

ROCKET FUEL
FOUNDERS

SCALING TO 9 FIGURES

The Playbook

An Actionable Guide to Scaling To and
Beyond 9 Figures

In today's hyper-competitive landscape, scaling past 7 figures seems harder than ever. But when you look at the brands that are making it to 9 figures and beyond, they all have these **3 things in common**:

1

They're on top of consumer trends and online platform changes

2

They're finding ways to innovate

3

They're in the right place, at the right time

This playbook capitalizes on what's working today for online businesses breaking past the 7-figure plateau and scaling to 9 figures (and beyond).

It's a collection of 4 tactical trainings we received as members of Four Rooms Mastermind (summarized and broken down into actionable steps) from all the top players in the online space, and a bonus recommendation from what we've seen work best past the \$1M+ mark.

Implementing this has helped hundreds of business owners open new revenue streams in their business, identify pitfalls in their funnels to increase their profitability, and update their strategies to tap on current changes in consumer behavior.



And for a limited time, we're offering you a complimentary 1:1 implementation session with our in-house marketing team.

Our team has helped online businesses make a combined \$600M+ in revenue with their strategies. Having compiled this playbook to help stuck entrepreneurs break past \$1M and rise to the top of the industry, they're offering their time and skillset in return for one thing: your commitment to scaling and showing others that it's possible.

>> [Click here to book your complimentary session.](#)

HOW TO TAKE DTC BRANDS FROM \$0 TO \$500K/MONTH ON AMAZON WITHOUT CANNIBALIZING SHOPIFY SALES

Eddie Maalouf and **Michael Jordan** from **BAD Marketing** share their 5-step Amazon strategy that keeps proving why selling on Amazon is essential for e-commerce businesses.

If you're not on Amazon because you believe their fees are too high, their margins too slim, or you're afraid to cannibalize your Shopify sales...

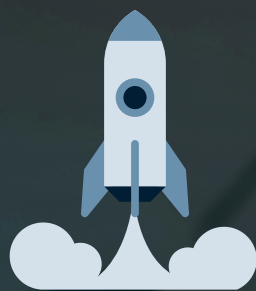
This training is exactly for you.



Eddie Maalouf is the Founder & CEO of BAD Marketing, one of the fastest-growing full-service E-commerce marketing agencies in the USA with over \$1B per year in managed revenue. With over 180 marketers on the team, he has been able to put together some of the best minds in marketing under one brand.

Michael Jordan is one of them. As Head of Amazon & Partner at BAD Marketing, his team manages over \$300MM annual revenue on Amazon and they're responsible for growing some of the best-known brands in the world. Individually, he has launched, scaled, and still manages multiple 7-figure brands on Amazon.





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THE TRAINING

**HOW TO TAKE DTC BRANDS FROM
\$0 TO \$500K/MONTH ON AMAZON
WITHOUT CANNIBALIZING SHOPIFY
SALES**

40% of the people who see your ads on another platform check Amazon reviews for your listing and most of them shop directly. If they can't find your brand on Amazon, that will hurt your credibility and trust.

The team at **BAD Marketing** shared their strategy for starting **brands on Amazon** and scaling revenue at the same time as Shopify, with an average profit margin of 43%.

STEP 1: Optimize Your Images

Amazon has a different buyer pool than Shopify. This means different consumer psychology and your images need to be optimized for it.

Here are the 5 things we do to optimize images on Amazon listings and why:

On your cover image, use search terms. Even if the actual packaging doesn't include those terms, make sure consumers can read what they're looking for as soon as they see your product.



If you're selling Omega 3 Fish Oil, the cover image should have "Omega 3 Fish Oil" in a large, easy-to-read font.

Make sure the cover image has a white background since Amazon prefers that and it's easier to catch the consumer's eye.

Use infographics with features and benefits, not just of your specific product but of your brand. Think of it as a USP... Why should people buy your version of this product when there are so many alternatives? Make sure your images make this clear.



Have videos but not highly produced. Simple, short videos with UGC, unboxing, and slideshow-type videos work best.



Amazon doesn't follow traditional design standards so it's better to push everything 1 pixel away from your image borders to optimize it for phone users (which make up 92% of all Amazon shoppers).



Avoid paragraphs or walls of text on your images and use large, easy-to-read fonts.



STEP 2: Maximize Page Real Estate

Out of the first 10 search results on Amazon, only 3 are organic. There are a lot of ads, and there will be even on your listing...

Unless you maximize the amount of page real estate you're using.

For this, you want to use every single feature they offer:



Bundles



Brand Story



A+ Content



**Brand Defense
Ads**

If you leave an empty spot, Amazon will sell someone else's product instead of yours.

At the Four Rooms Atlanta Event, Eddie and Michael pointed to one of the members selling on Amazon and how their listing showed other brand's bundles, vs. another member's brand that offers bundles, eliminating competitors from their listing.

STEP 3: Slash Through Pricing

This is a classic strategy but a really underused one on Amazon. When you slash pricing, you don't just prompt consumers to buy from a scarcity perspective, you're also bringing up the value of your product.

When someone looks at your listing and compares it to one with the same price without slash through pricing, this will increase your product's perceived value.

STEP 4: Improve Your Fees

15% fees are high... But what about 5%?

Amazon pays you to send traffic to them in what they call "referral credit" – which happens to be 10%.

So if you're sending traffic to Amazon from other platforms (IG ads, FB ads, etc.) they will drop your fee from 15% to 5%.

Implementing this step will chop your fees in $\frac{1}{3}$ and make selling on Amazon not just affordable, but highly profitable.



STEP 5: Own Your Customer Data

Even though Amazon tries to bury customer data, there are multiple ways to extract it from them.

For tax purposes, Amazon gives you the name and address of all your customers. Here's how to retrieve them:

1

Open "Reports" > "Fulfillment Reports" > "Amazon Fulfilled Shipments - Tax Remittance"

2

Scrape their emails and use software like Opensend or Retention.com to match their name to their active email and load them into your email list with 1 click. This doesn't present any compliance issues and spam rates are extremely low because they're already your customers.

3

Log the spreadsheet they give you onto ChatGPT to get their names and addresses.

BONUS STEP

If you rename your image files for top search terms, Google is gonna crawl your listing and send you free traffic. And because Amazon has amazing credibility, your products will show up really high on search results.

All you need to do is change the name file to match the search term for that specific product.

Implementing these steps, the team at BAD Marketing have taken their clients from \$0 to \$500/month in Amazon in just a few months.

[Access the full session recording here.](#)

AFFILIATE MARKETING: RELATIONSHIPS > ALGORITHMS

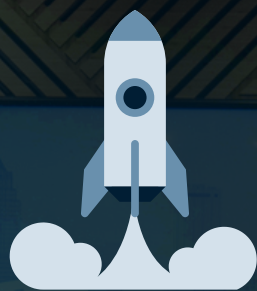
Amber Spears, founder of the Four Rooms Mastermind, pulls back the curtain on the affiliate strategies that have earned her the nicknames Builder of Affiliate Armies, Queen of Affiliate Marketing, and The Affiliate Marketing Guru.

Two-time award-winning industry leader, **Amber Spears** is the co-founder of East 5th Avenue, a world-class affiliate management education and marketing company that has successfully recruited and placed over 100 affiliate managers, trained 2,500+ companies, and helped them generate over \$530 million from their training methods.



Amber Spears

Founder of the Four Rooms Mastermind



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THE TRAINING

AFFILIATE MARKETING: RELATIONSHIPS > ALGORITHMS

This training, which she named Relationships Are Greater Than Algorithms, explains why some brands succeed with affiliate partnerships and others don't – and then what you need to do to >> create a profitable and predictable affiliate program.

Partnerships are always smart, but even more so in recessions like the one we're facing today. Because **running traffic on algorithms (say Facebook) doesn't guarantee you customers – partnerships do.**

Relying on algorithms poses a lot of risks:



They change often and without notice



They don't often change with the advertiser or content developer in mind (user-focused)



Regulation and compliance issues are always a problem so you're strapped



You can easily get kicked off and not let back on for months or ever



You can easily overspend and still not acquire customers

With partners, you don't need to prepay like you would with algorithms. You only pay per acquired customer. If 25%-30% of your business isn't coming from partnerships, your business will be very high risk.

The winning strategy is a combination of both partnerships and algorithms. But what makes a good affiliate strategy?

THE 3 PILLARS OF AFFILIATE MARKETING:

PROGRAM

Your program needs to be exciting and enticing for your affiliate partners.

PEOPLE

The people are your internal and external team (managers, affiliate partners, etc).

PROCESS

Your process is how you keep your best affiliates promoting for you, and how you help them grow and optimize their performance to amplify what's working for your business.

All 3 need to work together consistently to deliver predictable revenue, and this training is all about optimizing each to create a solid affiliate marketing strategy.



PROGRAM

Your program needs to be exciting and enticing for your affiliate partners.

How much are you paying them? What metrics are you tracking on it? What assets are you providing? How easy are you making it to promote you?

One of the biggest mistakes brands make is creating payment structures based simply on what they can afford, what other brands are doing, or their slim margins.

Affiliates are your all-commission salespeople.

If you don't have something that financially motivates them and moves the needle for them, they won't keep promoting you.

Here's how you build a solid affiliate program

1

Do your research to understand how your offer compares to your competitors.

- How much are you paying out?
- What are you paying on?
- Are you only paying the front end or are you paying any high-ticket back-end coaching?
- How does your offer convert compared to your competitors?
- What's your average order value compared to them?
- And your lifetime customer value?

2

Provide industry-leading payouts.

3

Have sales tiers for your top affiliates based on volume with payout increases.

4

Offer customization for your top partners.

5

Offer white glove, proactive, and premier partner service for your top affiliates.

6

Have regular meetings with top partners to plan out the entire year, address any concerns or needed pivots, and set them up for success.

7

Give them a wide variety of assets that are tested and proven to convert, and keep them updated.

8

Reciprocate their traffic.

BONUS TIP

Your competitors are your collaborators. They share your client avatar, and if your products are similar enough, you can partner with them to offer a fuller experience.

A lot of brands are short-sighted when it comes to collaboration, but the reality is that if someone is desperate for something, they will try different approaches. And you can benefit from that!



PEOPLE

The people are your internal and external team (managers, affiliate partners, etc). Your affiliate managers should be out finding the best affiliates, your growth manager should work with existing affiliates to get them promoting your offer consistently, your marketing manager should provide and update the winning assets that will set them up for success, and your project manager should make sure everything is working according to timelines and KPIs.

A lot of brands overlook having clear KPIs, scorecards, and regular meetings with affiliate partners but that's a huge mistake.

When your affiliates aren't doing well, clarity around those things will help steer them back into the right course before it's too late. And if they're smashing it, you can learn what they're doing to hit those metrics to amplify and transfer over to other affiliates.

Here's how to create and run a successful affiliate department

1

Your affiliate managers should be well-liked by your affiliates, but they should also make decisions based on your company's best interests.

2

Hire salespeople, not just "people" people. If your affiliate managers aren't well-versed in sales and cold outreach, they won't measure up to those who are.

3

Invest in your affiliates by teaching them behavioral psychology, sales, time management, coaching, etc.

4

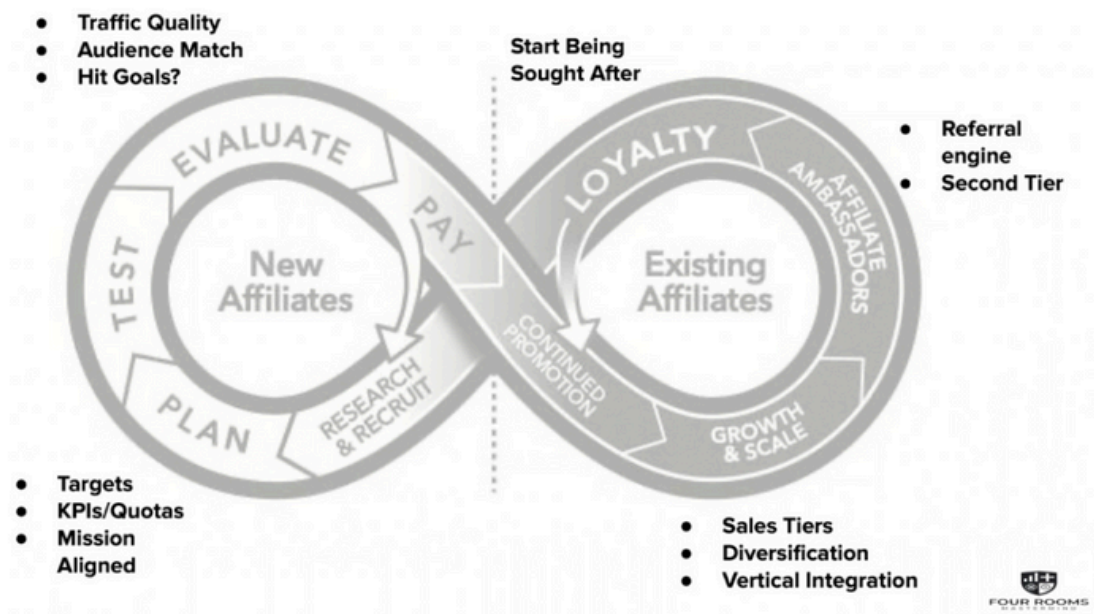
Create an attractive incentive for your affiliate managers to want to grow within your company.



PROCESS

Your process is how you keep your best affiliates promoting for you, and how you help them grow and optimize their performance to amplify what's working for your business.

This is what Amber calls the infinity loop of traffic:



THE PROCESS OF RECRUITING NEW AFFILIATES

PHASE 1

Researching and recruiting who you're gonna work with, planning, testing, and evaluating the data (traffic quality, audience match, goals hit), and deciding whether to move on to Phase 2 or go back to recruiting new affiliates based on performance.

PHASE 2

Helping your existing affiliates grow and scale, building out your referral engine through ambassador programs and affiliate tiers, and fostering brand loyalty.

These are crucial practices for High-Level Process to run smoothly

1

Diversify the type of affiliate partners you work with to avoid relying on a few whale affiliates:

- Newsletters
- SEO
- Review sites
- Coupon codes
- Networks like Clickbank
- Lead generation sites
- Listicles
- Co-registration
- Webinars
- Email marketing
- Brand to brand deals
- Subject matter experts
- Micro and macro-influencers and celebrities
- Podcasters, YouTubers, etc.

2

Diversify the types of assets you offer them and the deal structure you set up with them.

3

Have regular meetings with your affiliate partners where you map out the whole year ahead and set them up for success.

4

Create an ambassador program for your raving fans. The difference between ambassadors and affiliates is that your ambassadors don't have an audience. They can't send you traffic but they have influence over their friends and family.

5

Mastermind with your top affiliates. Create memorable experiences for them, give them gifts and foster loyalty by being grateful for their investment and commitment to the brand. Introduce them to other great partners to share what's working, what's not, good vendors, etc.

6

Vertically integrate in every part of your partner's business. A lot of people consume content one way and not others, so vertical integration is key to reaching as much of their audience as possible.

7

Work with affiliate agencies to recruit and track affiliate partners.

Building an effective, personalized affiliate system (program, people and processes) for your brand will make your revenue more predictable and your business more stable.

The sooner you create one, the bigger the market share you'll capture.

[Access the full session recording here.](#)

PAID CUSTOMER ACQUISITION: WHAT'S WORKING TODAY ON META ADS

Molly Pittman, CEO of Smart Marketer and world-renowned Paid Ad expert, has used this **strategy to 5x one of her clients' business in 8 weeks.**

Sharing what's working, what has changed, and how you can create the best-paid media campaigns based on *your* specific business goals, she reveals a few case studies, including one where they took their client from \$3M/year in revenue to \$15M/year.

Molly is Digital Marketer's former VP and one of the world's top media buying strategists. Managing \$16M in ad spend and helping clients scale through innovative paid media campaigns at Smart Marketer.

Molly Pitman

CEO of Smart Marketer and
world-renowned Paid Ad expert





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THE TRAINING

PAID CUSTOMER ACQUISITION: WHAT'S WORKING TODAY ON META ADS

One of the biggest mistakes paid media buyers make is trying to use the same strategies for different businesses. In reality, every business should have their own benchmarks based on their goals.

[Click here to book your complimentary session.](#)

(Use the [Smart Marketer Calculator](#) to learn what yours should be.)

Paid media is more than just scaling your revenue – it's also about scaling your market share and sometimes that means going against the advice you typically find online.

At Smart Marketer, ad campaign optimization starts before looking at ads...



Here's a step-by-step guide to creating a comprehensive ad strategy taking into account your own goals, business metrics, and customer journey, including what's working right now and the 2 phases that make a really strong ad campaign.



PHASE 1

CLEAN UP YOUR OFFER

In the online space, people refer to your “offer” as the thing that you’re selling. For the purpose of this training, your offer is how you’re presenting the thing you’re selling to a cold audience.

Cleaning up your offer means setting up your landing pages based on what’s working right now to get your revenue per visitor up. Only move to Phase 2 (Ads) once that’s working.

*(Side note: you can use the **CRO checklist** in this Playbook to clean up your offer.)*

As presented by Molly, here are the things that are working today when it comes to DTC landing pages from Meta ads:

1

Meta Shop in combination with your ads. Meta wants consumers to spend as much time as possible within their platform, so if you're selling a product that is easy for people to understand at first glance, this will be your best-performing campaign. This will also have lower fees than taking consumers off the platform and onto your website.

2

Old-school sales pages where consumers can only do one thing: buy. Going back to traditional sales pages where there's no navigation, or using category pages, has shown to have much higher conversion rates than the classic Amazon "product page" in 2024.

3

Using information in the front end. At Smart Marketer, the top 5% of clients in terms of revenue, profitability, and rate of growth, are using information and e-commerce together. A great front end that educates consumers and allows them to think differently about something is the secret sauce to getting a bigger piece of the pie in a saturated market.

4

Avoid distractions on your page, including video. Every online platform has pushed us to create more video, but we're now seeing that when it comes to purchasing behavior, video distracts consumers before they even buy.



PHASE 2

SETTING UP AD CAMPAIGNS

Before you set up your ad campaigns, you should be looking at 3 things:

1

Targeting

2

Ad creative + copy

3

Testing

TARGETING

The fastest, cheapest, and best way to scale a product-centric business through media buying is to use different targeting options to go after different avatars (bonus points if you already have ads that are performing well). Serving only one avatar is more risky and less scalable than going after as many avatars as possible.



3 Different Targeting Options with Meta Ads

1

Broad Targeting. This is Meta's Advantage+ where you let them find your customers. Some gurus say this gets the best results, and you might get the highest ROAS, but you'll generate 10% of the customers you would've generated if you used all the targeting options. At Smart Marketer, only 15% of ad spend goes to broad targeting.

2

Lookalike Targeting. This is the option to create audiences that look like your data, your customers, your social followers, website visitors, etc. After being deeply impacted by changes in iOS settings, lookalike audiences are making a comeback.

You should be spending roughly 15% of your ad spend on this type of targeting to begin with, and we've seen that testing ranges up to 10% works really well to scale.

3

Interest Targeting. Most media buyers overlook interest targeting but this is where you can truly scale horizontally, so we suggest dedicating 70% of your ad spend to interest targeting at your top of funnel.

Interest targeting can be the most profitable but it has to be done right. If you're selling yoga pants and your interests are "yoga", "yoga studio", and "yoga mat", you're targeting the same as every other yoga apparel company out there and competing against hundreds of thousands of brands.

The key to well-executed interest targeting is doing deep research on your avatar to understand what other interests they may have. The questions on this [Targeting Research Engine](#) by Smart Marketer will help you find those.

AD CREATIVE + COPY

When optimizing ad campaigns, this should always come last. Here are the best practices that are working really well today:

1

Get specific with who you're talking to. People don't buy products because they think they're cool – they buy products because they think they're *for them*.

2

Tell a story and make the person the hero, not the product. The product just fits into the narrative of them being the hero.

3

Use voiceover vs. face to camera. Face to camera is a lot harder to edit than voiceovers, has less wiggle room for making variations of the same ad, and looks less “real” in the eyes of consumers. Consumers are getting savvier and they see right through voice over UGC.

4

Use long-form copy and make it as close as possible to a native post. The best-performing ads don't look like ads, they look like someone's feed.

5

Use the Smart Marketer UGC formula for video creatives and/or ad copy:

- Call out the audience (10%)
- Scenes from the “before” phase showing the problem or pain point (35%)
- Product intro (10%)
- Benefits (not features) of the product in their life – what is the product enabling for them? How does it make their life better? (40%)
- CTA (5%)

6

Don't overuse video. Images still work, it's important to balance out different types of content because people have different consumer behavior.

TESTING

According to Meta, the number of ad campaigns you should use for a single product is 5. But 5 campaigns won't get you the scalability you're looking for (like 5xing your business in 8 weeks).

The key to great results is to test new creatives, new copy, new hooks, and new audiences. Because ads aren't about "what works best" – they're about using the different tools for different markets, so you can get the biggest possible market share.

BONUS STEP

1

Images still work. People consume both images and videos, so your best bet is using both. If your hero creative decays, refresh it by testing different text overlay to squeeze a bit more out of your hero audiences. Test a different hook with the same image.

2

If your ads start working well at the testing campaign, scale them right then and there vs. turning them off and putting them into a new campaign. That's a huge mistake media buyers are making.

3

Test different audiences and different top of funnel offers to expand your reach.



What works in paid media changes constantly because it evolves and consumer behavior evolves. While this session by Molly Pittman took place at the end of 2023, we've seen these strategies still apply in 2024.

However, Molly will be in the Four Rooms Big Annual Event this year too, so we'll be tuning in to hear the new and creative ways to scale an e-commerce business in 2025.

[Access the full session recording here.](#)

CONVERSION RATE OPTIMIZATION: THE ULTIMATE CALCULATOR

A lot of brands think of CRO as A/B testing. And while A/B testing is part of CRO, your Conversion Rate Optimization efforts should start way before the testing phase.

This calculator, created by Rob Poling, Chief Marketing Strategist for Brandetize, has helped hundreds of businesses improve their conversion rates at every stage of the customer journey to increase their profitability.

If you want our marketing team to walk you through how to use this calculator and how to create a CRO strategy for your business, book your complimentary 1:1 implementation session.





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BONUS

HOW TO BE IN THE RIGHT PLACE AT THE RIGHT TIME

When helping entrepreneurs scale to 9 figures and beyond, one thing always stands out in those that make it to their end goal: they've learned how to be strategic with building the right relationships.

>> [Click here to book your complimentary session.](#)

The right relationships can create partnership opportunities that can change the trajectory of your business. They can also help you avoid million-dollar mistakes, create a trusted network around your business to protect it, lead you in the right direction, and help you avoid the “lone wolf” mentality that usually sets entrepreneurs back years when it comes to scaling.

How do you build the right relationships?

By being in the right rooms (AKA: masterminds).

As members of Four Rooms Mastermind, we've seen business owners add 7 figures to their bottom line from ONE event, meet the love of their lives, get a 30x ROI on an event ticket, and literally save their business from going under with an 8-figure deal.

Masterminds can be transformative for your business, but it's important to find one that caters to your needs as an entrepreneur.

If you'd like to learn more about what a mastermind can do for your business, [book a call with our team](#) and we'll share more about our experience as members.

Book a Call with our Team