony Robbins**: A link to his official website with a brief description of his work as an author, entrepreneur, and philanthropist.
- Tony Robbins (@TonyRobbins) - Twitter**: A link to his Twitter profile with a preview of a tweet.
- Tony Robbins - Wikipedia**: A link to his Wikipedia page with a brief description of his life and work.
- Tony Robbins: Why we do what we do | TED Talk | TED.com**: A link to his TED talk video.
- Tony Robbins - Home | Facebook**: A link to his Facebook profile.
- Tony Robbins - YouTube**: A link to his YouTube channel.
- Why I Walked Out on Tony Robbins - OkDork.com**: A link to an article about his seminar.

On the right side of the search results, there is a section for "Tony Robbins" with a profile picture, a bio, and a list of books including "Awaken the Giant Within", "Money Master the Game", "Unlimited Power", "Unleash the Power Within", and "Unshakable: Your Financial Future".

Chances are, you already know who he is. But if you don't...

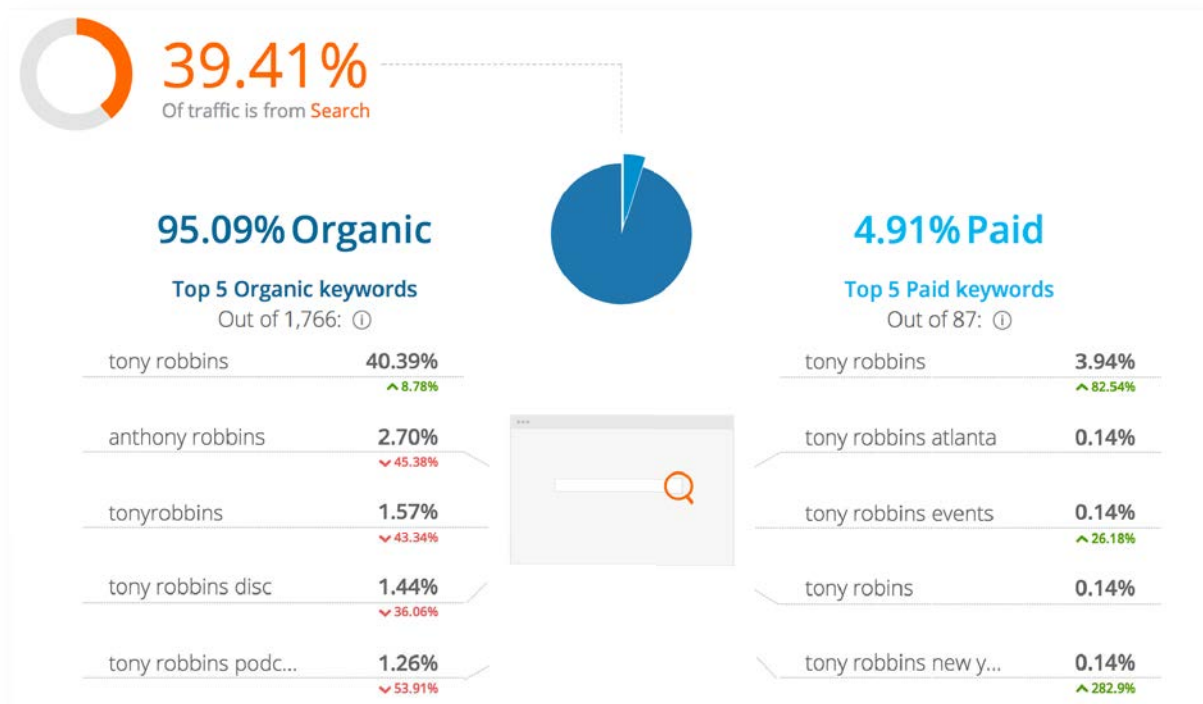
- He is one of the most well-known "why guys" and life coaches in the world.
- He's sold 15 million copies of his books and 50 million copies of his audio programs worldwide.
- His net worth is half a billion.
- His loyal fans (happily) pay thousands just for the privilege of being in the same room as him for a few days.
- He's rubbed shoulders with and coached some impressive names – from former presidents like Bill Clinton, sports superstars like Andre Agassi, and billion dollar tech influencers like Salesforce CEO Marc Benioff.

Clearly, he's doing something right.

But let's be realistic. Very few (if any) of us will ever hit the worldwide recognition, renown and success Tony has. Which might make you wonder if you'll get anything useful from reading how he markets himself.

After all, most of Tony's traffic comes from his personal brand. Tony likes it 95% organic... just like his eggs.

But what most people don't realize is that organic and paid traffic is only 39% of Tony's total traffic.



The rest comes from advanced marketing tactics Tony and his team use to build a multi-million dollar online business around the Tony Robbins brand.

Ready to see em'?

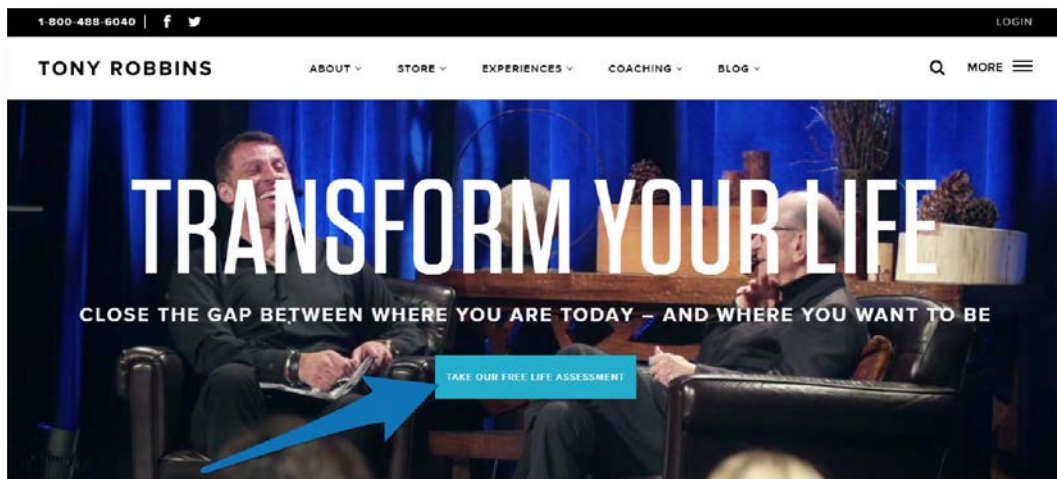
Let's go.

[Click here to get a list of the tools Tony uses.](#)

Tip #1

The AIDA Lead Generation Quiz That Can Double Your Product Sales In The Next 3 Months: “AIDA Formula” plus Simple Score-Based Email Segmentation

The primary call-to-action on Tony Robbins’ homepage is “TAKE OUR FREE LIFE ASSESSMENT.”



This blue button links directly to Tony’s “Wheel of Life” Quiz and is a brilliant way to start off his page.

Instead of instantly pushing products or giving another boring “click here” CTA, it gives prospects a you-centric offer via a lead generation quiz.

A screenshot of a lead generation quiz interface. At the top, there's a navigation bar with icons for home, search, heart, share, and other functions. The main content area contains two questions, each with a slider and an optional text input field. The first question is: "How happy are you with your overall health, wellness, and the general state of your physical body?" Below it is a slider from "DISSATISFIED" to "SATISFIED" with a small icon of a person. Below the slider is a text input field with the placeholder text "Now that you've rated yourself today, how does this score make you feel?(optional)". The second question is: "How would you like to feel about your overall health, wellness, vitality and energy?" Below it is a similar slider from "DISSATISFIED" to "SATISFIED" with a small icon of a person, and another text input field with the same placeholder text.


It also appeals to a wide audience - whether hot, cold, or anywhere in between. Finding out how you can 'improve your life' is a universal curiosity.

But this isn't a clever CTA just because it entices you to click. You also have to look at the content of the quiz.

It encourages quiz-takers to take a hard look at their lives and look for areas that could be improved.

The quiz has the same two questions for 7 different "Wheel of Life" categories (which all happen to be areas that Tony has products in).

Note how Tony uses a slider for people to rate themselves. **This makes it easy for mobile visitors to complete the quiz by sliding their finger on their screen.**



How effectively do you meet and complete each outcome you set for yourself each day?

MOVE THE SLIDERS BELOW TO SELECT YOUR RESPONSE

DISSATISFIED SATISFIED

6

Now that you've rated yourself today, how does this score make you feel?(optional)

How would you like to feel about your personal productivity and performance at home or in your workplace every day?

DISSATISFIED SATISFIED

1

Now that you've rated yourself today, how does this score make you feel?(optional)

We have a CTA that's not only great at enticing a wide range of audience members to click, but also agitates their pain points and reminds them of reasons why they might seek out Tony in the first place.


And once you've completed the quiz, Tony's marketing team knows better than to go straight for the hard sell.

First, you're offered an insight into your 'gap' percentage (the difference in where you are now and where you want to be in life)...which just pokes that pain yet again.

TONY ROBBINS

Learn how you can take immediate, massive action action to stregthen your weakest areas.

SPEAK TO A PERSONAL RESULTS SPECIALIST



WHEEL OF LIFE

Your Gap:
86.96 %

Instead of selling, you're given the option to "SPEAK TO A PERSONAL RESULTS SPECIALIST" about the "problems" you've just discovered and agitated through the quiz.

This entire sequence is marketing at its finest using the age-old AIDA direct response marketing formula:

Attention: Tony grabs attention with his "Wheel of Life" quiz

Interest: Tony gets people interested with a series of strategic, probing questions

Desire: Tony gives people their own Gap score and the desire to improve it (who doesn't want get to 100%, right?)

Action: Tony makes an offer to speak to one of his personal results specialists to strengthen their weakest areas

It gets even better though. This quiz gives Tony and his team a way to segment their email list based on ratings quiz-takers give for different aspects of their lives.

Tony and his team can then deliver the most relatable, relevant, and interesting content to each segment.

Here's what that looks like: for the sake of the experiment, I gave myself a low score in both the 'Health & Vitality' as well as the 'Leadership & Impact' categories.

Unsurprisingly, these were the first two categories I received emails about post-test:

Unsurprisingly, these were the first two categories I received emails about post-test:

☆ Team Tony Robbins	Inbox	Wheel of Life: Leadership and Impact - Tony Robbins Wheel of Life Leadership and Impact No matter whether you are leadir	Jul 12
☆ Team Tony Robbins	Inbox	Wheel of Life: Your first area of fulfillment - Tony Robbins Wheel of Life Health and Vitality Health is the foundation of life. Wf	Jul 10
☆ Team Tony Robbins	Inbox	Congratulations on completing the Wheel of Life - Tony Robbins Wheel Of Life Achieve fulfillment in every area of your life ---	Jul 6

The emails all follow the same format. First, they offer a link to a useful piece of content based on my quiz results, and then made a call-to-action to speak to a personal results specialist.



Health is the foundation of life.

When we are energy-rich, we are able to achieve at the highest levels, but when our energy is low, the drive needed to create results disappears. In order to create the life you desire, you must make your health your first focus — creating a strong base for achievement and fulfillment in all areas of your life.

Start creating a healthy lifestyle by learning the 12 steps of pure energy.

[PURE ENERGY CHALLENGE](#)

To learn how to take your life to the next level, contact a Personal Results Specialist today. [Call 844-860-4505](tel:844-860-4505).

To your energy-rich life,

Team Tony Robbins

The takeaway: Use a lead generation quiz at the top of your funnel to capture your website visitors' contact information and segment them into categories based on their responses. Tony has 7 categories (health & vitality, mind & meaning, love & relationships, productivity & performance, career & business, wealth & lifestyle, leadership & impact).

You can do the same for your business based on the different products your business sells.

Tip #2

The “VAKAD Learning Style” Homepage Design That Converts Website Visitors Into New Product Sales With Low-Commitment CTAs



You've seen what's happening above-the-fold on Tony's homepage, but let's look at what happens as we move further down the homepage.

You see all those circles? Those are all CTAs.

10 CTAs to be exact.

Most businesses would shy away from putting that many CTAs on a single page, believing them to be a distraction. In my analysis of [Slack's growth strategy](#), I found just one simple CTA.

So, how does Tony get away with having so many?

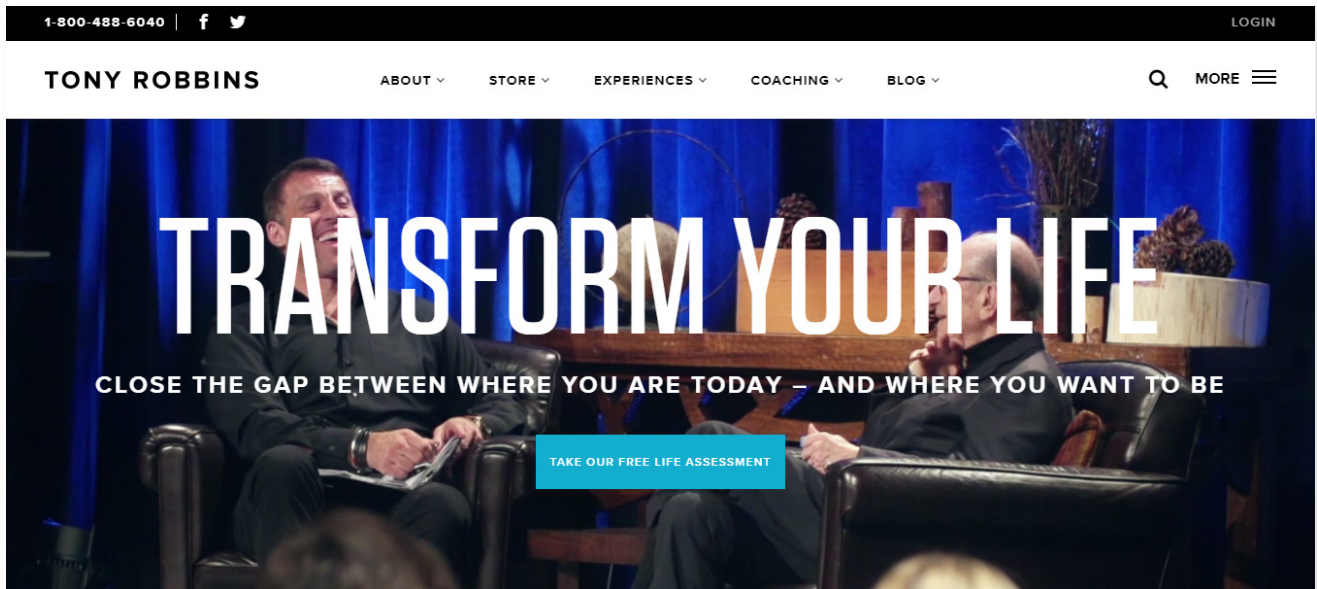
There are two aspects to Tony's website that allow this:

1. The number of products Tony offers
2. A wide-ranging audience that comes to Tony's website in varying stages of awareness.

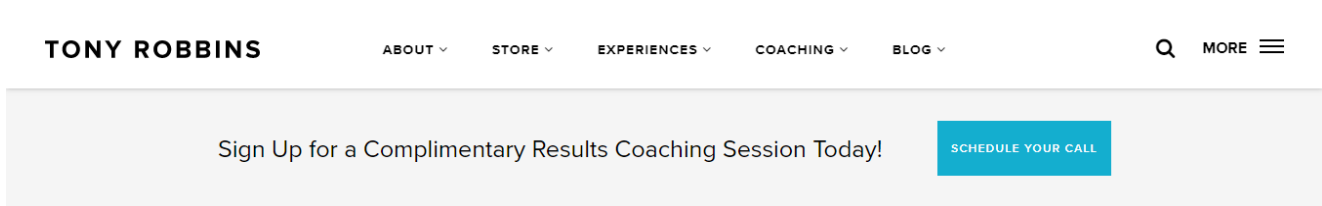
Including so many CTAs gives Tony the chance to appeal to many different types of people all looking for different things.

Also note the amount of free offerings and access to valuable info these CTAs give, and how carefully ordered they are.

First, we have the above-the-fold section with “TAKE OUR FREE LIFE ASSESSMENT” as Tony's primary CTA.



Next up, is a CTA for “SCHEDULE YOUR CALL”.

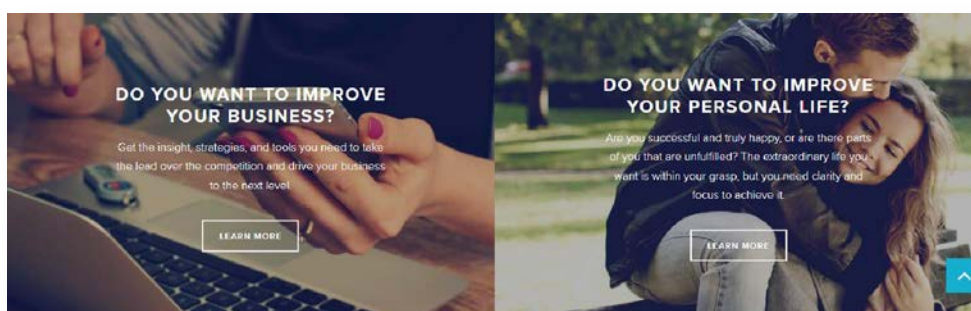


Getting someone on a live call is a great way to convert. But making a phone call the primary CTA is not only a bit aggressive, but also asking them to make a time and energy commitment.

This is precisely why the current ‘life quiz’ button fits in perfectly as the primary CTA (it calls for an easy and low-commitment action) and the ‘schedule your call’ button fits in best as a secondary CTA.

Continuing on, you’ll find several CTAs asking readers to “LEARN MORE” about making improvement in either their professional or personal life (we’ll talk about what happens when you click these links in the next tip).

This is the lowest-commitment CTA on the page.



Next up is a CTA to read more about Tony.

TONY ROBBINS ABOUT ▾ STORE ▾ EXPERIENCES ▾ COACHING ▾ BLOG ▾ 🔍 MORE ≡

ABOUT TONY

World authority on leadership psychology

Tony Robbins is an entrepreneur, best-selling author, philanthropist and the nation's #1 Life and Business Strategist. A recognized authority on the psychology of leadership negotiations and organizational turnaround, he has served as an advisor to leaders around the world for more than 38 years.

[read more](#)

ENGAGE WITH TONY

f 3M t 3M in 500K g+ 975K y 317K

[SUBSCRIBE TO OUR NEWSLETTER](#)

Since Tony is selling his personal brand just as much as his products, it makes sense that he gives readers a venue to learn more about him.

Take note of the sticky scroll bar at the bottom of the page for Tony's social media accounts and newsletter. This bar doesn't show up until you hit this 'About' section while you scroll. By not having this bar follow readers from the very top, grabs attention more effectively, and isn't introduced until the reader's awareness of Tony has been increased.

Next up is a CTA to "Read Maria's story", and stories of other famous people who have had success with Tony:

TONY ROBBINS ABOUT ▾ STORE ▾ EXPERIENCES ▾ COACHING ▾ BLOG ▾ 🔍 MORE ≡

MARIA MENOUNOS

Actress & TV Host

"I feel on top of the world, I feel incredible, I feel motivated, I feel empowered. I am the master of my own destiny."

[Read Maria's Story](#)

ENGAGE WITH TONY

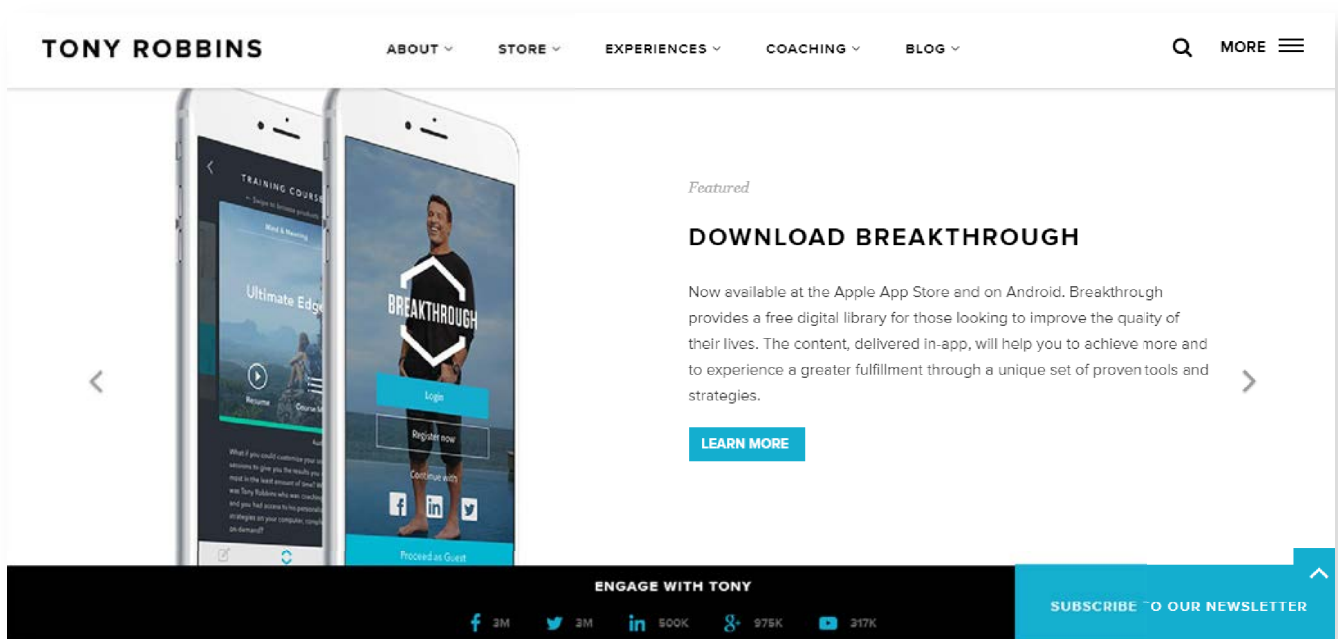
f 3M t 3M in 500K g+ 975K y 317K

[SUBSCRIBE TO OUR NEWSLETTER](#)

Tony knows how to leverage his ‘social proof’ (and is a guy that name-drops quite often... just [ask Noah](#)).

But dumping *all* your social proof on one page is distracting. So he gives readers the option to click and learn more if that case study resonates with them.

After the social proof section, Tony has a “LEARN MORE” CTA for a free app that many of Tony’s audience members would likely find useful:




This app is just one part of Tony’s content marketing strategy that helps nudge prospects toward buying by:

- Giving them an offer that’s easy to say “yes” to
- Providing the audience with free value which they can access anytime when they are on-the-go via their mobile (which in turn builds up their trust and confidence in Tony and his products)
- Presenting the audience with a ‘taste’ of what working with Tony could be like

The next two sections aren’t explicit CTAs, but a promotion of Tony’s blog and video content. They serve the same purpose as Tony’s app in that they offer readers access to free, useful content:


TONY ROBBINS ABOUT ▾ STORE ▾ EXPERIENCES ▾ COACHING ▾ BLOG ▾ Q MORE ≡



Love & Relationships

STOP PUNISHING YOUR PARTNER


READ MORE



Career & Business

WHO SHOULD YOU HIRE FIRST?

READ MORE



Mind & Meaning

THE POWER OF MENTAL CONDITIONING

READ MORE


ENGAGE WITH TONY

f 3M
t 3M
in 500K
g+ 975K
y 317K

SUBSCRIBE TO OUR NEWSLETTER


TONY ROBBINS ABOUT ▾ STORE ▾ EXPERIENCES ▾ COACHING ▾ BLOG ▾ Q MORE ≡

FEATURED VIDEOS




TED TALK

TED



I AM NOT YOUR GURU

NETFLIX



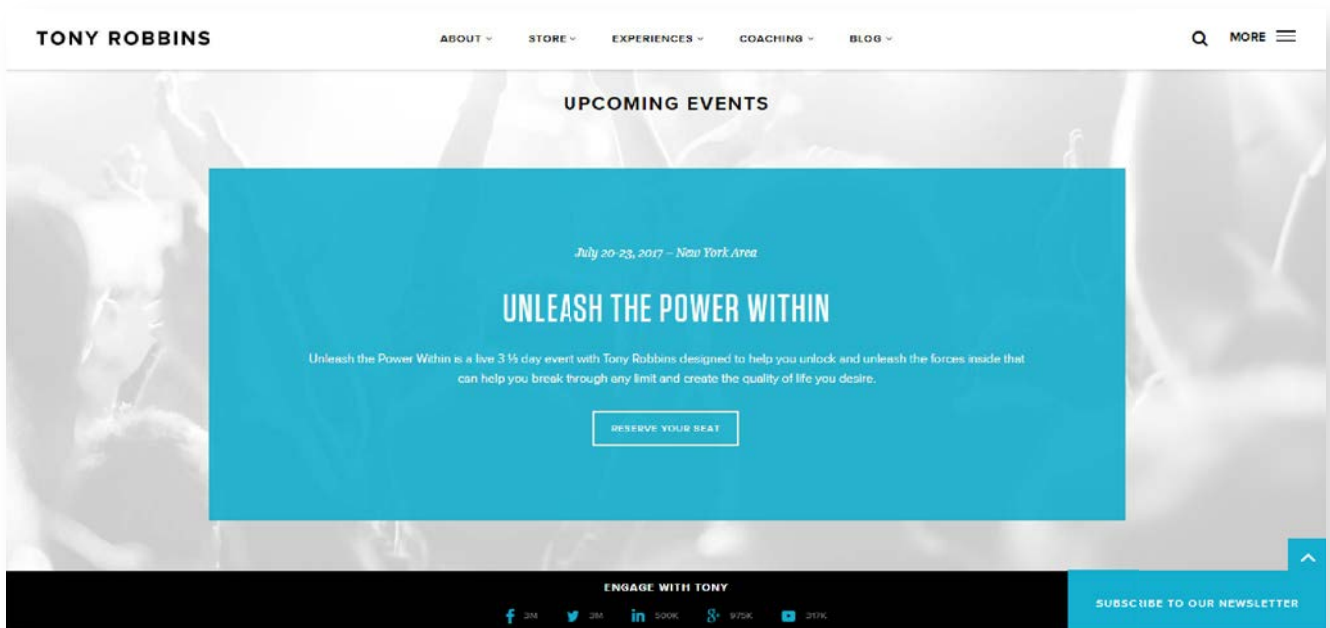
SUPER SOUL SUNDAY

OWN

Golden Nugget: Note how Tony's blog post categories are divided into the same categories that make up the quiz in tip #1.

This isn't an accident. Tony is sending category-specific content to nurture his leads, based on their scores from his quiz. #genius

We move onto Tony's 'big sell': "RESERVE YOUR SEAT" in one of his seminars:

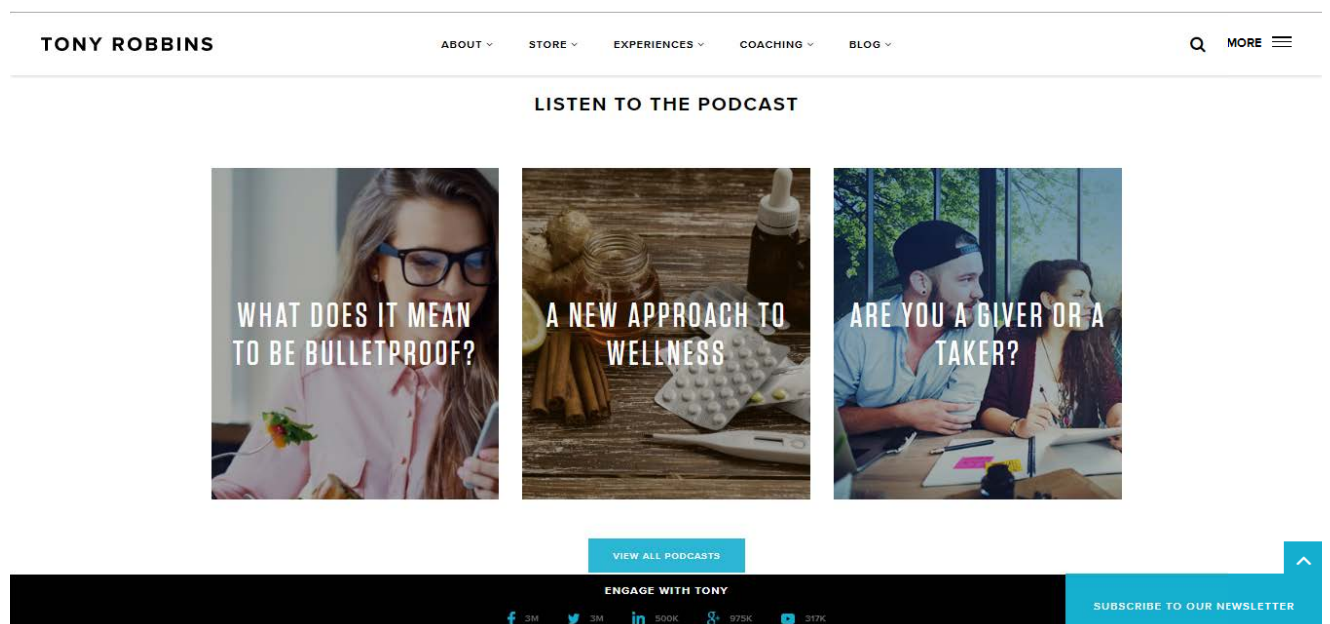


This is the first time any mention of a product appears on Tony's homepage. But, if this is the action Tony really wants people to take, why not put it at the top front and center?

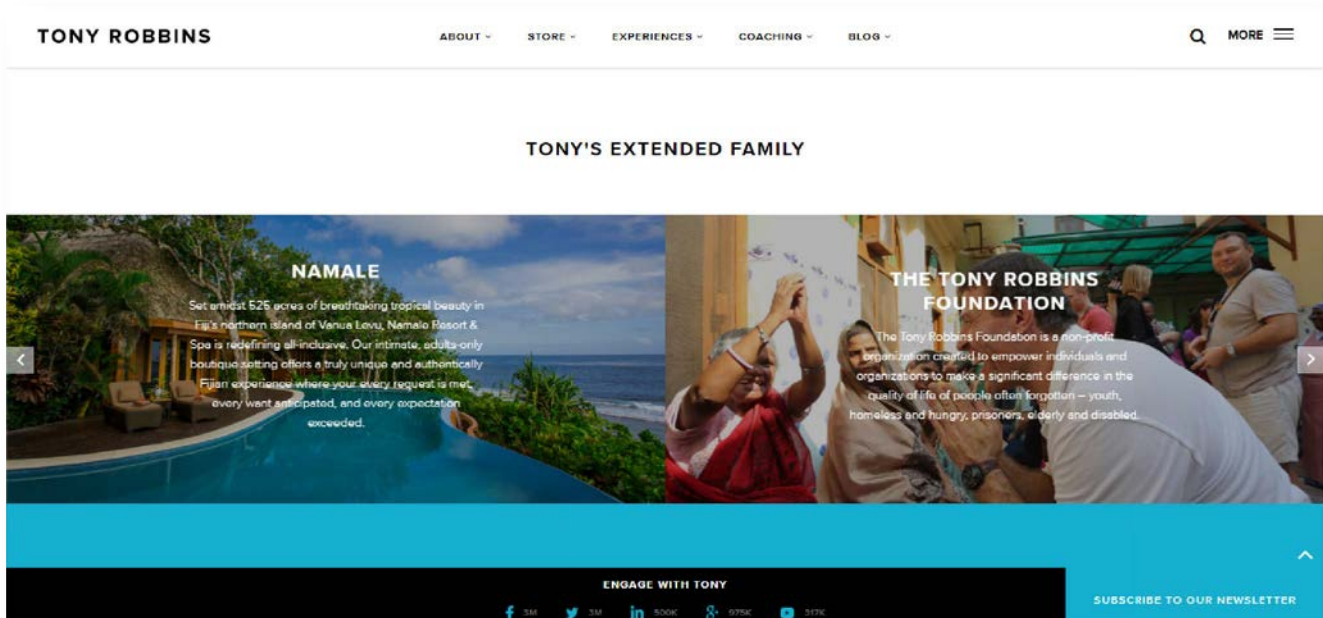
Keeping his big offer lower on the page will mean the prospect *has* to scroll past all the other stuff first. This then gives the prospect a chance to learn more, read social proof and build confidence and trust in Tony and his products.

This particular CTA is also sandwiched between two free content offerings - the blog/videos and the podcast. This takes the edge off the sales angle.

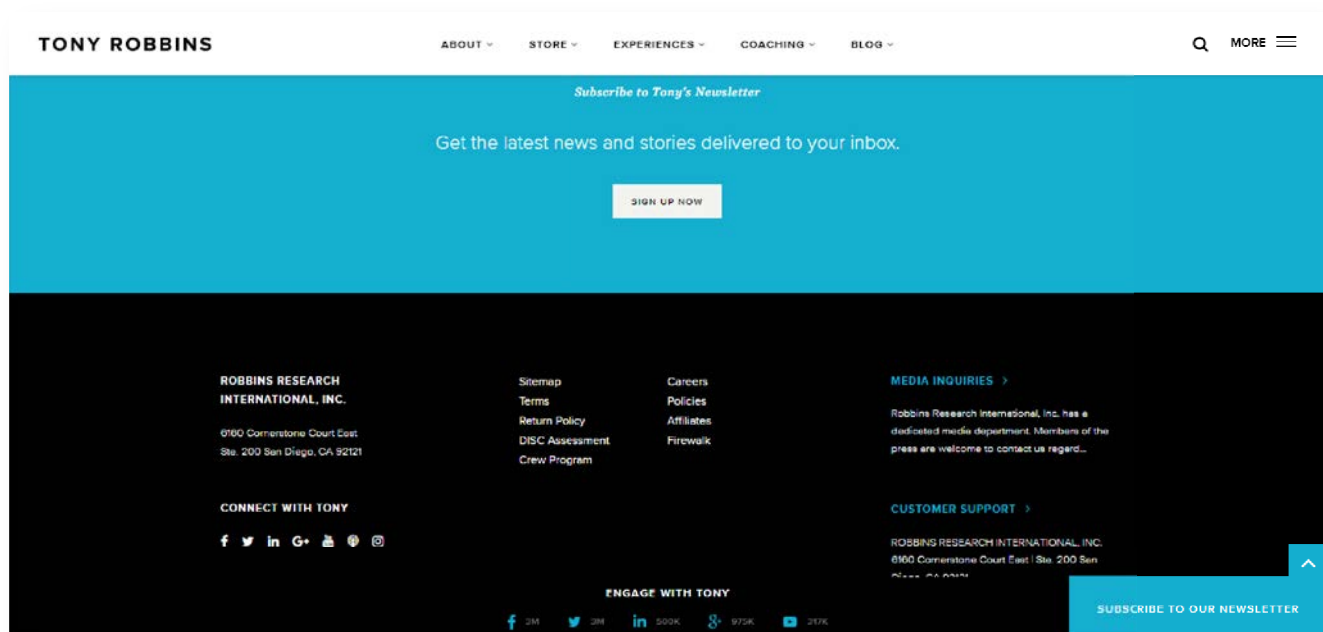
We now switch back to yet another free content CTA with "LISTEN TO THE PODCAST". This is yet another way for Tony to use content to connect with people:



Our next up is not a CTA, but instead a quick presentation of what is called “TONY’S EXTENDED FAMILY”:



And to finish, “SIGN UP NOW” for the newsletter:



At first glance, this is a pretty overwhelming homepage for the prospect.

And in some ways, it actually might be overkill (after all, do people *really* need to know about his resort in Fiji before deciding to go to a seminar or sign up for coaching?).

The takeaway: Content is KING! My Mum once told me “everyone has their own learning style” and we can break these down with **VAKAD**.

People are either

- Visual (pictures and videos)
- Auditory (what they hear)
Kinesthetic (feeling and doing)
- Auditory Digital (facts and figures) learners so you need to have something that appeals to everyone's learning style, if possible.

Everyone has all four learning styles but most people are dominant in one of them.

Tony is taking my Mum's advice on his homepage by offering different content mediums to match different peoples learning styles.

Here are specific examples of how you can do it too:

For Visual:

Show people case studies (Tony uses Pitbull, Hugh Jackman and Maria Menounos) and use videos (Tony uses his TED Talk, Netflix documentary and Super Soul Sunday with Oprah)

For Auditory:

Give people the option to speak to someone so they can make a buying decision (Tony offers people a complimentary results coaching session)

For Kinesthetic:

Show people the feeling they will get when making a buying decision (Tony gives people the feeling of luxury from his resort in Fiji and the feeling of altruism from his Tony Robbins Foundation)

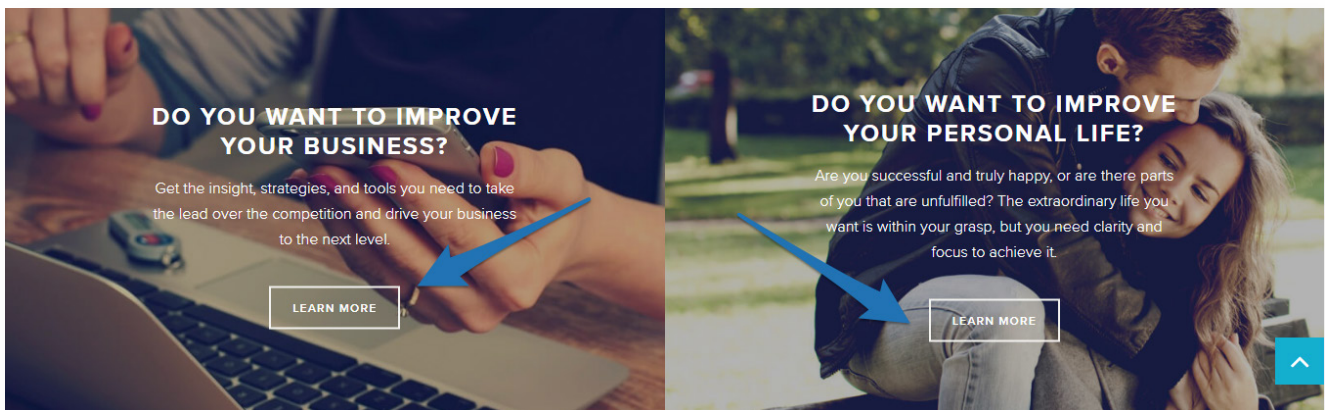
For Auditory Digital:

Present what you do in an organized way so that people can work things out for themselves (Tony does this by segmenting his email list based on his “Wheel of Life” quiz categories and sending them relevant, timely content where they need the most help right now)

Tip #3

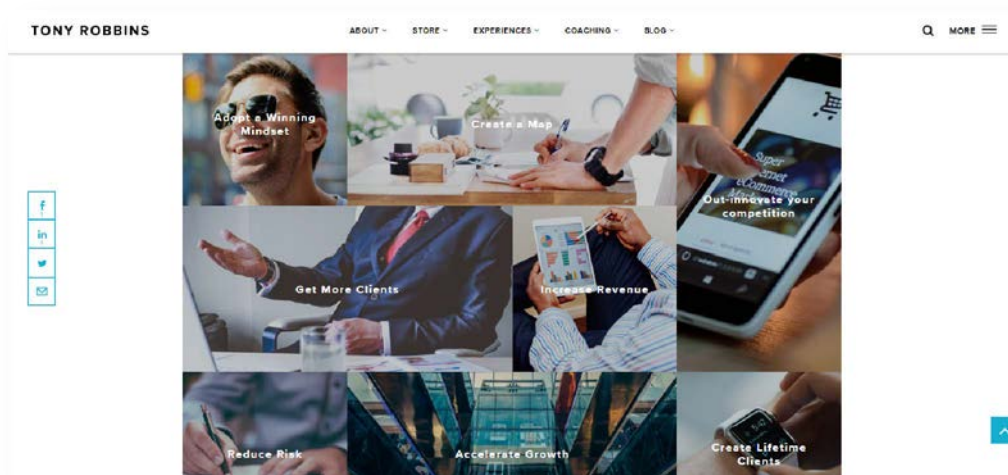
Invisible Mini-Funnels: Get More Sales By Using High Converting Goal-Based Mini-Funnels To Show Your Website Visitors Personalized Product Recommendations

Remember this part of the homepage that I promised we'd talk about in the last tip?

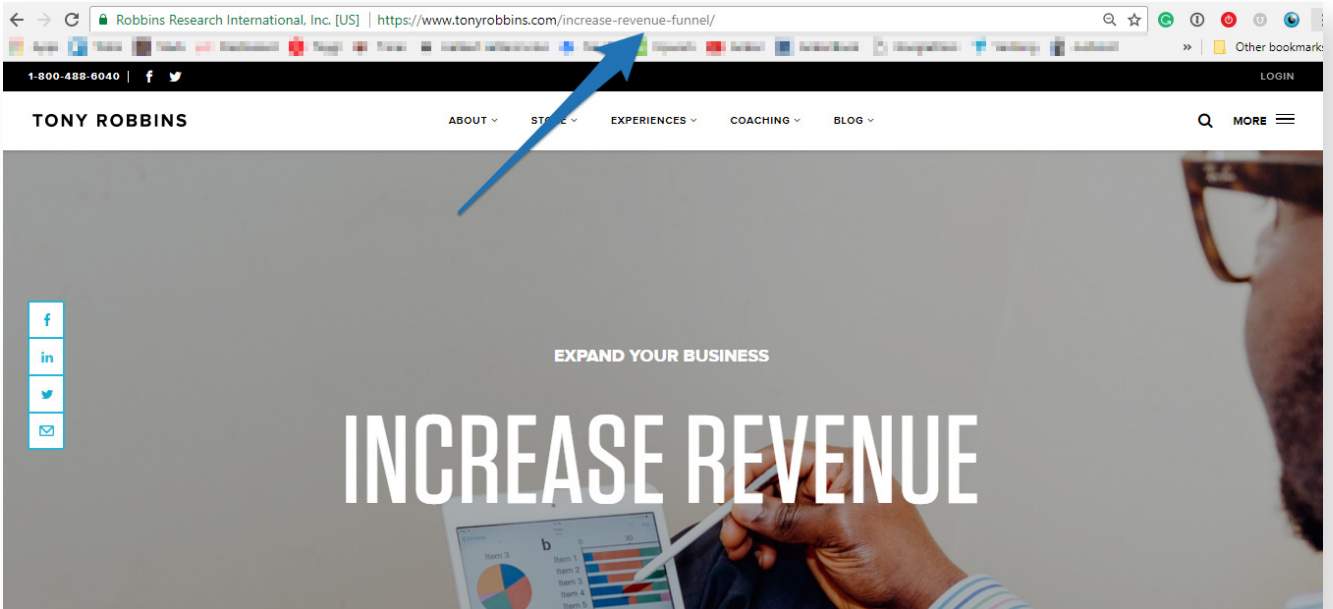


Let's see what happens when we click one of those "LEARN MORE" buttons.

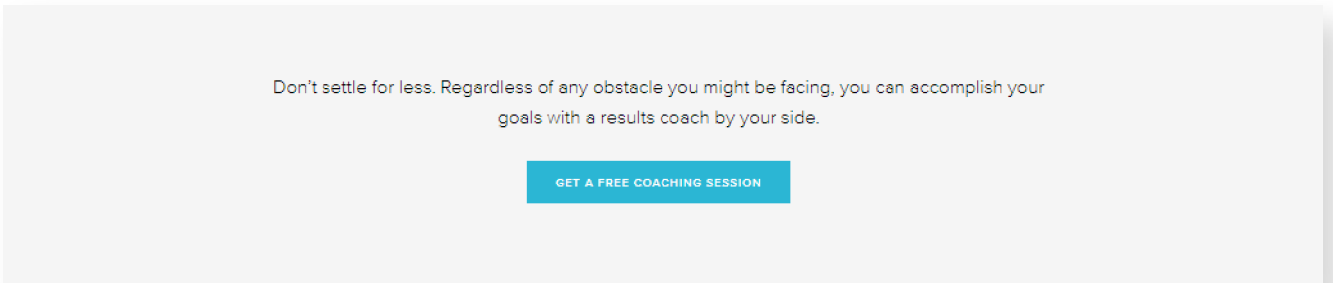
If I click the button under the 'business' category, I end up on a page that lists business goals like "get more clients" and "reduce risk":



If I click the Increase Revenue image, I end up in Tony's mini "increase revenue" funnel (that's even what it's called in the URL):



If we move down the page, we hit the first offer: "GET A FREE COACHING SESSION"



From there are a couple of CTAs to join one of Tony's seminars or a business mastery class:



Then, we find a few product offerings that are related to the ‘business goal’ the prospect clicked on (“increase revenue”, in this case):

KICKSTART YOUR JOURNEY WITH AUDIO TRAINING PROGRAMS

Here are all the products we offer for business owners.



Ultimate Edge
\$229.00 ~~\$60.00~~
[ADD TO CART](#)



Personal Power II
\$249.00 ~~\$60.00~~
[ADD TO CART](#)




Mastering Influence
\$249.00 ~~\$60.00~~
[ADD TO CART](#)



Personal Coaching Collection: Find Your True Gift
\$9.99
[ADD TO CART](#)

Followed up by a free trial offer:



GET A FREE TRIAL OF OUR BEST-SELLING PROGRAM


Still haven't found the right solution? Get a taste of what a Tony Robbins program can do for you by registering for a trial for one of our best-selling audio coaching programs. These trials are a great introduction to Tony Robbins' life-changing strategies.

- Listen on your own time
- Easy to follow exercises to anchor all of your lessons
- Daily inspirational lessons to keep you going


[CLICK HERE](#)

And some blog content that has been specifically tailored to the funnel:

READ SOME OF OUR BEST CONTENT



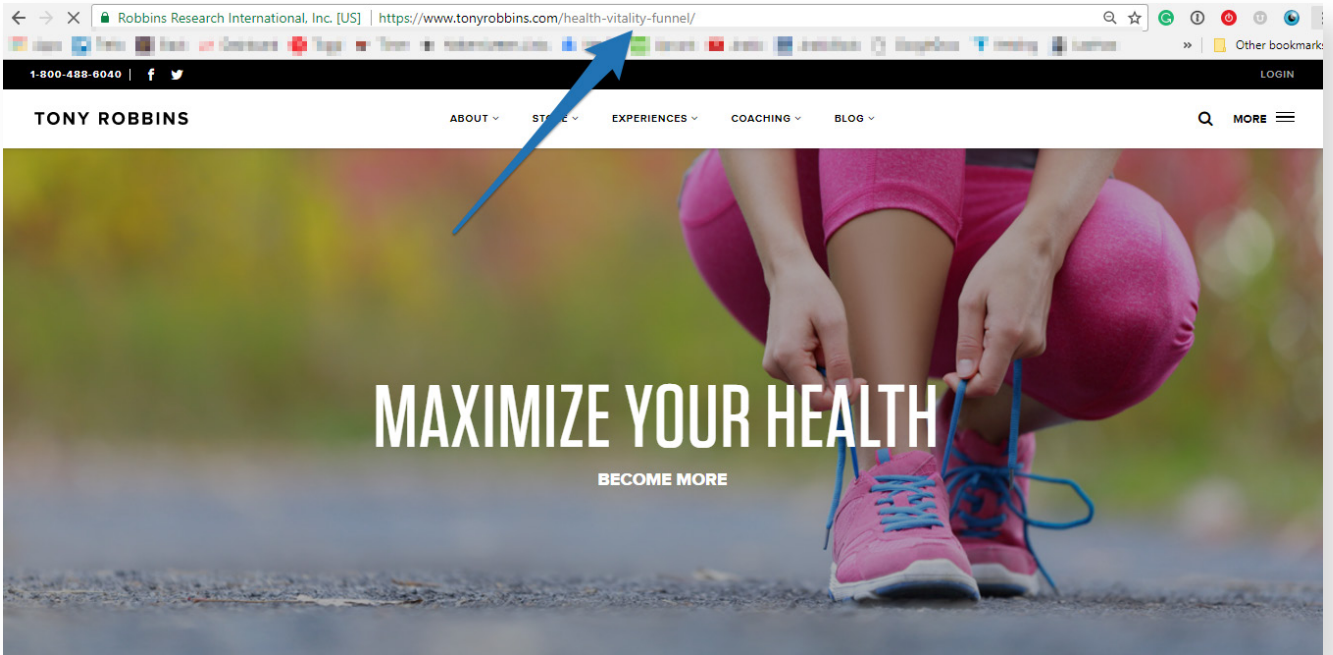
The Tony Robbins Podcast
EPISODE 9: MASTERING SALES
[READ MORE](#)



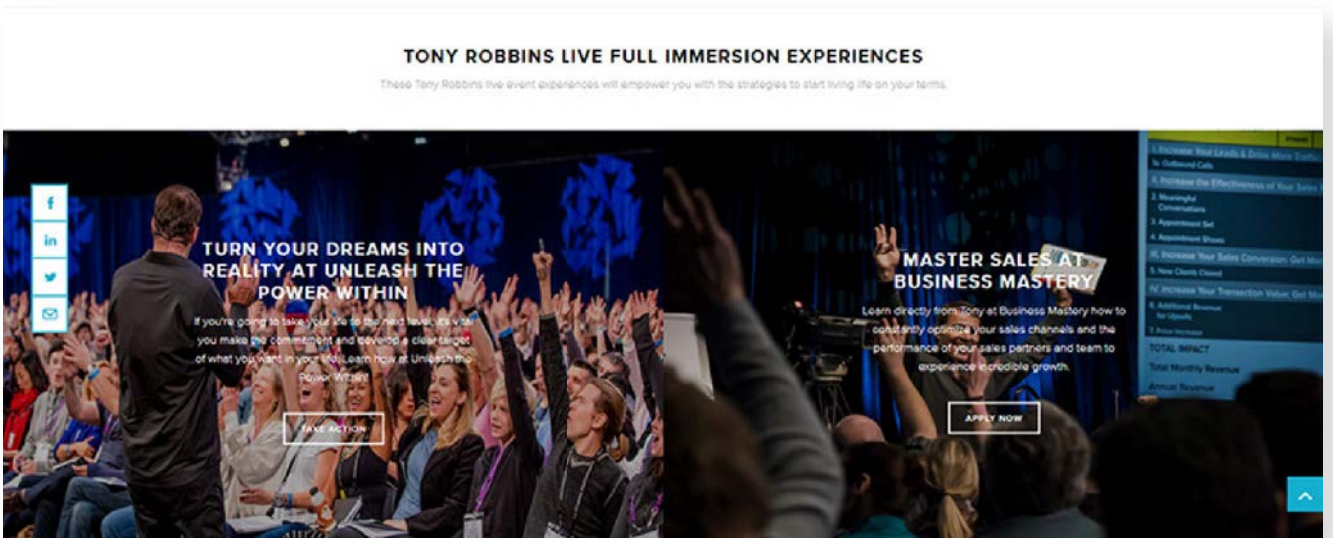
Career & Business
3 PAIN POINTS OF A GROWING BUSINESS
[READ MORE](#)

If you backtrack, you'll find that there's a special mini-funnel for every single one of these subcategories and goals.

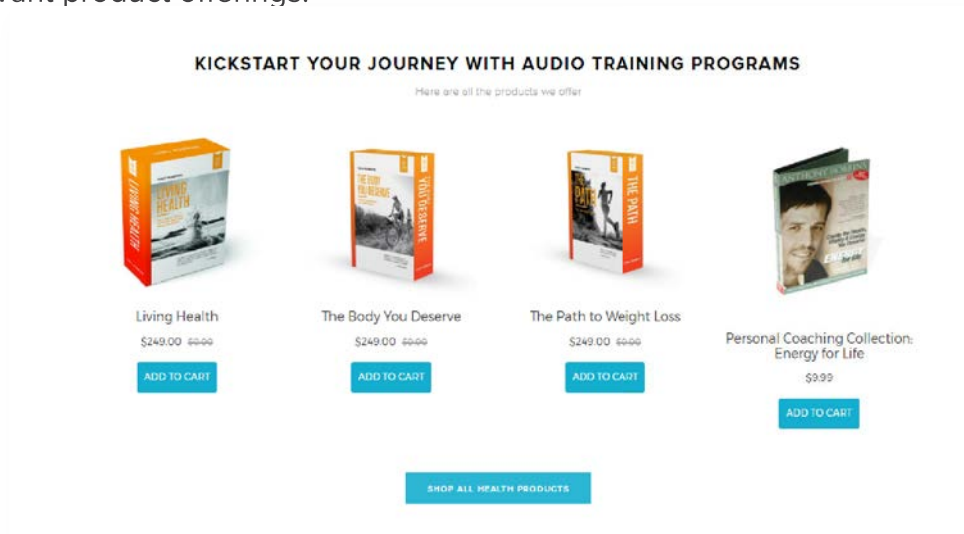
So, if you click on "Maximize Your Health" under the 'personal life' subcategory, you end up here:



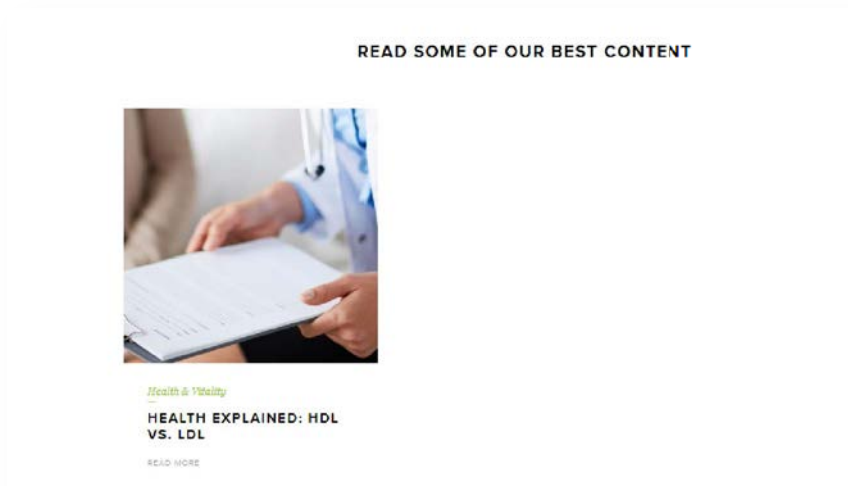
This health funnel has its own "Unleash The Power Within" headline and mastery class offering:



Its own relevant product offerings:



And its own customized blog post offerings (although, this one section could use some work):



There are a few CTAs that stay the same no matter the funnel: the initial coaching call, the 'Unleash the Power Within' retreat and the free trial offer.

Although these 3 product offerings are the same across all pages, the prospects will perceive them as different.

Having prospects go through the process of first clicking on the specific category and goal they are interested in achieving makes all the content on the mini-funnel page seem like a customized, personal solution just for them.

The takeaway: Give prospects a way to 'show' you what they are interested in and want to work on, then offer up what seems to be a personalized set of solutions (Tony uses 8 business growth mini-funnels and 8 personal growth mini-funnels to try and cover every business and personal life improvement goal people are looking to achieve)

Tip #4

The Most Unusual Method For Converting PPC Traffic Into Product Sales: “The Top-Level Landing Page Method”

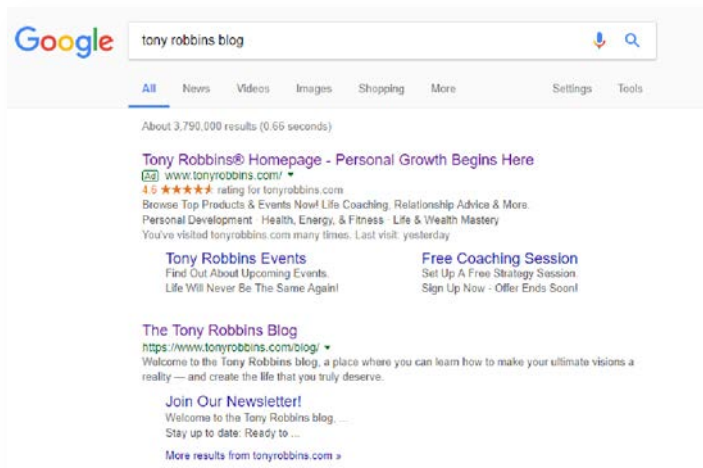
Here’s a look at Tony’s top performing PPC ads:

As is fitting for someone whose success is linked to his personal brand, the first word in each ad’s headline is Tony Robbins’ name itself.

The ads also contain a blend of strong CTAs (“Order Now!” and “Change Your Life Today”) and elements of urgency (“Only 10 Days” and “Limited Time Sale”).

But what I really want to talk about are the landing pages that these ads take you to.

A quick Google search for “tony robbins blog” gives you results like this:



The first result is, obviously, one of Tony’s paid ads. The second is just the top organic search engine result.

Tony Robbins® Official Site - Your Breakthrough Awaits

www.tonyrobbins.com/

Discover Life Coaching, Events & Career Growth. Your Transformation Starts Here!

Unleash The Power Within - See Tony Robbins Live in NY

www.tonyrobbins.com/UPW-New-York

Early Bird Pricing Available. Limited Time Sale - Order Your Tickets Now!

Tony Robbins® Ultimate Edge - Products Exclusively Sold Here

store.tonyrobbins.com/Ultimate-Edge

#1 Personal Development Program. Only 10 Days To Change Your Life!

Tony Robbins Inner Balance - Products Exclusively Sold Here

store.tonyrobbins.com/Weight-Loss

Change Your Life Today - Order Now!
Official Products By Tony Robbins.

Tony Robbins® The Edge CD Set - Personal Coaching Collection


store.tonyrobbins.com/The-Edge

Change Your Life Today - Order Now!
Official Products By Tony Robbins.

But now take a look at the landing pages for each of these search results.

As is expected, the organic search result brings you directly to the blog as per your search intent. But the same isn't true for the PPC ad. Instead of giving you the direct blog link that you searched for, clicking on the ad will send you to Tony's homepage.

A similar PPC ad and landing page sequence happens with many of Tony's other branded keywords. Here is an example of what a paid branded keyword search funnel looks like:

Keyword	Ad Copy	Landing Page
tony robbins affirmations anthony robbins date with destiny tony robbins tony robbins blog	<p>Tony Robbins® Official - TonyRobbins.com www.tonyrobbins.com/ Check Out The Brand New Site Now! Live Events, Life Coaching, & More.</p> <p>TonyRobbins.com - Tony Robbins® Official www.tonyrobbins.com/ Check Out The Brand New Site Now! Live Events, Life Coaching, & More.</p> <p>TonyRobbins.com - Tony Robbins® Homepage www.tonyrobbins.com/ Life Coaching & Development Events. Browse Newly Redesigned Site Now!</p>	

Although most of the branded keywords in the funnel have a very specific search intent, like...

- tony robbins affirmations
- anthony robbins date with destiny
- tony robbins blog

These keywords don't bring the audience to ultra-specific or highly-relevant landing pages that revolve around the search term.

Instead, all of these search terms bring the prospects to somewhere more general: Tony's homepage. *Why?*

Why would Tony do that when Google rewards relevancy with a higher quality score? *Why* wouldn't he keep his landing pages highly-relevant to their ad copy and give people a better landing page experience?

Either Tony likes throwing money down the drain while clapping on stage OR he has tested driving traffic to specific landing pages vs top-level landing pages and top-level landing pages get him more conversions.

One thing to remember is the massive amount of awareness the name "Tony Robbins" has.

So if someone is searching with a phrase that includes Tony by name, they are probably interested enough that they'll seek out their original search intent even if they don't land on the relevant page (Luckily, Tony's well-organized menu makes it easy for them to do this).

And, as we've seen in our analysis of Tony's homepage above, it has a lot of good things going for it: it offers plenty of enticing CTAs, social proof and useful free content that gives value to the readers.

Directing prospects to Tony's general homepage instead of a highly-relevant landing page makes sure prospects get exposed to all that first.

This gives Tony and his team extra opportunities to get leads, promote other products, increase audience interest and build Tony's credibility for as many visitors to the site as they can.

You see the same technique with Tony's PPC ads for branded product keywords.

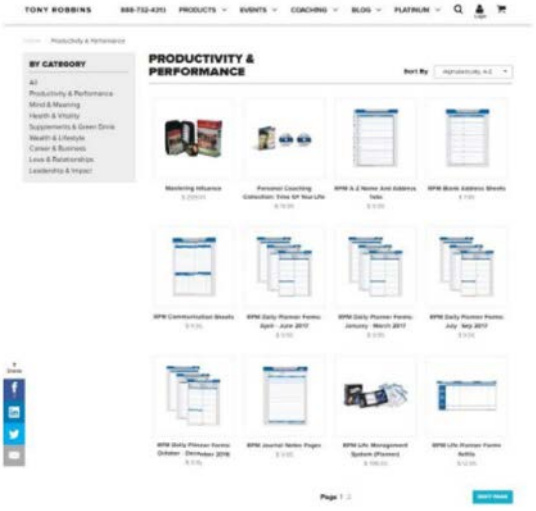
As this paid search funnel shows, instead of directing prospects to the product page for the specific product search, they are directed to Tony's top-level general Products page which lists everything he sells. No matter what product the prospect actually searched for.

Keyword	Ad Copy	Landing Page
tony robbins the edge anthony robbins weight loss tony robbins personal power ii ultimate edge anthony robbins tony robbins breakthrough episode 1	<p>Tony Robbins@ The Edge - TonyRobbins.com www.tonyrobbins.com/The-Edge Learn Key Strategies For Success! Personal Transformation Starts Now.</p> <p>Tony Robbins@ Weight Loss - TonyRobbins.com www.tonyrobbins.com/Weight-Loss Lose Weight Without Dieting Now! Get The Body You Desire & Deserve.</p> <p>Personal Power II - Tony's Classic 30 Day Audio Program www.tonyrobbins.com/Products Learn How To Win The Game Of Life!</p> <p>Ultimate Edge Set - #1 Personal Development Program www.tonyrobbins.com/Ultimate-Edge Only 10 Days To Change Your Life!</p> <p>Tony Robbins Breakthrough - TonyRobbins.com www.tonyrobbins.com/Breakthrough Watch Real-World Breakthroughs. Exclusively At Tony Robbins Store.</p>	

To make sure the viewer can still find what they are looking for, there are categories on the left side of the page for them to navigate through.

Tony also applies this same technique for non-branded keywords.

Here's Tony's paid search funnel for the non-branded PPC keyword "time management calendars":

Keyword	Ad Copy	Landing Page
time management calendar	<p>Time Management Calendars - TonyRobbins.com www.tonyrobbins.com/Time-Management Take Back Control Of Your Day! Exclusive From Tony Robbins® Store.</p>	 <p>LANDING PAGE URL: https://store.tonyrobbins.com/collections/productivity</p>

When a viewer clicks this ad, they are sent to Tony's top-level 'Productivity & Performance' product page. This page features not only the time management calendars the prospect was searching for, but also some extra product offerings that fall into the same category (and would likely be of interest to the searcher).

Warning: Implement this tip at your own risk. Tony has a big brand name and this method is unusual. In the end you need to test, that's always the answer in the end.

The takeaway: Test top-level PPC landing pages against specific product-level landing pages to see how you can maximize the amount of offers you put in front of your prospects. Just be very aware of your searcher's awareness level with your brand and make sure they can still follow-through to their original search intent.

Tip #5

The Peacock Technique: Display Your Finest Social Media Posts On Different Social Media Platforms To Attract The Attention Of Your Biggest Fans

Although social media was not around back when Tony first got started, today it's something that factors highly into his marketing strategy.

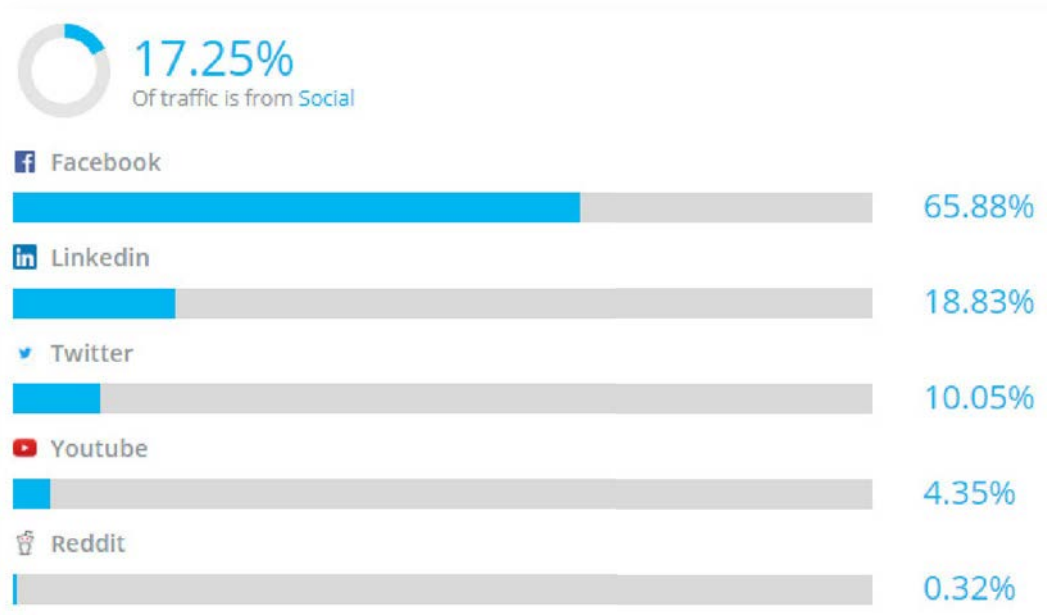
Today, he has 7.9M followers across his 5 main platforms.



And 17.25% of all his website traffic comes from social media, which adds up to an extra 165,000 visitors monthly.

That's 1 website visitor for every 47 social media followers.

Here is a breakdown of Tony's top social media platforms:



So, how did Tony manage to create such an impressive following? Well, the fact that Tony had been well-known and famous for years beforehand certainly helped.

Unlike many other businesses, they don't just post the same content across all platforms. [This article](#) published on Tony's blog gives us some insight into the type of content they believe do best on each platform.

Let's look at how each of Tony's social media platforms match the insights given in the article.

Facebook

What Tony's article says:

"Announcements, invitations, photo galleries, videos, and longer-form storytelling work very well on Facebook. Any content immediately interesting and conversation-worthy will keep people coming back."

What Tony does:

Tony uses Facebook as a platform to announce his upcoming events and promote his videos (both of which are located near the top of the page).

The screenshot shows the Facebook profile of Tony Robbins (@TonyRobbins). The page layout includes a left-hand navigation menu with options like Home, About, Events, Videos, Posts, Instagram, Photos, Pinterest, Notes, YouTube, Twitter, Photo Contest, and Community. A green 'Create a Page' button is at the bottom of the menu.

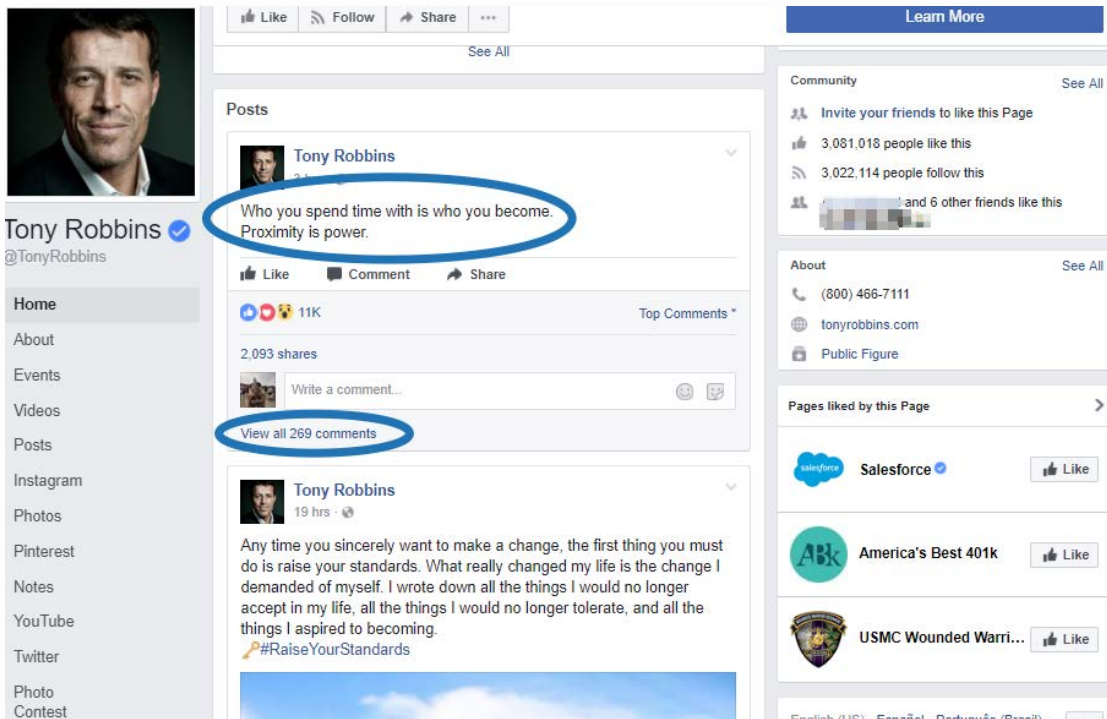
The main content area features an 'Upcoming Events' section, which is circled in blue. It displays a large event announcement for 'TONY ROBBINS LIVE UNLEASH THE POWER WITHIN' in the New York area from July 20-23, 2017. Below the image, it shows the date 'JUL 20' and the event title 'Tony Robbins UPW in New York area'. A '★ Interested' button is visible next to the event details.

Below the event announcement is a 'Videos' section, also circled in blue, showing a video post titled 'Tony Robbins! Unleash the Power Within event'.

The right-hand side of the page contains an 'About' section with contact information: (800) 466-7111, tonyrobbins.com, and Public Figure. Below this is a 'Pages liked by this Page' section listing Salesforce, America's Best 401k, and USMC Wounded Warri... with 'Like' buttons.

At the bottom of the page, there are language options (English (US), Español, Português (Brasil), Français (France), Deutsch) and a footer with links for Privacy, Terms, Advertising, Ad Choices, Cookies, and More, along with 'Facebook © 2017'.

He also uses it as a way to share his blog content and offer up ‘bits of wisdom’ that generate conversation among his followers:



LinkedIn

What Tony's article says:

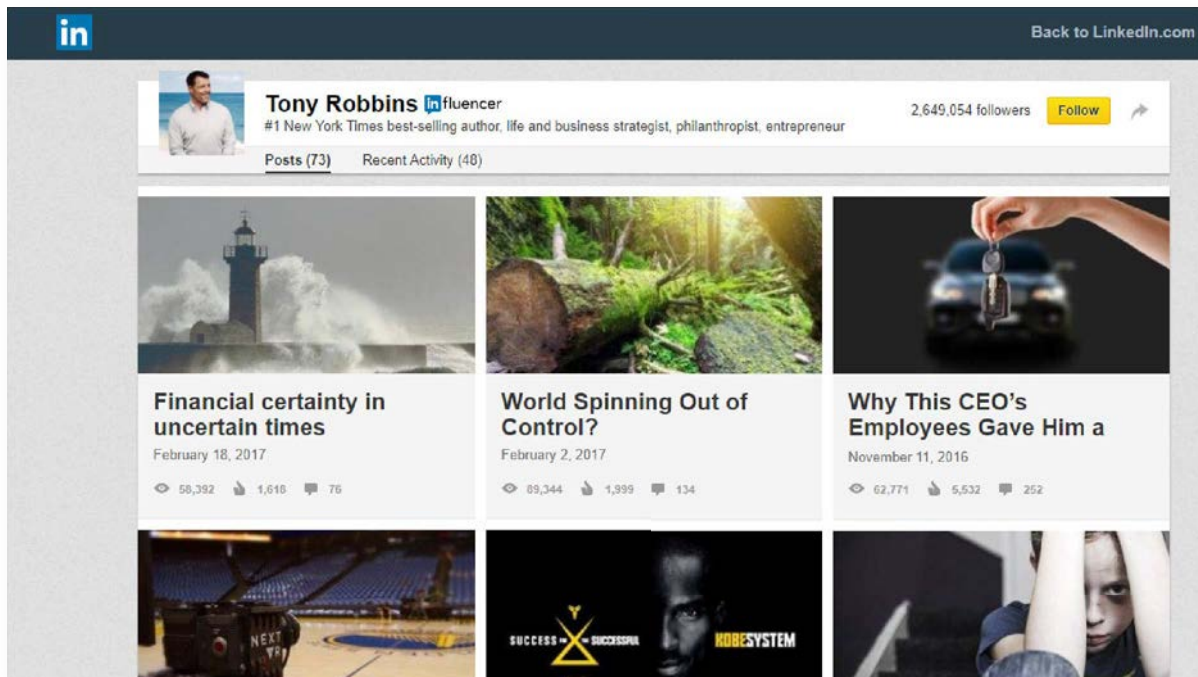
"LinkedIn is a must for any business, brand or working professional — it's most powerfully used as continual networking, recruiting and value sharing. Avoid using LinkedIn for content that is excessively personal, or not relevant to a business networking audience."

What Tony does:

To generate **LinkedIn traffic**, Tony has the huge benefit of being a LinkedIn Influencer. This lets him publish articles directly on LinkedIn's platform which exposes them to an extended audience.

Unfortunately, becoming an official LinkedIn Influencer is done on an invitation-only basis. But if you play your cards right, you can still become an LinkedIn influencer in all but the title by publishing thoughtful, long-form content appropriate for the audience.

He also uses it as a way to share his blog content and offer up ‘bits of wisdom’ that generate conversation among his followers:



So of course, that means neither you nor Tony should publish just *any* type of content on LinkedIn.

Tony stays away from posting about things that are too personal or irrelevant to the business-minded LinkedIn audience (even though he shares that type of content on his other platforms).

Twitter

What Tony's article says:

"In the realm of business, Twitter has replaced customer service as a first point-of-contact for both negative and positive experiences....Twitter is key for expanding awareness, special incentive offers and linking to longer-form content that add value."

What Tony does:

As you can see by Tony's cover photo, bio and pinned tweet, he definitely uses Twitter as a means of expanding awareness. In this case, for expanding awareness about his new book:



He also builds awareness of his personal brand and of who he is by retweeting content other people have written about him:



And of course, he gives his followers plenty of 140-character nuggets of wisdom that are just perfect for getting shared around and retweeted with hashtags like #WednesdayWisdom and #ThursdayThoughts:



Unlike many companies today, Tony does not actually use Twitter much as a customer service platform.

And here are just two final insights into how Tony's team approaches social media marketing, courtesy of this interview with Tony Robbins' marketing director, Tyler Culbertson:

And here are just two final insights into how Tony's team approaches social media marketing, courtesy of [this interview](#) with Tony Robbins' marketing director, Tyler Culbertson:

1. When it comes to social media, Tony Robbins and his team are really big into numbers and keeping things measurable. They know that not all their social media followers will convert, so they believe it's important to try to track which ones are. This helps them see what their social media ROI looks like.

[Click here to reveal which tool Tony uses to measure his social media ROI.](#)

2. Tony doesn't use social media as a way to generate direct sales. Instead, his focus is on brand building and providing his audience with value. In Culbertson's words at 12:32 in the interview "you'll never see Tony Robbins selling from his social media networks."

The takeaway: Don't get lazy and just spread the same content across all your social media platforms because it's easy. Use the 2-step peacock technique:

Step 1.

Research what type of content performs best on the platforms you use (using this article)

Step 2.

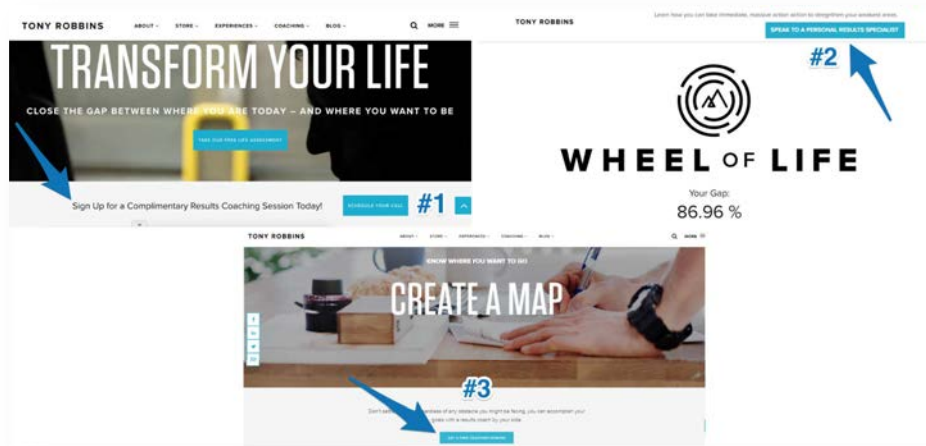
Adjust your social posts to match the social media psychology of people on each platform

Tip #6

Follow Tony's TRRCSS Sales Call Strategy To Close More Sales With This Simple 5-Step Shortcut

In a time when calls seem to take up a smaller and smaller slice of customer communication, Tony and his team stick out in the way they prioritize calls.

You can see this by all the variations of the “schedule a call” or “speak to someone” CTA found again and again throughout the website.



- #1. It's CTA #2 on the homepage.
- #2. It's the CTA given after prospects finish the life assessment quiz on the homepage.
- #3. It's the main CTA for those mini-funnels we talked about in tip #3.

In other words, Tony's team really wants to get you on a call. Which means they continue to find that getting someone on a call is a very effective way to close a sale.

To see what sort of sales pitches they were using on these phone calls, I signed up for one of the free coaching calls myself.

What I was surprised to find was that they weren't the usual sort of 'pushy' experiences generally associated with sales calls.

This is an overview of how the call went:

1. After I had scheduled my appointment, I received an email that introduced me to my coach and gave me two pieces of “homework” to complete before the call:

Great connecting with you! Congratulations on taking your life to the next level by committing to your Tony Robbins Results Coaching Strategy Session. Tony knows coaching is an essential component in creating lasting change.

I have you scheduled for your Results Coaching Strategy Session with our Top Tony Robbins Results Coaching Strategist: John Brousseau

Day: Wednesday, July 12, 2017

Time: 4:00 PM Your Time EDT

Phone#: [407-736-1070](tel:407-736-1070) (John will be calling you at this number)

SKYPE ID: [john@brousseau.com](https://www.skype.com/join/308826266) (If you are holding your session via, Skype please send an invite prior to your session)

Duration: 30-45 minutes

There are 2 steps that you must complete to prepare for your Results Coaching Strategy Session with John Brousseau:

STEP 1: [CLICK HERE](#) to complete your **Personal Outcomes Form**

STEP 2: [CLICK HERE](#) to complete your **Personal Strengths Profile**

****Please complete the Personal Strengths Profile with the following understanding****

1. If you have already completed this profile (using this email address), please disregard Step 2, you are ready to rock and roll!
2. If you have completed your profile using another email address, please send your PDF copy to: john@brousseau.com
3. Our software is not compatible on mobile or tablets. Please complete on a PC and/or Mac.

Congratulations on committing to creating a plan of action to achieve extraordinary results and take your life to the next level! John looks forward to connecting with you soon!

If you have not had the chance to watch “I AM NOT YOUR GURU” [Click Here](#)

Clicking on **STEP 1** brought me to a page all about the guy I was going to speak with on my call:

The screenshot shows the website profile for John Brousseau. At the top, there is a navigation menu with 'TONY ROBBINS' and several menu items: 'ABOUT', 'STORE', 'EXPERIENCES', 'COACHING', and 'BLOG'. A search icon and 'MORE' are also present. The main banner features the name 'JOHN BROUSSEAU' in large white letters over a background image of a man with his arms raised in a crowd. Below the name are two blue buttons: 'PERSONAL OUTCOMES FORM' and 'REFER A FRIEND'. On the left side, there is a vertical social media sidebar with icons for Facebook, LinkedIn, and Twitter. Below the banner, the breadcrumb trail reads 'Home > Team Member > John Brousseau'. The 'ABOUT ME' section includes a small portrait photo of John Brousseau, followed by a bio: 'As a Senior Results Coaching Strategist, I work to empower my clients to overcome their limiting beliefs and empower them to live the life they dream of. My heart for the underdog and my desire to help people improve their life is what drew me to coaching. In my own life, I am constantly striving to be the best version of myself and I am so grateful to work for a company centered around helping people.' Below the bio, it says 'Born in Indiana, I currently live in Boca Raton, Florida with my...'. To the right of the bio is the 'RESULTS COACHING STRATEGIST' title. The 'CONTACT INFORMATION' section lists 'Name: John Brousseau' and a 'DISC ASSESSMENT' button.

Clicking on the “PERSONAL OUTCOMES FORM” brought me to a short questionnaire that asked some general personal info plus my goals, what I was struggling with and what I hoped to get from the call:

WHAT ARE THE TOP 3 PERSONAL GOALS THAT YOU MUST ACHIEVE IN THE NEXT YEAR? *

WHAT ARE THE TOP 3 PERSONAL GOALS THAT YOU MUST ACHIEVE IN THE NEXT YEAR? *

WHY MUST YOU ACCOMPLISH THESE GOALS NOW? *

WHY MUST YOU ACCOMPLISH THESE GOALS NOW? *

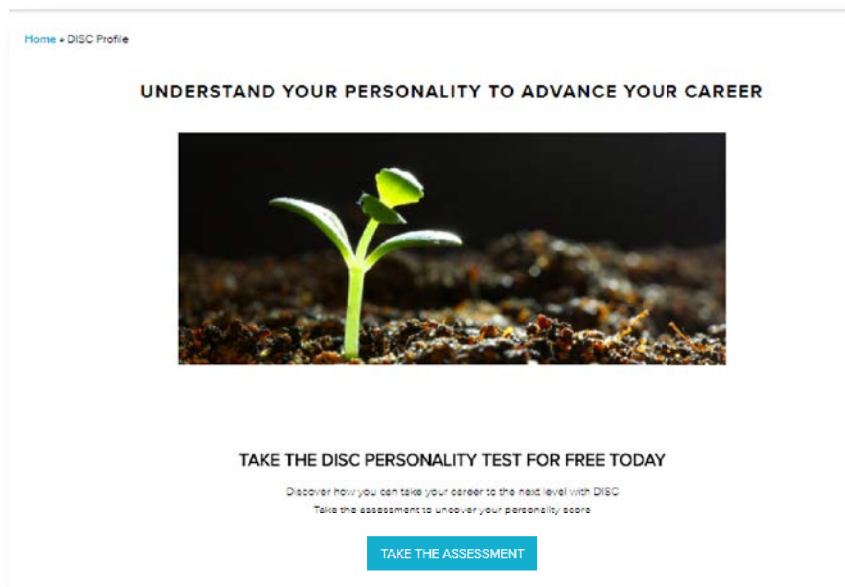
WHAT ARE THE TOP 3 THINGS HOLDING YOU BACK FROM ACHIEVING THOSE GOALS? *

WHAT ARE THE TOP 3 THINGS HOLDING YOU BACK FROM ACHIEVING THOSE GOALS? *

WHAT ARE 3 CHARACTERISTICS YOU ADMIRE/RESPECT MOST IN YOURSELF OR OTHERS? *

WHAT ARE 3 CHARACTERISTICS YOU ADMIRE/RESPECT MOST IN YOURSELF OR OTHERS? *

Once I finished this, I went back and clicked on STEP 2 in the email. It directed me to Tony Robbins' famous [DISC personality test](#):



Having prospects go ahead and fill out this type of info before a call is a double-whammy pre-sales tactic: first, it builds up the prospect's anticipation and interest, makes them think critically on what they need a solution for and essentially "softens them up" to accepting change (aka your service).

Second, it gives the coach a direct insight into the prospect's weak points and overall personality. This helps them tailor the call in a way that provides the prospect with value, yet also makes them more likely to convert.

2. The call itself began with a friendly greeting and just a few general questions about who I was, where I lived, etc. The coach then told me a bit about himself (this was him trying to build up a connection and trust with me, his audience member).
3. We then moved on to talk about and verify some of the things I had put into my pre-call questionnaire and personality test.
4. After he got more big-picture specifics, we chose a single issue I had brought up and dug deeper into it (in this case, it was finding work/life balance).

We discussed why I thought it was an issue and he offered up some suggestions that were actually useful and actionable. (In other words, the coach made sure I got some value from the call).

5. Now came the sales pitch (though it wasn't a sales pitch in the usual sense). He asked what I knew about Tony Robbins and his coaching, then gave me a general overview of the program. Though it wasn't pushy at all, something that caught my attention was how **the coach gave me very specific examples of how the coaching would help me with the specific problems we had talked about on the call.**

This is a good sales tactic for a few major reasons:

- It makes prospects feel like they are listened to (which makes you more trustworthy and likeable)
- It makes the service seem like a customized solution just for you
- It helps prospects visualize how the service could fit into their lives

The call ended without any sort of final selling attempts, and I was told I could contact the guy anytime if I wanted to go forth and sign up.

The takeaway: Get your website visitors on the phone whenever possible. Once you're on the phone with them communicate in a way that gives them value based on their individual goals (and doesn't just sound like a script with an irritating sales pitch at the end).

Tip #7

New 3-Part Dynamic Carousel Retargeting Ads That Avoid Banner Blindness And Generate Dirt Cheap Clicks By Showing Social Proof To Get More Clicks From Your Ad To Your Product Page

If there's one thing Tony understands, it's the power of repeated marketing touches and social proof to make his sales effortless.

And one way Tony nails this is with an aggressive retargeting technique.

Since I've begun my research several weeks ago and first ended up on Tony's website, I've had a NON-STOP onslaught of Tony Robbins ads across all sorts of platforms.

Now, obviously, retargeting is super effective or else Tony wouldn't be bothering with it as much as he is.

The benefit of retargeting ads is that they work to nurture people who've *already* shown interest in your website by visiting it. Naturally, it's much easier to convert these 'warm' leads than to convert 100% cold prospects who are oblivious to your product offerings.

Here is Tony's 3-part Dynamic Carousel Retargeting ad I stumbled upon on the Google Display Network:



With all the retargeting Tony does, one thing he has to be very careful about is “banner blindness.” This happens when people get sick of seeing the same ads over and over again to the point that they no longer notice them.

This results in “ad fatigue” where the click-through rate on your ads start to decrease, and your cost per click starts to increase. #badnews

Luckily, there’s an easy fix to this: change one element of the ad.

As you can see in the banner ad below (which I found about 2 weeks after that pink and black one), the element Tony changed was color. It was an easy fix (since most of the text is the same), but one that definitely made me stop being “blind” to Tony’s ads and notice them once again:



Tony makes these 3 banner ads work together by turning them into one dynamic ad that rotates quickly through. So, if I come across one of Tony’s display ads anywhere, they cycle through (as in, it’s a single ad that flashes through all 3 images).



Making these images cycle through not only catches the eye more than a static ad, but it lets Tony use social proof to back up why prospects should click through to his product page (increasing his click-through rate and lowering his click costs).

The first two banner ads use social proof to build trust before using strong, urgent language (either “don’t miss this life changing event” or “experience this life changing weekend”) to get people to take action and click.

Even though the 3 ads may look different, they all work together to direct people to one place: a landing page for Tony’s “Unleash Your Power Within” event.

Here's what the landing page looks like:



In addition to GDN ads, Tony is also investing heavily in Facebook retargeting ads:

and 3 others like Tony Robbins.

Tony Robbins
Sponsored · 🌐 Like Page

Hey business owners! How would you like a proven formula to help grow your business 30-120% this year? The gaps between where your business is today and where you want it to go can be easily dissolved. Discover the secrets to business success and growth with Tony Robbins live at Business Mastery.

TONY ROBBINS LIVE BUSINESS MASTERY
TAKE YOUR BUSINESS TO THE NEXT LEVEL

Discover Tony's Geometric Business Growth Formula
Business Mastery is designed to empower you with the cutting-edge systems, skills, and strategies you need for crafting an invincible business advantage — especially during uncertain and ever-changing economic times.

TONYROBBINS.COM [Apply Now](#)

👍❤️👍 726 9 Comments 28 Shares

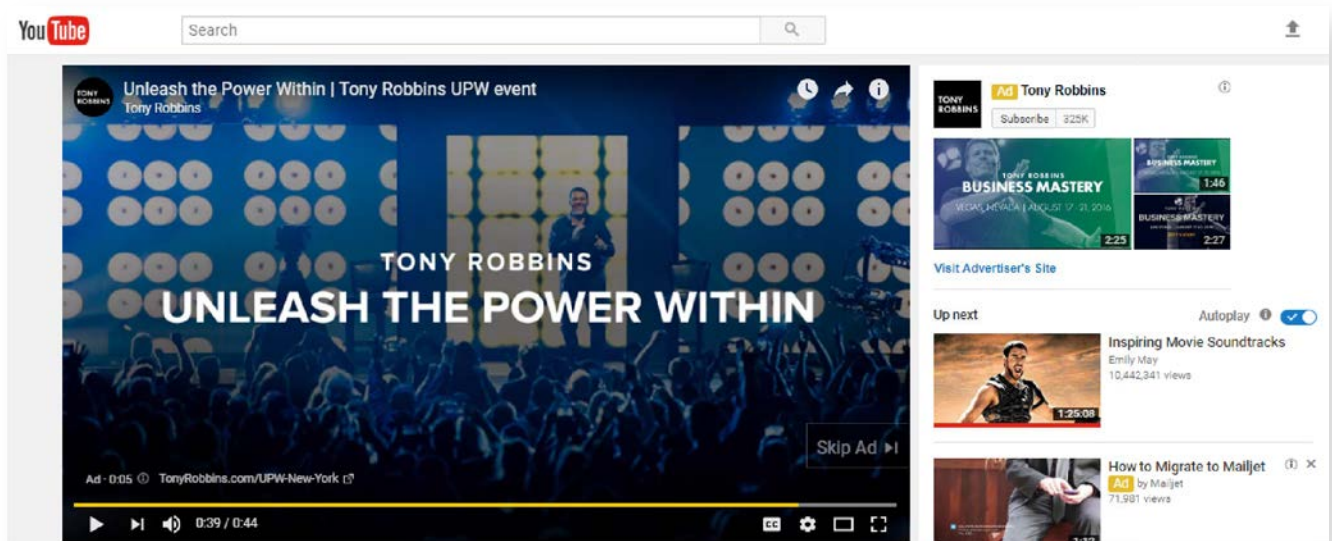
TONY ROBBINS LIVE BUSINESS MASTERY
TAKE YOUR BUSINESS TO THE NEXT LEVEL

Discover Tony's Ultimate Business Formula
tonyrobbins.com
Hey business owners! How will you dominate your market? Discover Tony Robbins' 7 secrets t...

English (US) · Español · Português (Brasil) · Français (France) · Deutsch [+](#)

Privacy · Terms · Advertising · Ad Choices [▶](#) · Cookies · More · Facebook © 2017

And you'll even find his ads (for that very same "Unleash the Power Within" event) on YouTube:



Tony is leveraging **retargeting** everywhere he can to drive more people to his next big event at cost-efficient scale.

The takeaway: The secret to maximizing your product sales is with extensive retargeting and a simple sales funnel. You gotta leverage your inbound traffic by thinking bigger with your retargeting.

Not bigger in terms of less qualified people, mass pixeling or higher banner ad frequency.

Bigger in terms of blanketing the web. When you leverage your inbound website traffic and are everywhere it creates a whole new effect that makes small budgets work like big budgets (Tony retargets his website traffic across the Google Display Network, Facebook and YouTube to his next upcoming event).

Tip #8

The Tony Robbins Clapping Ritual: 7 Insane Rituals To Create The Most Exciting Weekend Ever For Your Event Guests

Tony is one of the best live event prepper's in the world.

People pay good money to attend Tony's events (for "Unleash The Power Within" the price is anywhere from \$650 to \$2,995) and Tony is expected to deliver EVERY time.

To see exactly how Tony delivers high-performance events for his guests I got my buddy Barron Cruz from [Charisma Matrix](#) to reverse engineer his whole 7-step pre-event ritual:



Here is exactly what Tony does to get pumped up:

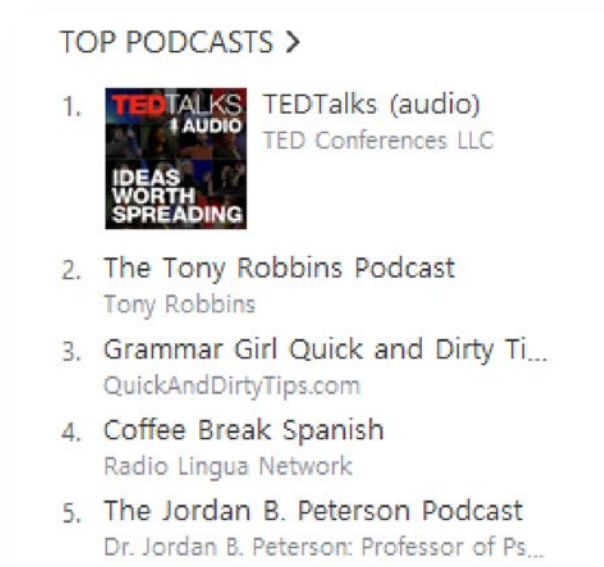
1. Meditation
2. 57° Fahrenheit cold plunge
3. Warms up his voice
4. Shoots liquid supplements into his mouth (we speculate Ginseng)
5. Jumps on a mini-trampoline
6. Does a classic MC Hammer spin followed by a chest pump
7. Tony Robbins clapping ritual (watch the video to see what I mean)

The takeaway: High-performance athletes have a ritual to guarantee they are always performing at their best. If you want to create the most exciting event ever for your event guests, get your own pre-event ritual.

Tip #9

Use One Of Tony's 3 Successful Podcast Types To Take Your Podcast Category Ranking To The Top Of iTunes

The Tony Robbins podcast has played a major part in Tony's content marketing strategy. It's even done well enough to claim 2nd place for education podcasts in iTunes (behind TEDTalks):



Tony's podcast episodes fall loosely into 3 main categories:

Podcast Type #1: Guest Interviews with Experts

The majority of Tony's podcast episodes are 'Type #1s.' They provide interesting, insightful interviews about topics relevant to Tony's audience (usually being something that fits into one of the 7 categories from his 'Wheel of Life' quiz and blog post categories).

Their purpose is to give his listeners free, "no strings attached" value and information. This is why, within these types of podcast episodes, you won't find a single CTA directing you towards Tony's product offerings.

Interestingly enough, these interviews aren't actually hosted by Tony at all. (Which is probably something he can get away with simply because his brand is already so big.)

Here is an example from the 'Health & Vitality' category: [A New Approach to Wellness](#) interview with Chris Kresser

Podcast Type #2: Tony Monologues

These types of podcast episodes feature Tony and Tony alone. In them, he discusses a topic in depth.

He seems to use these Tony-only podcasts when he wants to promote a specific upcoming event. In this case, he brings up the event briefly both before and after the main episode content. At the very end, he gives listeners a link they can head to for more info.

Here is an example where Tony repurposes his super-famous TED talk to grow his podcast: *Why We Do What We Do*

Podcast Type #3: Behind-the-Scenes Event Excerpts

These types of podcasts are just audio excerpts from one of Tony's events with a short intro and conclusion by the host. Tony's most popular type #3 podcast episode was an audio clip of him coaching an audience member right on stage during his Date with Destiny event.

This is a pretty smooth way of promoting his events - not only does Tony include enough audio in the podcast that the listener can feel like they learned something, but offering this little event 'teaser' is enough to make a listener curious to learn more about coming to his next event.

Here is an example from Tony's Date with Destiny event: **A Look Inside Date with Destiny**

The takeaway: Be known for something (Tony is known for his guest interviews, life improvement tips and behind-the-scenes event excerpts). Keep some variety in your podcast episodes but have a common theme (Tony's overarching theme is "life advice").

Don't overload your podcast episodes with too much promotional material. Give your listeners helpful, high quality content and find smooth, relevant ways to mix in your product offerings (Tony uses his event excerpt content as a natural way to promote his events).

Tip #10

The Content Multiplier Technique You Can Use To Double The Traffic You Get For Every Article

On its own, Tony gets impressive viewership and engagement on his blog.

As in, enough viewership and engagement that his top 4 articles average out to 20k shares per article:

	FACEBOOK ENGAGEMENTS	LINKEDIN SHARES	TWITTER SHARES	PINTEREST SHARES	GOOGLE+ SHARES	NUMBER OF LINKS	TOTAL SHARES
<p>Change your words, change your life Save</p> <p>tonyrobbins.com</p> <p>By Tony Robbins - Mar 9, 2017</p>	17.2K	8.3K	213	15	0	-	25.7K
<p>How to get what you want Save</p> <p>tonyrobbins.com</p> <p>By Tony Robbins - Mar 14, 2017</p>	13.4K	7.1K	448	31	0	-	20.9K
<p>Time Management Skills Everyone Needs to Have Save</p> <p>tonyrobbins.com</p> <p>By Tony Robbins - Mar 20, 2017</p>	8.9K	9.1K	541	7	0	-	18.5K
<p>The midnight workout Save</p> <p>tonyrobbins.com</p> <p>By Tony Robbins - Feb 7, 2017</p>	11.9K	4.5K	133	9	0	-	16.5K

But on top of the blog Tony has on his website, Tony has also set up plenty of other content sources that let him reach out beyond his usual audience.

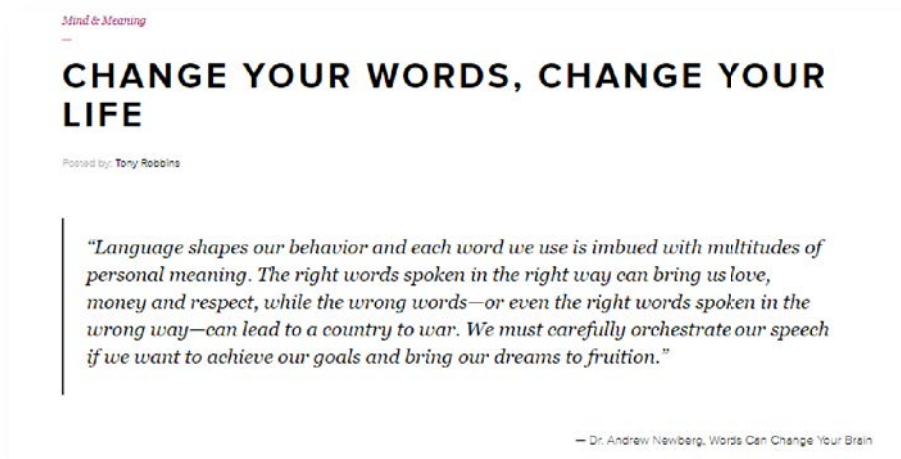
These include:

- s a guest writer on [Entrepreneur.com](#)
- As a contributor to Arianna Huffington's Medium publication, [Thrive Global](#)
- As an exclusive [influencer](#) on LinkedIn

Sometimes, the content he creates for the above sources is 100% original and won't be found on either his blog or elsewhere. This makes sense as the type of content that performs best on each of these platforms will vary, so just because it's performed well on one platform won't necessarily translate to success in another platform.

But in some cases, he takes advantage of the articles that he knows have already performed well and then repurposes them to put up on another one of these websites.

This is exactly what Tony does for his #1 article in the table above. Here is Tony's top article on his website: [Change Your Words, Change Your Life](#)



He then repurposed this same article for LinkedIn with a slightly updated headline that would better capture the attention of a typical LinkedIn user:



The takeaway: Use the **content multiplier method** to re-purpose and tailor your content for specific platforms so you can get your content in front of as many eyeballs as possible (Tony does this by being a contributor on Entrepreneur.com, Arianna Huffington's Medium publication and LinkedIn).

Tip #11

New Product Pre-Sell Strategy: Use A Welcome Mat To Collect Thousands Of Pre-Orders For Your New Products Without Changing Your Homepage Design

See this:



This is the EXACT strategy Tony Robbins is using to pre-sell new products he releases on TonyRobbins.com.

It's called a Welcome Mat (a section of the page that first shows when a new visitor comes to the website, then disappears when the visitor scrolls down to reveal your normal page) #superstealth

Tony uses a welcome mat to quickly collect sales for new products without having to change anything on his home page and get tech geeks involved.

He simply turns it on and off as he has new products he wants to feature on his website.

Keenan Shaw (Tony Robbins' Demand Generation Manager) said this tool helped increase their website leads by 15%:

Hi Bar,

Just getting back from vacation so sorry I missed your emails.

██████████ is super fast and easy to implement. It gives us great flexibility with our demand generation initiatives and has helped us increase our website leads by 15%.

Keenan Shaw

Tony Robbins' Secret Lead Generation Weapon

[Click here to see which free tool Tony uses
to create his Welcome Mats.](#)

The takeaway: Leverage the latest website technology to improve your website conversions (Tony does this by using a Welcome Mat to pre-sell his new books and other new products he releases).

What Have We Learned?

Tony Robbins is a big player in the professional training world, but you don't need a sumo-sized marketing team or budget to get similar results.

You just need a smart Sumo marketing plan.

Here are the 11 key takeaways you can borrow, modify and adopt for your own business based on Tony Robbins real-life marketing tactics:

1. **Starting off your funnel with a lead gen quiz** that follows the AIDA (Attention, Interest, Desire, Action) formula is a powerful way to capture lead info and segment prospects into specific email automation sequences based on their response.
2. **Using multiple CTAs** isn't always a recipe for disaster as long as most of them are low-commitment, offer a LOT of useful free content and appeal to a wide range of learning styles (like Tony did by offering videos for the visual learners, complimentary phone calls for the auditory learners, etc.).

3. People love thinking things were made just for them and your prospects are no exception. Find a way to get your prospects to “show” you what they are interested in and then **give them their very own mini-funnel of customized product solutions.**
4. In Tony’s case, it seems that top-level PPC landing pages perform better than product-level landing pages. Though this is a very unusual (and risky) move for most businesses, it could be something worth testing.
5. Spreading all your content on all your social media channels won’t necessarily help you. When it comes to social media, think like a peacock and **figure out what type of content spreads best on each social channel.**
6. Nobody likes a sleazy car salesmen (get your prospect on a phone call and **follow Tony’s simple goal-based sales call strategy** to get more client enrollments for your business).
7. Retargeting doesn’t have to be crazy expensive or crazy complicated. Making yourself everywhere by **retargeting across multiple platforms with a simple sales funnel** makes small budgets work like big budgets.
8. If you do live events, you better get your Tony Robbins clapping ritual and MC hammer spin on point. High-energy events that command your audience’s attention need a presenter who is going to control the room. **Great speakers have rituals** that pump them and the audience up.
9. **Podcasts are a super effective way to generate more awareness** and traffic for you or your website if you offer listeners lots of interesting, high quality and helpful content. But don’t just jump in like a newb, decide what you’re going to be known for and only slip in your promotional material when it can be done smoothly and naturally.
10. The more people that are exposed to your content, the better. **Use the content multiplier** method Tony uses to help you spread, re-purpose, and customize your content across different platforms
11. There is always new technology coming out that can help you get more website conversions.

[Click here to see the tools Tony is using to grow his business.](#)



Written by
Chris Von Wilpert

Chris is Chief Content Sumo at **Sumo** and Founder of the viral content marketing agency Rocketship Agency where he helps multi-million dollar companies scale their content marketing