

# ULTIMATE ACTION GUIDE

Repeatable excellence via reliability and competency



**Dennis Yu**  
Host of the CoachYu Show



GUIDE VERSION

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# About Dennis Yu

Dennis Yu is the Host of the show CoachYu, a digital marketing company which partners with schools to train young adults. Dennis' mission is to provide education at no cost to students.

Dennis's program centers around mentorship, helping students grow their expertise in digital marketing to drive leads and sales by managing ad campaigns for enterprise clients like The Golden State Warriors, Nike, and Rosetta Stone.

He's an internationally recognized lecturer in Facebook Marketing and has spoken over 730 times in 17 countries, spanning 5 continents, including keynotes at L2E, PubCon, Conversion Conference, Social Media Marketing World, Gultaggen, and Marketo Summit.



Dennis has been featured in The Wall Street Journal, New York Times, LA Times, National Public Radio, TechCrunch, Fox News, CNN, CBS Evening News and co-authored “Facebook Nation” – a textbook taught in over 700 colleges and universities.

He’s a regular contributor to Adweek’s SocialTimes column and is published in Social Media Examiner, Social Media Club, Tweak Your Biz, B2C, SocialFresh, and Heyo.

Dennis has held leadership positions at Yahoo! and American Airlines and studied Finance and Economics at Southern Methodist University and London School of Economics. He ran collegiate cross-country at SMU and has competed in over 20 marathons including a 70-mile ultramarathon.

He was ranked as the number one speaker of the conference at the PPC Caesar’s Award 2018.

Besides being a Facebook data and ad geek, you can find him eating chicken wings or playing Ultimate Frisbee in a city near you.

# Why People Fail (Must be present to win)

Perhaps a pessimistic title— I've had my fair share of [failure](#), so I thought I'd share my understanding of [what causes that to happen](#) in companies and projects that I've worked on.

The main reason? Not starting. Yes, it really is that simple. People have all kinds of reasons why they don't start— they need to prepare more, they'll do it tomorrow, they're not ready to begin right now.

Or maybe there is pseudo-action— they will write a business plan, they want to go consult with friends, there is some learning they need to do first. Or maybe they are Monday morning quarterbacks— more content to provide commentary on (or criticize) what other people are doing. I've been fortunate to work with many entrepreneurs who have been successful— they're not necessarily more intelligent than everyone else, they just execute.

There is no such thing as a part-time CEO— you gotta be all-in. So what are you waiting for? What is the one thing you've been putting off? Why are you here reading this? The difference between a dream and a goal is [specific action and dates](#). Stop talking and start doing.



# Introduction



## How to scale up your agency: a fresh approach

A colleague and I were discussing “leadership” and what that truly meant. We came up with this analogy, which I hope you’ll enjoy.

Moving rocks for a living? Imagine you move rocks for a living. The more rocks you move, the more you’re paid. You don’t move rocks, you don’t get paid. Thus, you understand the direct linkage between putting in time and compensation. This is the hourly wage model– some rock movers get paid more than others, whether flipping burgers, working in a big corporation, or drilling teeth. The more teeth you can drill, the more you’re paid. Are you a corporate wage slave or someone who is paid piecemeal? This was me for twenty years of my life– a prostitute selling my time for money. Whether I billed \$5 per hour or \$250– it was the same thing. One day in the proverbial quarry, you decide that moving more rocks to get paid more was not the right answer. At best, you might move 20% more rocks than the other guy on a particular day, but it wasn’t sustainable. So you leave the quarry for 7 days, much to the surprise of your fellow laborers. In that time you move no rocks and make no income.

### The Shift

But when you come back, you are driving a bulldozer. Now, in one day you are able to move 100 times what a single laborer can do. But to get that bulldozer, you had to temporarily earn nothing– plus spend money to buy the vehicle and spend time learning how to drive the thing. Your fellow laborers, noses down, continue to keep moving rocks— they don’t look up to see you in the bulldozer.



They have heard about bulldozers in the magazines, but never thought it was something possible for them.

You hang out with the other guys driving bulldozers. You have newfound wealth, which is fleeting, since the crowd you run with also enjoys the same standard of living. You're right back in the middle of your peers. It feels great to be 100 times more productive than you were before, but you're not quite fulfilled.

### Another Shift

So you leave the quarry again and disappear for 7 days. In that time you move no rocks and make no income. And when you return, you are back with 100 bulldozers and 100 other eager new bulldozer operators. You've opened a bulldozer training school! Flocks of manual laborers who used to move rocks now come to be trained by you. And you make a commission on the rocks they move, since these laborers didn't have enough money to buy their own bulldozers. These laborers are now moving 100 times what they did before, but given the costs of training, equipment, and your profit, they only make 10 times what they did before. Still, they are happy.

And you are temporarily happy. With 100 bulldozer operators moving 100 times as many rocks as a single man can do, you're at 10,000 times your earlier productivity. Your lifestyle has changed, too.

You have a Granite Card by American Express and have a new mansion in Boulder. People admire you—you're a ROCK star. They think that the secret to your success is getting stoned.

But it's not enough—something inside you is not quite satisfied. You can only train so many new bulldozer operators per day. You're still moving rocks in a sense, just mass quantities. Growth in your bulldozer school is directly related to the amount of time you've put in. So one day you close the bulldozer school. The press thinks you've gone mad—that you've lost your marble.

### Scale up again

You disappear for 7 days. And when you return, you're holding a brochure in your hand—“How to Open Your Own Bulldozer Training School”. You've created a franchise model, where you are training up other school owners. You have first hand experience in training new bulldozer operators, so new school owners can rely on your experience. You now have sold 100 franchises, each one with a happy owner training 100 bulldozer operators, who in turn do the work of 100 laborers.

That's 1 million times leverage.

## The Lesson

You would not have been able to pull this off unless you had personal experience moving rocks, driving bulldozers, training bulldozer operators, and running a franchised business. You were able to take your knowledge and multiply it. If you didn't intimately understand each aspect of the business, scaling up would have just multiplied losses.

**Now examine your life and what you do. Are you moving rocks or are you multiplying?** Writing software is a multiplication process. You can write one copy and sell it an infinite number of times.

You could hand-build a single PPC campaign for a client or perhaps write a campaign management tool that can do it over and over in an automated fashion. But just like the rock moving analogy, if you aren't a practitioner with hands-on experience in managing campaigns, your automation won't be effective. There are lots of guys selling software that builds websites, manages PPC campaigns, creates SEO reports, sends out emails, and any variety of tasks.

**If you want to create massive value, consider the rocks that you are moving.** Can you write software or processes that can make life easier for others– or perhaps do some task faster, more effectively, or at lower cost? Everyone has something they know exceedingly well. What is that skill for you? You don't have to be able to write code. Software is nothing more than rules for machines, just like processes are rules for humans.

McDonalds is a software company that just happens to make burgers. People go to McDonalds not because it has the most delicious burgers, but for the consistency of the food and the experience. You can take pimply-faced teens all over the world, minds distracted with their latest relationship dramas, speaking different languages, skilled or not– and still turn out that same value meal each time. That's the process for you.

## Now it's your turn

CoachYu is about empowering individuals to become entrepreneurs– we provide the tools and process to allow folks who know little about internet marketing, but are eager and willing to learn, to perform like experts. Our analysts are trained to help small business owners grow their practices. We're about the little guy helping the little guy.

# Ingredients

(one pager checklists)

There are two main targets when considering what makes a perfect product: the first is to reduce or eliminate ingredients of concern (e.g. sugar, salt, fat or calories); the second approach is to add ingredients (e.g. protein, fibre or other nutritional components) to create nutritionally- enhanced foods or functional foods that may provide health benefits beyond basic nutrition. Building a Digital Marketing Strategy for a successful agency is the key to a successful online business and website. Simply doing a few of the “right” things won’t cut it in today’s competitive online marketing world.

To make the best banana cake in the world, means you have to perfect the right recipe to the mix. A few steps or a lack of one tiny ingredient can ruin its potential. So we painstakingly put this digital marketing strategy recipe for you to follow and enjoy its delectable result.

## Client churn or discontent?

# Plumbing Checklist

- ☐ (S1) Create your Google Tag Manager (GTM) account.<sup>7</sup>
- ☐ (S1) Publish your GTM container and tags to the website.<sup>31</sup>
- ☐ (S1) Create your Facebook Ads account using "Business Manager"  
[www.business.facebook.com](http://www.business.facebook.com).
- ☐ Create your Google Ads account and link to the GTM (Google Tag Manager).
- ☐ (S1) Create your Google Analytics account.<sup>6</sup>
- ☐ (S2) Set up Facebook Pixels and Standard Events with GTM.<sup>8</sup>
- ☐ (S2) Set up Google Remarketing Pixel using GTM.
- ☐ (S1) Verify everything is set up correctly.
- ☐ (S2) Set up Google Analytics with GTM.<sup>10</sup>
- ☐ Set up primary vs secondary revenue tracking with TicketMaster or other ticketing platform.



## Low fees or lack of focus?

# Goals Checklist

- ☐ Define your mission (start with WHY) and identify the desired outcome and customer segments.<sup>[108](#)</sup>
- ☐ Identify your primary goal(s) in the next 90 days.<sup>[109](#)</sup>
- ☐ Determine your target Cost per Acquisition (CPA) or Return On Ad Spend (ROAS).<sup>[110](#)</sup>
- ☐ Determine your ads budget relative to campaign goals (optimizing for clicks, page likes, form submissions, etc.).<sup>[111](#)</sup>
- ☐ Determine the value of your fans using one of the 3 outlined methods.  
Needs Training.
- ☐ Choose 1 key metric for each funnel stage: Awareness, Consideration, and Conversion (#ACC).<sup>[112](#)</sup>

## Random content strategy and scope creep?

# Content Marketing Checklist

- ☐ Assemble a list of third-party endorsements, especially positive mentions from high-authority sites.<sup>219</sup>
- ☐ (S1) Create video content starting with a 3-minute “WHY” video (<https://blitzmetrics.com/why/>).<sup>217</sup>
- ☐ Create a content calendar for your social media platform.<sup>235</sup>
- ☐ Create promotional content to drive conversions.<sup>220</sup>
- ☐ (S1) Create at least 1 blog post a month.<sup>206</sup>
- ☐ Create personas for the top 3 customer segments you serve; these personas will drive targeting.<sup>233</sup>
- ☐ Highlight at least 1 key objection for each persona (for either your product or industry).<sup>236</sup>
- ☐ Gather suitable content for each stage of the #ACC funnel, addressing every key objection or each persona.<sup>234</sup>

## Low conversion rate?

# Targeting Checklist

- ☐ Import your customer's and lead's emails into Facebook and Google as custom audiences. No training added.<sup>324</sup>
- ☐ List potential targets on Facebook and Twitter - direct interests related to your brand, names of closest competitors, common interests your customers share, industry influencers your customers and competitors follow, and people working at the media firms.<sup>325</sup>
- ☐ Create saved target audiences on Facebook for cold traffic - consider targeting by employer, job title, and interest.<sup>318</sup>
- ☐ Create 1% lookalike audience for each major landing page, thank you page, and email list.<sup>326</sup>
- ☐ Amplify a video and create video remarketing audiences.<sup>327</sup>
- ☐ Create your first Website Custom Audience on Facebook.<sup>309</sup>
- ☐ Create 1-, 30-, and 180-day audiences (Website Custom Audiences) site-wide, for each major landing page and thank you page.<sup>328</sup>

## Low conversion volume?

# Amplification Checklist

- ☐ Boost the top 3 to 5 pieces of content on Facebook to at least Saved Audience per persona.<sup>411</sup>
- ☐ Separate campaigns by awareness, consideration, and conversion.<sup>434</sup>
- ☐ Create media inception ads using the Dollar A Day strategy.
- ☐ For each unpublished post, use tracking (Urchin Tracking Module) parameters in the URL.<sup>415</sup>
- ☐ Create unpublished posts with Website Clicks objective using Power Editor, bid for Website Clicks (Cost Per Click), and use at least 1 Saved Audience per persona. Needs training.<sup>416</sup>
- ☐ Set up remarketing ads for 1-day landing page abandoners on AdWords and Facebook.<sup>413</sup>



# Optimization Checklist

- ☐ Apply Metrics Decomposition and further elaborate on the explanations you have provided above. Needs training.<sup>507</sup>
- ☐ Slice the data in different ways and explain what it means. Needs training.<sup>515</sup>
- ☐ Compare all the metrics you have listed in this period against the last period.<sup>508</sup>
- ☐ Using Audience Insights, create new saved audiences based on interests that are converting.<sup>509</sup>
- ☐ Review budget allocation by channel and ad set based on performance (watch out for statistical noise). Needs training.<sup>516</sup>
- ☐ Increase the relevance of your targets by adding positive and negative audiences.<sup>510</sup>
- ☐ Based on the analysis above, list 3 to 5 top recommendations that you can immediately execute in the next 7 days.<sup>511</sup>
- ☐ Apply Balancing Metrics and make sure you have meaningful metric pairs.<sup>517</sup>
- ☐ Apply Top N to the data set and explain the results in terms of Goals, Content, and Targeting for each level.<sup>512</sup>
- ☐ Refine lookalike audiences.<sup>513</sup>

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