


# *Key Principles Of Being A 'Franchise Player' In Business*

**BEST BUSINESS PODCAST**  
with Todd Staples



**BestBusinessCoach**  
"Your Success Is My Success" - Daryl Urbanski




**This workbook is based on an interview with digital marketing guru, Todd, who shares his insights on how to harness the power of Google Analytics and customer surveys to optimize business conversions.**

Understanding and applying these strategies is crucial to unlocking your online business potential, boosting conversions, and surpassing your competitors.

Implementing the exercises in this workbook will provide you with hands-on experience in data analysis and customer feedback interpretation, leading to a more successful, customer-driven business.



***"Google Analytics is a beast but here's a theory, look for odd ball numbers. Things that jump out at you as being different."***





## REFLECTION/PERSONAL ANALYSIS

- How would you define Google Analytics in your own words?
- Do you currently use Google Analytics for your business or personal blog? If so, how has it impacted your work?
- Provide an example of 'odd ball numbers' you might find in Google Analytics.
- Why are these 'odd ball numbers' significant?
- Reflect on the quote "Google Analytics is a beast but here's a theory, look for odd ball numbers.". How can this change the way you view analytics?

## REFLECTION/PERSONAL ANALYSIS

- From your viewpoint, why is it important not to get overwhelmed by the vast information available on Google Analytics?
- Write a brief plan on how you can better manage the information from Google Analytics.
- Todd talks about the importance of understanding what each metric represents. Select a metric from Google Analytics and explain its importance.
- In your own words, explain what Conversion Rate Optimization is.
- Elaborate on the importance of regular usability testing on your site.







## REFLECTION/PERSONAL ANALYSIS

- If you don't have a budget for usability testing, how would you still carry it out?
- Reflect on the statement "Do usability testing on your site. It will radically change your business". How does it apply to your own situation?
- Write down three ways to simplify marketing from your perspective.
- Explain, in your opinion, how surveying customers could benefit your business.
- According to Todd, why is it important to understand why customers prefer you over competitors?

## REFLECTION/PERSONAL ANALYSIS

- Reflect on the quote "Sometimes, the answers will be so out of left field."
- That's the real magic that could change your business." What does it mean to you?
- How do you see the role of Google Analytics and customer surveys in your future business development?
- From all of the resources mentioned, which ones do you intend on trying? Why?
- Devise a goal-setting strategy based on your understanding of Todd's principles.





## REFLECTION/PERSONAL ANALYSIS

- Fill in the blank: "The most surprising takeaway from Todd's discussion was \_\_\_\_\_".
- True or false: Simplicity matters in marketing. Explain your decision.
- After listening to the full interview with Todd, what actionable steps do you plan to immediately implement in your business?
- How can you apply Todd's emphasis on 'odd ball numbers' in other areas of digital marketing?
- Name one challenge you anticipate in implementing Todd's advice and brainstorm possible solutions.



## SITUATIONAL AWARENESS

Create a 3-step action plan implementing key insights from Todd's discussion into your business operations.

Imagine you have identified an anomaly in your analytics.  
What steps would you take to investigate it?

## LISTING/ENUMERATION ACTIVITY

### Key Takeaways

List three key takeaways from Todd's approach to Google Analytics.

- 1.
- 2.
- 3.

List five questions you would ask your customers in a survey.

- 1.
- 2.
- 3.

*Use these takeaways to enhance your approach to digital marketing, copywriting, and lead generation in the future.*

Key  
Takeaways





# DARYL URBANSKI

FOUNDER | PRESIDENT OF BESTBUSINESSCOACH.CA  
HOST OF THE BEST BUSINESS PODCAST

**Daryl Urbanski** is best known for his ability to create seven-figure, automated income streams from scratch.

First, as Senior Marketing Director for Neurogym. He helped generate over \$1.6 Million USD in under 8 months with a single marketing strategy.

This became \$7.5 Million USD in 3 years. He continued this success with multiple clients.

He's now set on a mission to help create 200 NEW multi-million dollar businesses. How?

***Science & Accountability.***

After 400+ expert interviews & \$50,000 in evidence-based research. He uncovered 8 critical business habits.

These 8 critical habits will determine who survives & thrives in these unprecedented times and who succumbs.

Daryl has quickly climbed the entrepreneurial ladder, gaining respect from thousands of business owners worldwide.

An author to speaker, marketer to coach - Daryl's multi-faceted business approach sets him apart as one of the leading business experts of his generation.



**BestBusinessCoach**<sup>CO.</sup>  
"Your Success Is My Success" - Daryl Urbanski



# SUGGESTED TOPICS:

## 8 Critical Success Factors

1. Self-efficacy
  - Personality Traits
  - Leadership Skills
  - Personal Disciplines
2. Strategic Planning
3. Marketing Strategy
4. Market Intelligence
5. Sales Strategy & Skills
6. Money Management
7. Business Operating Systems
8. Business Intelligence



## FEATURED ON



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The  
enchantedLawyer™

with  
Daryl Urbanski on using  
automation to grow your business



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**Spotify** Podcasts



# Who is Daryl Urbanski?

**Daryl Urbanski**  
13 hrs · 🌐

Have I ever helped you in any way? How? Can you please share? I'm curious to know what and who's out there. The more specific you are the better.

Like Comment Share

Varena Dee, Ismail Abdallah and 5 others

**Jennifer Jonassen** You where a listening ear.when I was at a very low point and for that. I am grateful.xo  
Unlike · Reply · 1 · 7 hrs

**Tom McGuire** You helped me grow my mma school. I was on a call with you and another expert. He gave some good advice. You gave me GREAT advice! Thanks!!!!  
Like · Reply · 6 hrs

**Rukstar Lorde** You have helped me and the whole family in a huge way. I'll never forget. You used your facility, time, money and effort to fundraiser for baby Fatna.  
Like · Reply · 5 hrs

**Amie Loxton** Some days when I'm feeling down I look at your posts. You're always so positive and uplifting. Totally turns my day around.  
Like · Reply · 4 hrs

**Ben Bush** We where surfing in Solana and I was telling you about something spiritual and how I felt stuck. You told me to change my story and I was finally ready to hear that advice and it clicked. I always check my story now.  
Like · Reply · 3 hrs

**Varena Dee** I just started paying attention to your postings and the one that caught my attention was if you gave someone \$1,000 how would they make it grow... First time I became interested in your posting ... have a lovely day...  
Like · Reply · 3 hrs

"Your Success Is My Success" - Daryl Urbanski

Back (1) +1 (289) 700-1345

Text Message  
Today 8:44 AM

Really appreciated your speech and table topic today.

Hello Daryl, this is Indraneel.

Love the sincerity and raw energy.

But, mostly importantly I love the undying passion you have for the betterment everyone.

I find it inspiring and is quintessential for all humans.

Text Message

Fido LTE 9:02 PM 46%

Search

**Ye-hoshua Mumba** ▶ Daryl Urbanski  
Just now · 🌐

Hey Daryl Urbanski, I just wanted to take a moment to appreciate you and express my gratitude for your life. Thank you for your selfless pursuit in adding value to the lives of others, including my own. Thank you for being a great example of living a happy, healthy, wealthy and joyful life by truly serving others. I continue to learn from your awesome podcasts and your life and I just wanted to take this moment to acknowledge you. So glad that you've been reunited with your family and I hope ya'll have an awesome Thanksgiving! All the best and thanks again.

Like Comment

**Daryl Urbanski**

Write a comment... Post

2 1

Fido 12:54 PM 52%

(7) **Eram Saeed** Online

ok gotta go meditate now catch u later

sooooo appreciate you my friend. this is my dream come true....building a profitable list

thank you!

Type a message here

	Num Credits	Sales	Credits & Returns	Monthly Total - Collected
558	39	\$87,811.00	-\$4,210.00	\$83,601.00
673	70	\$268,462.75	-\$11,046.00	\$257,416.75
390	64	\$190,206.66	-\$12,916.95	\$177,289.71
646	67	\$230,864.49	-\$9,930.50	\$220,933.99
871	64	\$118,693.18	-\$8,863.99	\$109,829.19
806	38	\$116,709.21	-\$5,642.00	\$111,067.21
069	24	\$149,608.56	-\$6,471.00	\$143,137.56
572	83	\$224,886.21	-\$13,710.00	\$211,176.21
286	137	\$329,688.79	-\$25,535.25	\$304,153.54
475	129	\$421,429.41	-\$30,063.00	\$391,366.41
489	95	\$232,004.55	-\$18,441.50	\$213,563.05
307	67	\$212,497.70	-\$14,737.98	\$197,759.72
		\$582,862.51		\$2,421,294.34
				\$1,042,888.81
			<b>Increase of:</b>	<b>\$578,425.67 23.89%</b>





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Livres français

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Top 100 Paid Top 100 Free



- Best Selling Author
- International Speaker
- Proven Track Record
- Clients Currently Paying \$50k-\$150k + % Royalty



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www.BestBusinessCoach.ca



## Young Entrepreneur Award



**Daryl Urbanski**  
**BestBusinessCoach.ca**

At the age of 17, Daryl Urbanski did his first workshop with Bizbound.ca on 'How to Start and Grow a Successful Business'. Today, he is the author of the top selling book on Amazon, 'Ancient Secrets of Lead Generation: Your Primitive Business Guide to Better Leads with Less Effort', and owner of BestBusinessCoach.ca. He is also the author of two other books; 'Business Success Secrets, Principles, Formulas & Ethos' & 'Primitive Business Tools For Success'.

*Award sponsored by*

 **Collins Barrow**  
Chartered Accountants







Scott Bradley likes this.

**Scott Bradley**  
Daryl Urbanski is the real deal. He knows his stuff, and can provide you with a TON of value that will help you in your business! I've worked with him personally, and not only did I experience that he is someone you can trust, but more so he comes from a pure place of service and really wanting to help you get what you need/want.

Just now · Like · Reply

**Luis Rivera**  
22 mins ·

Shoutout to **Daryl Urbanski** for being an absolute ninja and congruent in everything he does in the world. Much love brother.

Like Comment Share

**Daryl Urbanski**

**Daryl Urbanski**  
Thank you for your kind words.. Much appreciated. (^\_^)

What makes you say this tho?  
14 minutes ago · Like · Reply

**Luis Rivera**  
Observation and appreciation. It's why I have you as my first appearance post on my timeline. Value in everything you share is uncanny. :)

Messages Mom Details

the same way.

I don't know what to do

Do it for them. I'm going to come back down and see the process through myself.

Today 9:12 PM

You are a great son

Text Message Send

# Case Study

## Turning \$50,000 USD into \$212,484 USD with paid ads and automation

Today's case study is the **CEO** of another USA-based company.

Her business caters to women in their 40s. Women who are into Reiki and other energy healing. Including alternative medicine techniques.

She felt trapped by her dependence on her industry peers. And their practice of promoting to each other's patrons. She didn't want others to sell to her community. Or even share her base with them just so her company can maintain growth. She wanted to be independent without sacrificing sales.

Thus, she turned to Daryl for a marketing solution. A solution to give her freedom from external influences.

### ***Objectives***

- Establish a profitable, fully automated paid advertising campaign to build her audience.
- Determine who are the company's best customers.
- Attract new customers and turn them into the highest paying clients.
- Create a membership program for a stable income growth.

## ***What Daryl Did***

- Established a “golden path” for lead generation and client acquisition process from the first to the sixth purchase.
- Analyzed 20,000+ orders to determine who their best customers are, where they come from, and how they make their purchases.
- Set up a paid advertising campaign for the first step their best customers took and automatically sent the next promotions for the second, third, fourth, fifth, and sixth products at the appropriate time.

## ***Results***

- Turned one-time buyers into multi-buyers in a predictable way
- Many people who bought a one, bought a second and third item. Immediate profit from paid ads was \$212,484 but if we include back end sales we grew her business by almost 26% or \$578,425.67.
- Produced a larger buyer base and enabled her to expand them without outside support.

## ***Why It Was Smart To Work With Daryl***

It was smart because he successfully helped her run a profitable paid ad campaign. The money she spent grew at least three times. She now has a larger list plus the ability to grow her list without any outside endorsement. She has a predictable way to turn first-time buyers into multi-buyers. She also has a clearer idea of who her target market is, who her best buyers are, and the multiple ways to reach them.

This has now become a cornerstone part of her business-enhancing every single big promotion she has done since then... with a bigger email list plus an understanding of how to use paid ads.



Evergreen Sales Report							
	EVG	MTD	YTD		ES-EVG	MTD	YTD
Week of May 30	\$127	\$127	\$127		\$13,673	\$13,673	\$13,673
Week of June 6	\$1,172	\$1,172	\$1,299		\$10,846	\$10,846	\$24,519
Week of June 13	\$2,315	\$3,487	\$3,614		\$13,977	\$24,823	\$38,496
Week of June 20	\$19,541	\$23,028	\$23,155		\$4,258	\$29,081	\$42,754
Week of June 27	\$5,375	\$28,403	\$28,530		\$1,272	\$30,353	\$44,026
Week of July 4	\$3,319	\$3,319	\$31,849		\$523	\$523	\$44,549
Week of July 11	\$829	\$4,148	\$32,678		\$2,266	\$2,789	\$46,815
Week of July 18	\$904	\$5,052	\$33,582		\$1,482	\$4,271	\$48,297
Week of July 25	\$10,330	\$15,382	\$43,912		\$0	\$4,271	\$48,297
Week of Aug 1	\$3,955	\$3,955	\$47,867		\$197	\$197	\$48,494
Week of Aug 8	\$1,542	\$5,497	\$49,409		\$0	\$197	\$48,494
Week of Aug 15	\$1,792	\$7,289	\$51,201		\$0	\$197	\$48,494
Week of Aug 22	\$1,007	\$8,296	\$52,208		\$0	\$197	\$48,494
Week of Aug 29	\$1,465	\$9,761	\$53,673		\$1,172	\$1,369	\$49,666
Week of Sept 5	\$2,362	\$2,362	\$56,035		\$2,461	\$2,461	\$52,127
Week of Sept 12	\$2,669	\$5,031	\$58,704		\$649	\$3,110	\$52,776
Week of Sept 19	\$18,263	\$23,294	\$76,967		\$197	\$3,307	\$52,973
Week of Sept 26	\$6,202	\$29,496	\$83,169		\$397	\$3,704	\$53,370
Week of Oct 3	\$4,458	\$4,458	\$87,626		\$0	\$0	\$53,370
Week of Oct 10	\$2,838	\$7,296	\$90,464		\$394	\$394	\$53,764
Week of Oct 17	\$2,019	\$9,315	\$92,483		\$99	\$493	\$53,863
Week of Oct 24	\$4,337	\$13,652	\$96,820		\$0	\$493	\$53,863
Week of Oct 31	\$2,667	\$2,667	\$99,487		\$492	\$492	\$54,355
Week of Nov 7	\$1,410	\$4,077	\$100,897		\$394	\$886	\$54,749
Week of Nov 14	\$3,087	\$7,164	\$103,984		\$99	\$985	\$54,848
Week of Nov 21	\$2,862	\$10,026	\$106,846		\$0	\$985	\$54,848
Week of Nov 28	\$6,497	\$16,523	\$113,344		\$590	\$1,575	\$55,438
Week of Dec 5	\$14,287	\$14,287	\$127,631		\$194	\$194	\$55,632
Week of Dec 12	\$7,885	\$22,172	\$135,516		\$97	\$291	\$55,729
Week of Dec 19	\$7,496	\$29,668	\$143,012		\$170	\$461	\$55,898
Week of Dec 26	\$4,551	\$34,219	\$147,562		\$194	\$655	\$56,092
Week of Jan 2	\$6,036	\$6,036	\$153,598		\$0	\$0	\$56,092
Week of Jan 9	\$2,567	\$8,603	\$156,165		\$226	\$226	\$56,318
TOTAL	\$156,165				\$56,318		
		Total:	\$212,484				



**Otto Ruebsamen** Daryl is good. I worked with him in 1 company where he took the almost dead company and automated a sales machine that's produced 40-70k a week for the past 5 years now. Saved that company while generating predictable cash flow the business was able to grow on and make payroll from every two weeks.

Love · Reply · 15w



Daryl Urbanski replied · 2 Replies



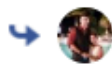
**Darren Veerapa** Niiiiiice!!!  1

Love · Reply · See Translation · 15w



**Ed O'Keefe** This is a great post **Daryl Urbanski!!!** Amazing work

Love · Reply · 15w



Daryl Urbanski replied · 1 Reply

Amazon.ca Best Sellers: The most popular items in Marketing & Sales

Shop by Department: Search Kindle Store

Kindle Store Buy A Kindle Free Kindle Reading Apps Kindle Books French eBooks Kindle Singles Accessories Manage Your Kindle Kindle Support

### Amazon Bestsellers

Our most popular products based on sales. Updated hourly.

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Kindle Store  
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Marketing  
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#### Best Sellers in Marketing & Sales

Top 100 Paid Top 100 Free

- 

**1. Ancient Secrets Of Lead Generation: Y...**  
by Daryl Urbanski  
Kindle Edition  
Free
- 

**2. Make Money with YouTube - How I Made...**  
by Steve Scott  
Kindle Edition  
Free
- 

**3. How to Build Brand Awareness With Specialty Advertising and Promotional Items**  
by Meir Liraz  
Kindle Edition  
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- 

**4. 5 Steps to Winning with kdp Select**  
by Jeff Bennington
- 

**5. How to Generate Leads**  
by Caroline Blake
- 

**6. 7 DEADLY SINS of ADVERTISING and HOW TO AVOID THEM**  
Small Business Marketing

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CDN\$ 4.99

\$97.00	
\$2,498.50	
\$3,331.34	
\$5,400.00	
\$985.00	
\$197.00	
\$147.00	
\$5,400.00	
\$197.00	
\$7,500.00	
\$7,500.00	
\$197.00	
<b>\$113,157.68</b>	



**Daryl Urbanski**

August 15, 2015 · 🌐 ▼



### Check This Out:

Had an exciting phone call with a new client today. In 20 minutes I showed her \$113,157.68 in cold hard cash she didn't even know existed in her business or how she could get it.

Now, with 2 weeks of work (she will delegate) 10%-80% of it will be in her pocket and add 5%-15% NET PROFIT to her bottom line for every year her business exists from now on.

(pats self on back)

Needless to say, she was pretty happy about it.

I really need to start charging more.

📷 Tag Photo

📍 Add Location

✎ Edit

👍 55

20 Comments

👍 Like

💬 Comment

➦ Share

View 9 more comments



**John Mignano** cheers Daryl Urbanski 👍

Like · Reply · 2y

👍 1



**Sam Buckley** Well done Daryl! 🎉



Write a comment...

😊 📷 GIF 🗨

# CASE STUDY

## Almost Bankrupt to \$1.6 MILLION USD in 9 Months with a Single Marketing Strategy.

Our case study for today is the **CEO** of a company that offers online personal development courses.

Catering to women who follow Deepak Chopra, the movie “The Secret,” and John Assaraf, he provides coaching on mindset, hypnosis, neuro-linguistic programming, and positive affirmations.

The company encountered a stumbling block: multiple attempts to launch a flagship product—a \$20/month mindset membership—had failed. They found themselves on the verge of bankruptcy.

The CEO and his team had to do everything in their power to save the business. Either they go big or they go home penniless and insecure.

### ***Objectives***

- Generate funds to keep the business moving forward.
- Launch products that sell.
- Market the brand.

## ***What we did***

- Established a standard lead generation and client acquisition process using a six-hour webinar.
- Harnessed the company's 50+ strategic partner promoters which earned the company approximately \$550,000 from about 600 orders.
- Sold \$997 one-time or \$397 three-time payment plan, with around 50 percent of sales going to the partners.
- Gave a Contact Us number and assigned two phone sales reps to take inbound calls.
- Placed outbound calls to anyone who hit the order form during the broadcast or clicked to see the order form from a post-event email but didn't purchase.
- Created split tests for each step of the process when the partners were promoting.
- Made A and B versions of registration pages, reminder emails, order forms—everything.
- Took the winning versions and then set them up to play as if live but on an automated basis.
- Set up the process to run from Sunday to Saturday each week, automatically.
- Ran the six-hour event on Saturdays.
- Sent multiple pieces of pre-event videos and homework materials via email to build excitement.
- Uploaded buyer emails to Facebook Ads and made a lookalike list.
- Created three ads with a \$500 budget and ran them on Facebook to the lookalike audience of our 550+ buyers to register for the event “happening this week”.



- Doubled the ad spending using the profit from the week before.

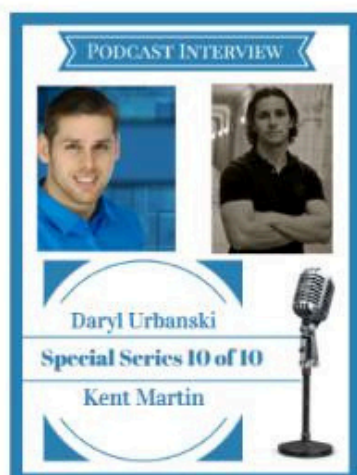
## ***Results***

- Earned \$1.6 million in front-end sales (excluding back-end products and services sold).
- Made \$7 million in sales in just under three years.
- Installed a massive income stream, including paid ads and customer service, requiring only three or four people to run it.
- Launched several other products under the new company brand.

## ***Why it was smart to work with us***

It might be hard to believe how they got back on their feet and earned millions. But Daryl's marketing strategy worked; this company is one of the many who swear by it.

🔊 Listen to Daryl's interview with Kent Martin about how they grew the business: <https://members.bestbusinesscoach.ca/inside-a-7-million-dollar-automated-funnel-building-up-to-over-300000-facebook-followers-from-scratch-with-kent-martin-2/>.



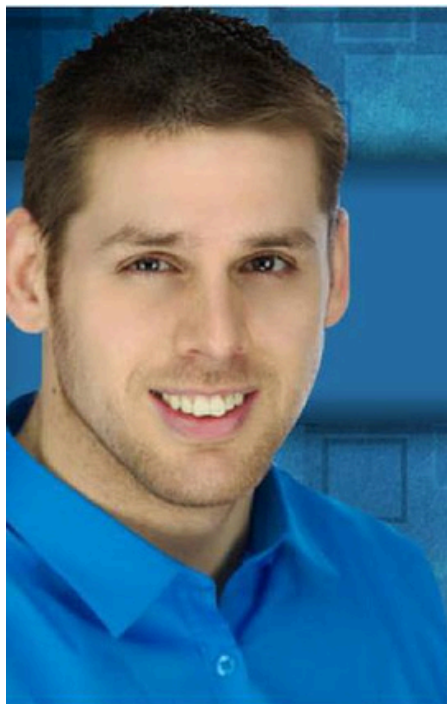
### **Special Series 10 of 10: Inside A \$7 Million Dollar Automated Funnel & Building Up To Over 300,000 Facebook Followers From Scratch - With Kent Martin**

Today we are joined by a good friend and very special guest - Kent Martin. I first met Kent while working as Senior Marketing Director for J...



#### Goals:

- 1) \$6.5MM in revenue from automated online sales and conversion strategies (Stretch Goal of \$10MM)
- 2) Build a Lead Generation Machine For Sales Team  
- steady flow of quality leads with sufficient volume
- 3) Improved web presence / front end website(s)



## Daryl Urbanski

#1 Bestselling Business Author, Business Coach,  
Entrepreneur, & Student Of Life...

### YOUR SUCCESS IS MY SUCCESS!

My mission is to create 200 new multi-millionaire  
business owners. How? You'll do better when you  
know better.



Join Our Mission



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**Daryl Urbanski**



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**@skillsforsuccess**



**@darylurbanski**