Hi, I’m Rishi

IEEE Member since 2000
B.S. Electrical Engineering from University of Wisconsin – Madison 2004
1. How to Sound Amazing (7 Minutes)

2. My Personal Story: How I bootstrapped my businesses (10 Minutes)

3. Sell Like You Mean It (10 Minutes)

4. Q & A (remaining time)
SOUND AMAZING!
with simple tweaks.

Rishi Shah
@risk
www.GettingMoreAwesome.com
HOW DO **COMPANIES** SOUND AMAZING?

They tell people what they want to hear!
THE SUBWAY “SANDWICH-ARTIST”
GEEK SQUAD

www.GettingMoreAwesome.com
I’M A GENIUS THAT WORKS FOR YOU
THE SMART CAR
ODWALLA MAKES MY HEART SKIP A BEAT
I’D LOOK GOOD WITH ABS

www.beachbody.com/
HOW CAN YOU SOUND AMAZING?

They tell people what they want to hear!
PEOPLE WANT TO BELIEVE YOU

They will believe you. They will come.
DON’T STOP BELIEVING

When people start believing in you. You start believing in yourself.
EVERYTHING CHANGED WHEN I STARTED CALLING MYSELF A WEB MARKETING GENIUS

more confidence!

more customers!

more girls! (not really)
QUICK TIPS

• Don’t describe yourself with words that make you hate life like “Telemarketer”.

• Use words that strike an emotion. Like “Fresh”, “Healthy” and “Sexy”.

GIVE YOURSELF A TITLE THAT MEANS SOMETHING

Analyst ➔ Data Scientist
Marketer ➔ SEO Guru
Manager ➔ Revenue Expert
EVERYTHING LOOKS BETTER ON PAPER

Don’t introduce yourself as an “Expert, Genius, Geek, Amazing, etc”. Only write it.
SOUND AMAZING ON FACEBOOK

"JUST SHOW ME THE LIKES"
MAKE IT NOSTALGIC
At the Lady Gaga Concert
At the Lady Gaga Concert with Zach Morris
At the Lady Gaga Concert with Zach Morris and Gaga let me put her make up on
MAKE IT A QUESTION

Rishi Shah added Flying Cart to his work (Jan 2006 - present).

Tuesday at 12:07pm · Like · Comment

Uma Bansal likes this.

Write a comment...
My Personal Entrepreneurial Story
Senior in College

• 2004: Senior in College - Needed to get a job because I didn’t want to look like a failure. Got a job at Accenture.

• But, I really just wanted my own company. Didn’t know how or what to start!
• Worked on Side Projects on the side

• Side Project #1 HapTap – Web chat keyboard for AOL Instant Messaging
Result: 10,000 pre-orders but needed $20k to get the prototype built. Wish Kickstarter existed back then.

Lesson: If you email people, they will reply back.
• Reached out to a guy named Anand Chhatpar. He had his own business and was hoping he could help me out.

• 2005: Pitched Anand the idea of “Missed Accessories Software”
Missed Accessories Software
• Idea: Software that recognizes what you purchased and recommends other things to buy in real time at POS

• Anand gives me $2k investment. Massive Turning Point.
Tried to Sell MAS in-person on State St.
Result

• Over a 3 week period. Talked to 100 store owners. No one purchased but everyone kept asking if I could build them an online store.

• Decided to sell them an online store! Turning Point.
Create an Online Store

Flying Cart is the fastest, easiest way to set up an online store for your products. Save time by letting us take care of the hosting and security. Increase your sales with our easy to use marketing tools and airtight SEO. Thousands of stores use Flying Cart, start yours today!

30-day free trials are available for all packages. Sign up now for free or check out all of our features.

Features You’ll Love

Sign up now for free or take a tour of our great features.
Flying Cart Business Model Vs Rishi’s Living Conditions History

• Free Everything!

Still side project: living in parents basement

• 3% Fee on Sales Only

Quit Full Time Job: living in parents basement

• Free and $10 per month

Living in Downtown Chicago

• $10/mo-$300/mo (with a $1k Setup fee for big stores)

Living in San Francisco
Hit 1,000 Customers
But Very Slow Growth!
2 Full Time People

• Then I read this book! TALK TO CUSTOMERS!!
1. Digioh History

Wanted a name for easy pivoting: Digioh
2. Sell Files

Created an easy way to sell files – something we heard from Flying Cart customers. Got 30 paying customers paying $10/mo after 6 months.

Sell eBooks

The Easiest Way to Sell eBooks!

#1 — Upload Your eBook
#2 — Set A Price
#3 — Start Selling!

Sell any type of eBook format: PDF, HTML, Docx, PDB, Txt, AZW, Epub, Mobipocket, Microsoft Reader, and more!
3. Send Secure Trackable Files

A customer wanted us to integrate with MailChimp an Email Marketing System.

MailChimp, also wanted extra features:

1. Ability to send trackable files inside their mass emails
2. Ability to secure files inside their mass emails
Sell and Deliver Secure File Downloads

Sell a File  Try it now

Your Email

Price:
- Free
- Set Price

TRY IT NOW

100% Safe & Secure. Trusted with over 100,000 files.

FREE TRIAL  BUY IT NOW
Send Files In MailChimp!

✅ Fast and Easy
Send your files out in seconds. No code required. No technical skills required.

✅ Secure File Tracking
Control exactly who is allowed to access your files. Plus, see reports on exactly who downloads your files.

✅ Grow Your List
Automatically detects when non-subscribers try to access your file, and adds them to your List!

See more below »

Create Your Free Account Now!

Your Email
rishi-lightbox@digioh.com

New Password

Sign Up!

🔒 We will never share your email address
Digioh Send File

- Integrated with over 50+ email marketing solutions like MailChimp
- 15,000+ customers
- Customer Acquisition Cost: $0 – we get discovered via the Partnership
1. Digioh Send File, avg. customer: $15/mo

2. We wanted to be able to charge $500+ per customer, wanted to go enterprise!

3. Talk to the biggest Magic Ecommerce Store in the World. He was getting 1000+ downloads per day.
DIGIOH NOW

• Enterprise Accounts Only – Avg. Customer pays: $500/mo

• 5% of the top 500 websites use Digioh
COLLECT EMAILS

Premium Lead Capture. Convert Clicks Into Customers.

START TRIAL  WATCH VIDEO
<table>
<thead>
<tr>
<th></th>
<th>GOLD</th>
<th>PLATINUM</th>
<th>DIAMOND</th>
</tr>
</thead>
<tbody>
<tr>
<td>Price</td>
<td>$250 PER MONTH</td>
<td>$500 PER MONTH</td>
<td>$1K PER MONTH</td>
</tr>
<tr>
<td>Features</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Unlimited Lightboxes</td>
<td>Unlimited Lightboxes</td>
<td>Unlimited Lightboxes</td>
</tr>
<tr>
<td></td>
<td>50,000 Pageviews per month</td>
<td>200,000 Pageviews per month</td>
<td>1,000,000 Pageviews per month</td>
</tr>
<tr>
<td></td>
<td>500 Leads per month</td>
<td>2,000 Leads per month</td>
<td>10,000 Leads per month</td>
</tr>
<tr>
<td></td>
<td>1 Domain</td>
<td>2 Domains</td>
<td>5 Domains</td>
</tr>
<tr>
<td></td>
<td>1 User</td>
<td>2 Users</td>
<td>5 Users</td>
</tr>
</tbody>
</table>
Sell It like you Mean It

• My 10 Rules to Closing Bigger Deals
My 7 Sales Rules

1. If you aren’t confident in your product, don’t sell it. Get Confident!
- Take out features that don’t work
- Believe in what you sell
2. Pick up the phone

- Don’t be that guy that doesn’t want to get on the phone. Closing deals over the phone is 10X more likely to happen then over email.
3. Make them successful and then up-sell them

- If they hesitate, offer them discount pricing for a limited time, prove your worth to them and then charge them the full rate.
4. Actually care – make sure your solution solves their problem

- **Dig deep** and figure out what problem they are actually trying to solve. Ask questions like “what is currently your biggest pain point”, then talk about how your product solves that pain.
5. Follow Up Aggressively.

- If you don’t close the deal on the phone, close a follow up call. “When can I follow-up with you? Tomorrow, next week, or in 2 weeks?” Then send them a calendar invite over the phone and have them accept it before the hang up.

- Bonus use tools like Yesware and FollowUpThen to help you out.
6. Create a Target Customer List and start contacting them

- SEO is great, but calling people is even better when you are getting started. Figure out a list of 10,000 people you can call now. If you can come up with a list of 10,000 people to contact, you might be solving to small of a problem.
7. Add value at every interaction – be an EXPERT

- Even if they don’t buy from you, make it obvious that you are an expert in your field. Give them advice/tips on what they can do, so without a doubt they know they are talking to a master.
QA

• Blog: www.gettingmoreawesome.com
• Email: rishivshah@gmail.com
• Twitter: @risk