

CREATIVE SOLUTIONS KIT

Q1 2024



**CHEW
ON THIS.**



CHEW ON THIS IS THE PLACE WHERE DTC FOUNDERS COME TO LEARN OUR BATTLE-SCARS FROM BUILDING MULTIPLE 8 FIGURE BRANDS, AS WELL AS CONNECTING AND LEARNING FROM OTHER PEERS IN THE INDUSTRY.



Founders' trust for ads, massive claims, and cold outreaches is at an all-time low. We know, because we're founder ourselves.

Instead - what buyers are looking for is:

-  **Social proof**
-  **Results-based case studies**
-  **Authentic thought leadership from people they trust**

OUR REACH

Our reach expands beyond our social presence below with access to over 1000s of brands and their founders and operators as well.

31K+

Newsletter Subscribers

57K+

LinkedIn Followers

48K+

Twitter Followers

2M+

Monthly Social Media Impressions

12K+

Average Podcast Views

67%

Unique Open Rate

OUR AUDIENCE CONSISTS OF THE BEST FOUNDERS, OPERATORS, AND MARKETERS IN THE DTC/CPG SPACE.

quip

GLAMNETIC

Shinecity

jambys


VOLCOM

MUD \ WTR[®]



ANINE BING

Rowan

 **Lumecube.**

**A SOURCE OF INSPIRATION FOR NEW IDEAS +
STRATEGIES FOR STRATEGIC PARTNERS TO CO-CRATE
BETTER GROWTH PLANS FOR THEIR CLIENTS.**

 **accenture**

RAINDROP

 **WOOLMAN**

 **VAYNERCOMMERCE**

+CQL

 **swanky**

SUPERCO


MAGNETMONSTER

 **Lucid**

MEET OUR TEAM



RONAK SHAH

CEO & CO FOUNDER OF OBVI

X 15K+ Followers

in 26K+ Followers



ASHVIN MELWANI

CMO & CO FOUNDER OF OBVI

X 31K+ Followers

in 8K+ Followers



ANKIT PATEL

CBO & CO FOUNDER OF OBVI

X 3K+ Followers

in 3K+ Followers



CODY PLOFKER

CMO OF JONES ROAD BEAUTY

X 43.9K+ Followers

✉ 1.8K+ Subscribers

ENGAGE WITH ONE OF THE LARGEST DTC FOUNDER AUDIENCES IN THE WORLD

PARTNERSHIP OPPORTUNITIES

EXCITE, ENGAGE AND EMPOWER DTC FOUNDERS USING OUR SUITE OF ONLINE AND OFFLINE PRODUCTS AND SERVICES

 **NEWSLETTER**

 **PODCAST**

 **BRANDED
CONTENT**

 **EVENTS**

 **LEAD
GENERATION**

 **EXECUTIVE
BRANDING**

 **AFFILIATE
MARKETING**

 **THOUGHT
LEADERSHIP**

 **CONFERENCE
SPEAKING**

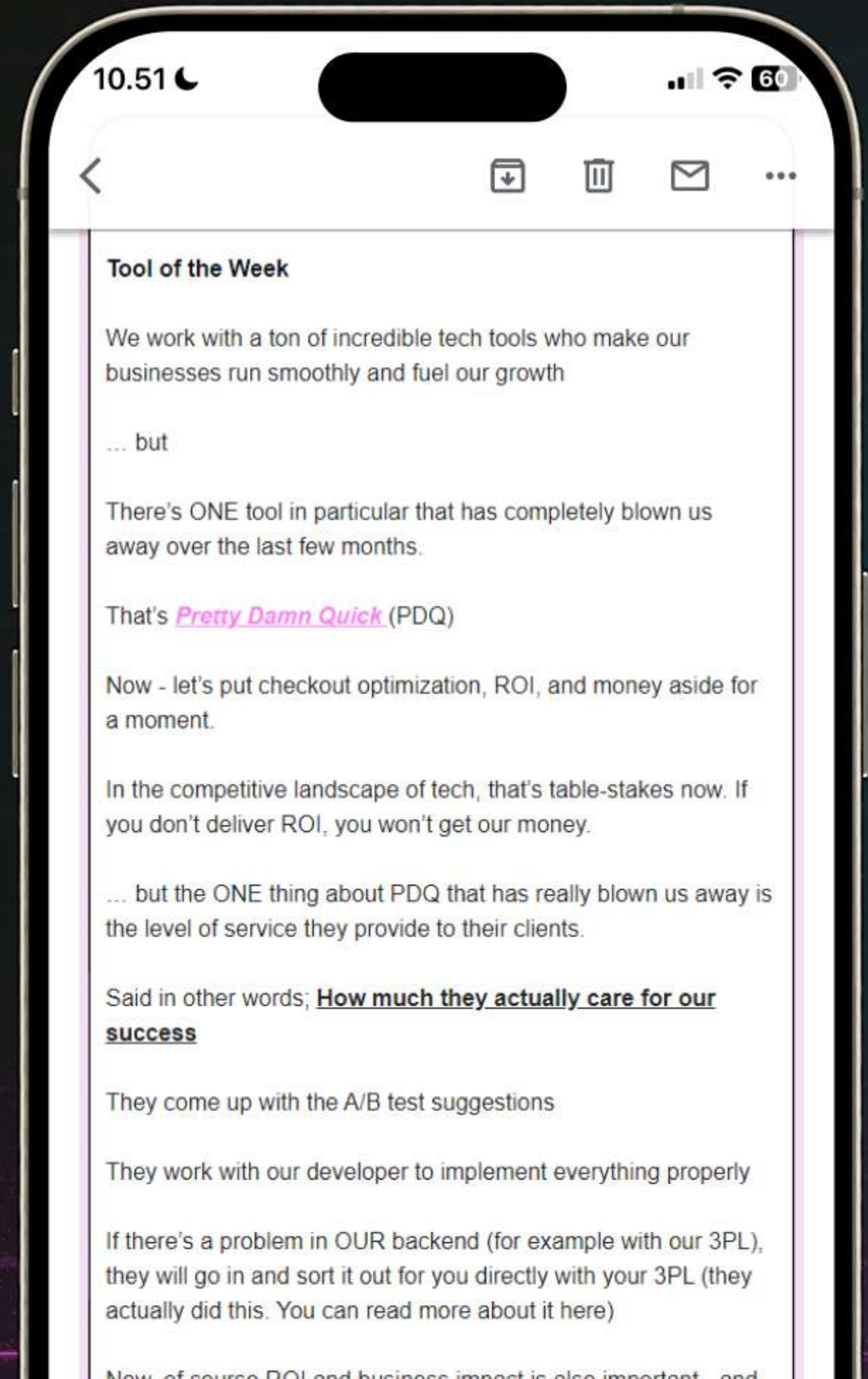


NEWSLETTER

Want direct access to a dedicated community of DTC founders? Our "Tool of the Week" newsletter placement offers your SaaS tool or agency an exclusive spotlight in our weekly newsletter. With only one feature per week, your brand stands front and center, ensuring undivided attention from our eager subscribers.

WHY CHOOSE "TOOL OF THE WEEK"?

- **Targeted Reach:** Connect directly with DTC founders.
- **Exclusive Spotlight:** Be the sole highlight of the week with a dedicated section.
- **High Engagement:** Our subscribers trust our picks, giving your feature prime attention.
- **Brand Boost:** Align with a media company renowned in the DTC space and drive targeted traffic.
- **Flexibility:** Pick your week and offer exclusive deals for added appeal



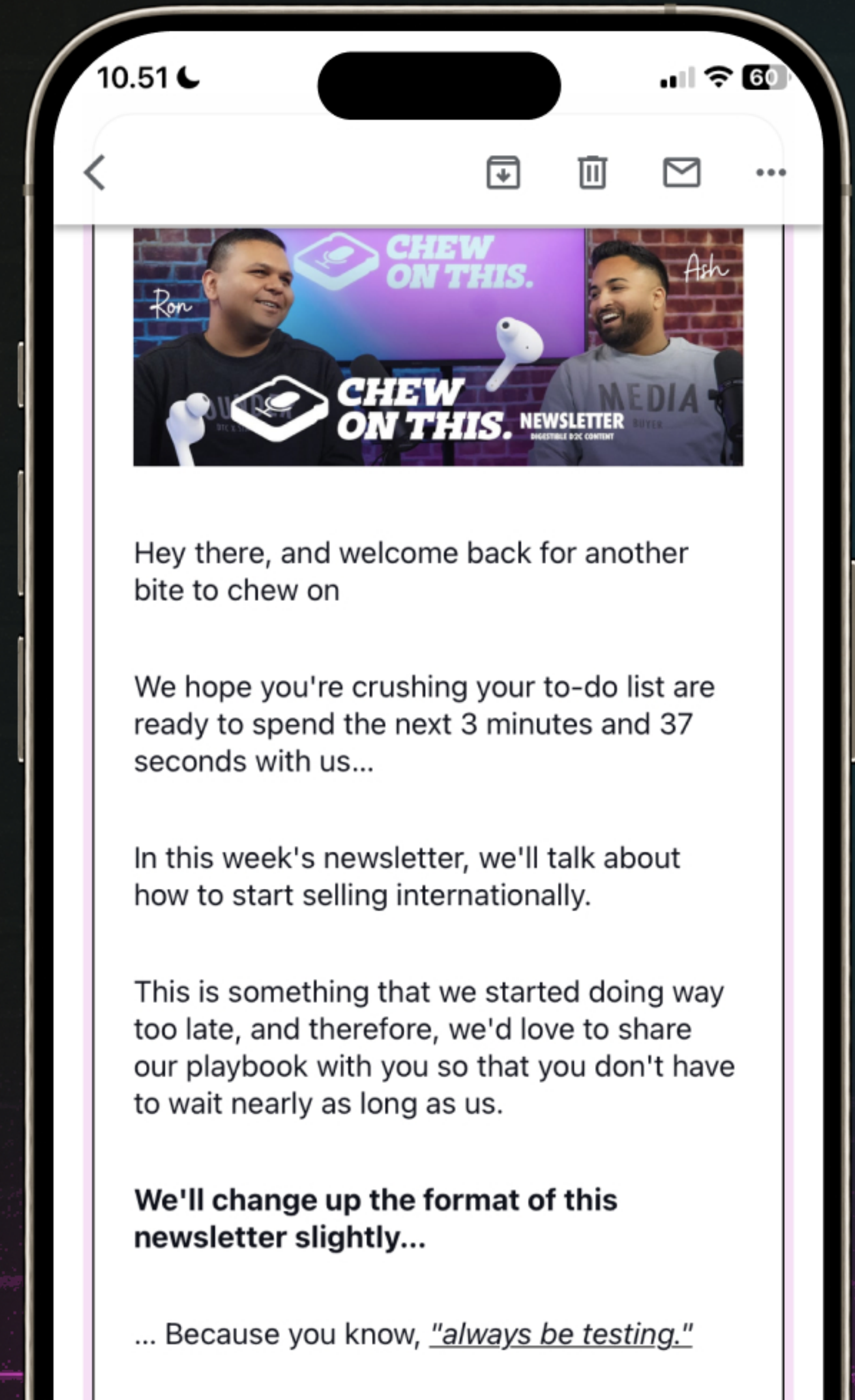


NEWSLETTER

Want to position your brand at the forefront of industry conversations? Our "Narrative Deep Dive" offering allows you to collaborate with our editorial team, crafting a compelling narrative that resonates with DTC founders. Dive deep into topics that matter for your brand - as well as for DTC founders.

WHY CHOOSE "NARRATIVE DEEP DIVE"?

- **Craft Your Story:** Collaborate and position your brand as a thought leader.
- **Educate & Influence:** Inform and shape the perceptions of DTC founders.
- **Engaging Content:** Deliver rich, captivating content with visuals, data, and expert insights.
- **Exclusive Focus:** Your narrative, undistracted, taking center stage in our newsletter.



PODCAST

1. PRE-ROLL AND MID-ROLL PLACEMENTS:

Gain immediate attention with our pre-roll placements or engage listeners mid-conversation with our mid-roll spots. Perfect for quick announcements or short promotions, these placements ensure your message is heard by our dedicated audience.

2. SEASON SPONSORSHIP:

Align your brand with an entire season of our podcast. As the exclusive sponsor, enjoy consistent visibility, repeated mentions, and a strong association with our content throughout the season.

3. CUSTOM PODCASTS:

Collaborate with our team to craft a podcast episode tailored to your brand's narrative. From topic selection to production, we'll ensure your message resonates deeply with our listeners.



HYPER PERSONALIZED PODCAST EPISODES

A Specialized Podcast x Class in the area that your product/service works within

ADVANTAGES

- 1) You build authority within your space
- 2) You get distribution and exposure among founders - and thereby lead flow
- 3) The ability to plug your tool and/or have your tool get plugged by Ron/Ash
- 4) The more value you get across on the podcast, the more likely founders are to connect with you - and then buy from you
- 5) You can turn the recording into ad creatives (social clips) and run ads to it
- 6) The ability to position your service/tool as the "go-to" or "no-brainer solution" for your space

We then promote these episodes across all of our channels as well!

BRANDED CONTENT

Let's face it: Most B2B content out there is a snooze-fest. But what if your audience could discover how their favorite creators are leveraging your tool or service? With our Branded Content, that's precisely what they get.

- **Case Studies:** Go beyond metrics. Dive into stories of renowned creators using your product, making it relatable and intriguing.
- **Whitepapers:** No more generic insights. Detail how top-tier brands are innovating with your offerings, turning a whitepaper into a must-read.
- **Reports:** Data comes alive when it's about brands people love. Our reports spotlight real-world applications, ensuring they're both insightful and engaging.
- **Community Engagement:** Support and amplify your marketing efforts via our engaged community of DTC founders online.
- **Short Form Content:** Reach new customers. Work with our creative content team on educating brands on how you can simplify their ecomm stack while maximizing revenues.

With Branded Content, you're not just sharing information; you're telling stories that brand founders genuinely care about.

Stay Ai Product Why Stay Ai Pricing Learn Get Started

OBVI - MOVED OFF RECHARGE

Obvi's Free Gift A/B Test Reveals 85% Higher Conversion Rate!

How Obvi increased conversion rate by 85% on second subscription orders.

Obvi was founded with one objective in mind: to provide the most obvious choice in products and ingredient transparency. Obvi makes a variety of health and nutritional supplements, including Obvi Protein, Obvi Collagen, and Obvi Fat Burner. Many look at Obvi's Collagenic Fat Burner capsules for weight management due to the proven ingredients in the formula.

Obvi takes pride in understanding their customers and the experiences they want to provide with their

How Triple Whale Helped Obvi Scale +117% After iOS 14

Customer: Obvi Industry: Health & Wellness Features: Triple Whale, Summary Page

67% Increase in revenue
2,800 Hours of manual marketing saved
44% Increase in Facebook CPA

Finaloop

How an 8-fig Collagen Brand Used Finaloop to 'Cut the Fat' and Save Over \$65,000

“In the age of AI and Automation, we should be able to leverage tech to give us fully automated books, at all times - without any human-made errors. ... and that's exactly what Finaloop has done.”

Ronak Shah, CEO & Co-Founder, Obvi

CASE STUDIES

WHY TO DO IT

- A** Generate social proof that you can use across your sales and marketing efforts, both paid and organic
- B** One of the best ways to increase response rates on your emails / DMs + the form fill-out rate on the website

HOW WE DO IT

- A** We take care of everything from start to finish.
 - I** All you need to do is connect us with your customer, and we'll handle the:
 - 1) Research
 - 2) Writing
 - 3) Editing
 - 4) Grammar
 - 5) Design
 - 6) Creation of distribution assets (such as social media posts or videos to post on social media)
 - 7) Distribution for you

FREE RESOURCE

A Free Resource can be seen as a document where you educate and offer value to your audience about your vertical + help them solve the problems they are experiencing within that vertical.

We'll collaborate with your team on all of the research/writing, and help promote the resource across our channels as well.

GPT To Save 20 Hours Every Week -
How You Can Do The Same

How to use this prompt structure to do "Real Work"
to customer research and use that info to write long-form

Write UGC scripts and creative briefs with AI
our ChatGPT game to the next level


This earth who hasn't heard about the power of ChatGPT. Yet,
people who've actually taken the time to REALLY understand
nary technology to save countless hours every week, maximize
take more money.


and that's lucky for you - because in this playbook I'll show you
ave me 20 hours every day - in my day-to-day work as the CMO

Chew On This > Posts > The Ultimate Ad Mix Bible

The Ultimate Ad Mix Bible

Everything you need to know about making ads that convert! We cover: REAL UGC, Whitelisting, Statics, and Creator Generated Content. Step-by-step guide, no fluff, and no stuff

 **Ash Melwani**
May 26, 2023



The Ultimate Ad Mix Bible
How to make REAL UGC, Statics, Advertorials, Whitelisting, and more
Join +3500 DTC founders, marketers, and operators and get access

1) REAL customer testimonials (Also called: REAL UGC)

This is by far one of the most effective ad types you can run.

Why?



CHEW ON THIS. | 

HOW WE SCALED TO \$60 MILLION IN REVENUE WITH ONE CX REP & AUTOMATION

How We Build Landing Pages at Obvi - Our Internal SOP

Thanks for signing up for Chew On This. We appreciate you, and want to earn our place as your new favorite newsletter on everything DTC.

That's why we continuously build and give free resources that you can use in your day-to-day work in the trenches.

Today we're giving away our internal LP building SOP that our team at Obvi uses (however, we've slightly refined it to make it more useful for you - by elaborating on some points)

We hope you find this SOP useful. If you have any questions, then reach out to us at hello@chewonthis.io and we'll get back to you as fast as possible.

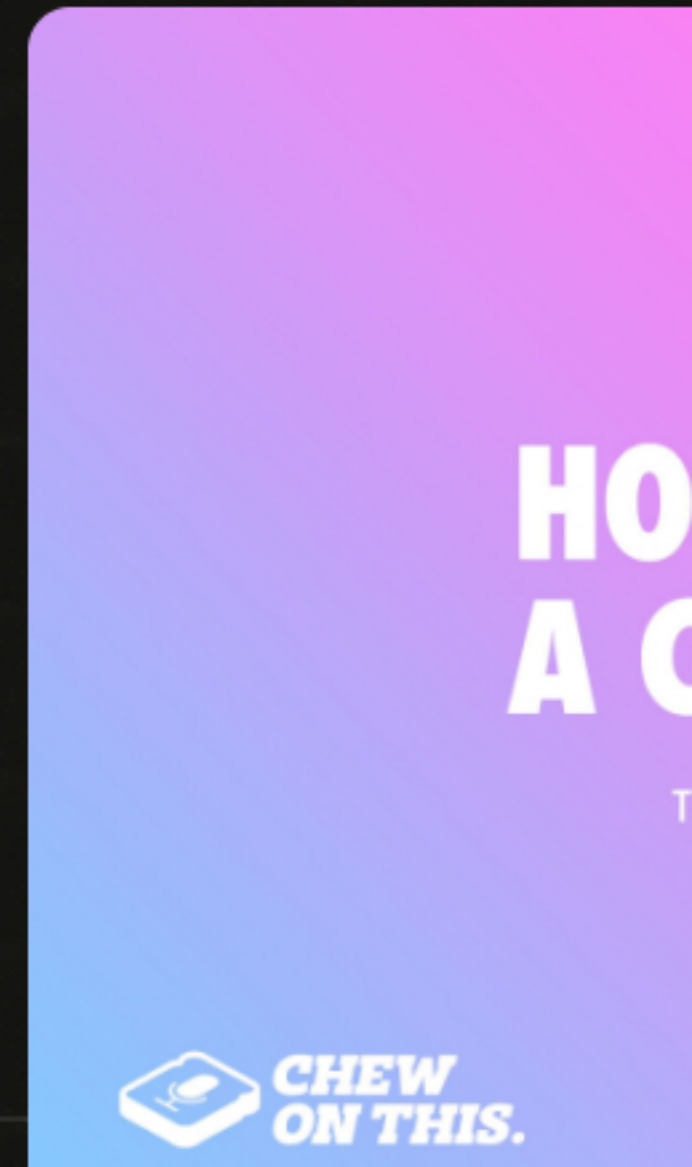
We're looking forward to serving you, and hopefully becoming your new favorite newsletter

Step 1: Understand Your Target Audience

Understanding your target audience is a crucial step in building a successful landing page. This step involves gaining an in-depth understanding of your ideal customer's characteristics, preferences, behaviors, and pain points. It's important to note that who you think will buy your product may not actually be the demo that does. Therefore, it's important to take some time to hone in on your target audience.

If you're just starting out, you may not have a clear understanding of your target audience. In this case, it's essential to do some research and analysis to identify who your ideal customer is. For example, you can conduct surveys, analyze competitors' audiences, and gather data from reading your competitors' reviews.

On the other hand, if you already have data on your target audience, you should deep dive into it and understand what people love about your product, what problems they were facing before your product, and the pain points that your product solves. This will help you design a landing page that resonates with your target audience and addresses their specific needs and concerns.



HOW TO ACHIEVE

CHEW ON THIS.

EVENTS

At the heart of our events lies a simple philosophy: bringing together DTC founders and sponsors to learn, connect, and create business opportunities. Here's how we make it happen:

- **Community Events:** Dive into relaxed yet insightful settings with our Happy Hours and Live Panels. We ensure a curated mix of attendees, fostering genuine interactions that align with sponsors' objectives.
- **Speaking Events:** Share your expertise with an audience that's keen to listen. Our handpicked attendees always match the Ideal Customer Profiles (ICPs) of our sponsors, ensuring impactful conversations.
- **Executive Summit:** Engage in in-depth discussions on industry trends and challenges in an exclusive environment. Every participant is meticulously vetted, guaranteeing alignment with your brand's goals.
- **Curated Dinners:** Experience intimate gatherings designed for deep connections. With a carefully curated guest list, we ensure that sponsors meet and engage with their target audience.



WEBINAR / VIRTUAL EVENT

A Webinar / Virtual Event where founders come to learn from industry leaders on a given topic

ADVANTAGES

- 1)** The ability to provide tons of valuable information, tips, tricks, etc. in your space. This allows you to build trust amongst the attendees and our network of founders
- 2)** Having founders tell stories of the failed solutions they've used in the past, and why they would recommend your tool/service as the company of choice for your space.
- 3)** The ability to provide a scarce offer on the webinar or end off with free resources/case studies that they can look further into
- 4)** The ability for your teams to reach out to all attendees and sell to them
- 5)** After the webinar Ron & Ash will send an email personally thanking them for joining, and include a link to the offer of your choosing
- 6)** The content and clips from the webinar doubles as additional content for you to push!



EXECUTIVE BRANDING

In today's dynamic business landscape, a strong personal brand can be the key to unlocking unparalleled opportunities. Whether it's deal flow, attracting the best talent, or securing potential investors, your personal brand plays a pivotal role. And we're living proof of its transformative power.

Introducing our Executive Branding Playbook - the very system that propelled us from obscurity to millions of monthly impressions in less than a year. Here's what we offer:

- **Tailored Strategy:** We set the foundation, ensuring your personal brand resonates and stands out.
- **Deep-Dive Interviews:** We'll uncover your unique insights, experiences, and value propositions, ensuring your brand is authentically you.
- **Content Creation:** Leave the heavy lifting to us. Our team crafts compelling narratives, stories, and content that positions you at the forefront of your industry.

Elevate your personal brand without the hassle. With our Executive Branding service, you won't have to lift a finger.

← Post



Ron Shah 
@obviceo

\$0 to \$128m per year in 6 years...

That's how fast this brand scaled...

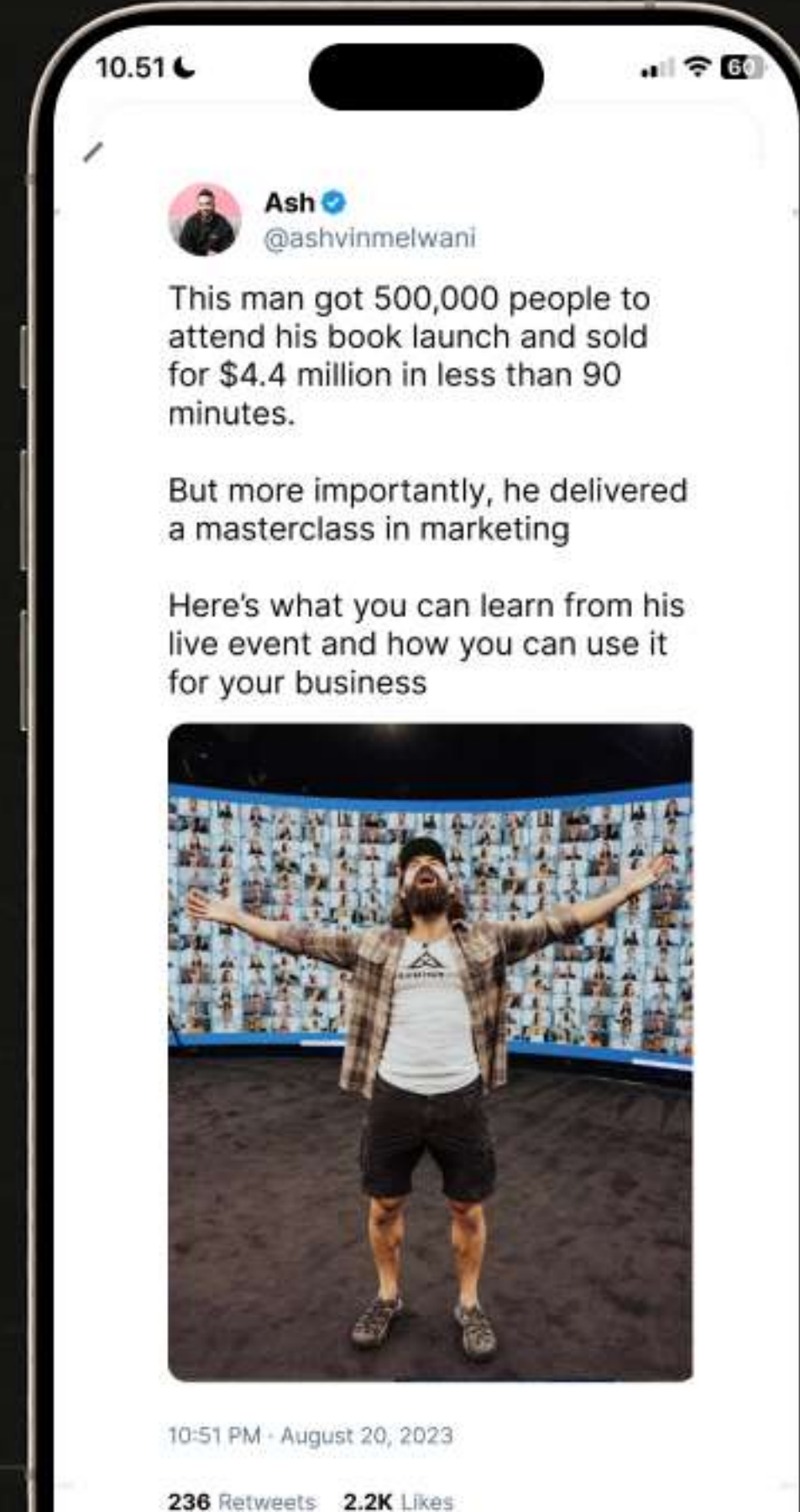
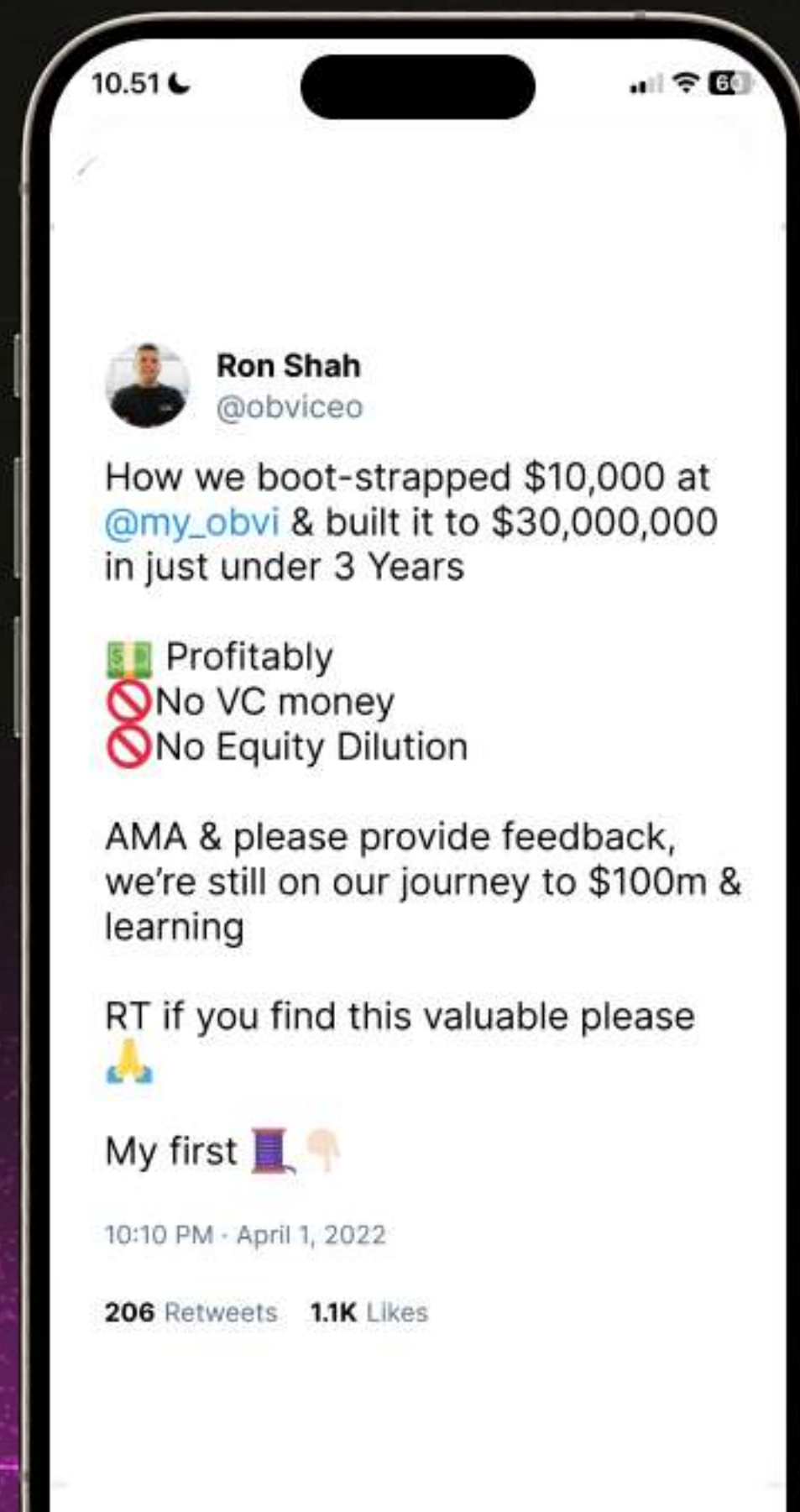
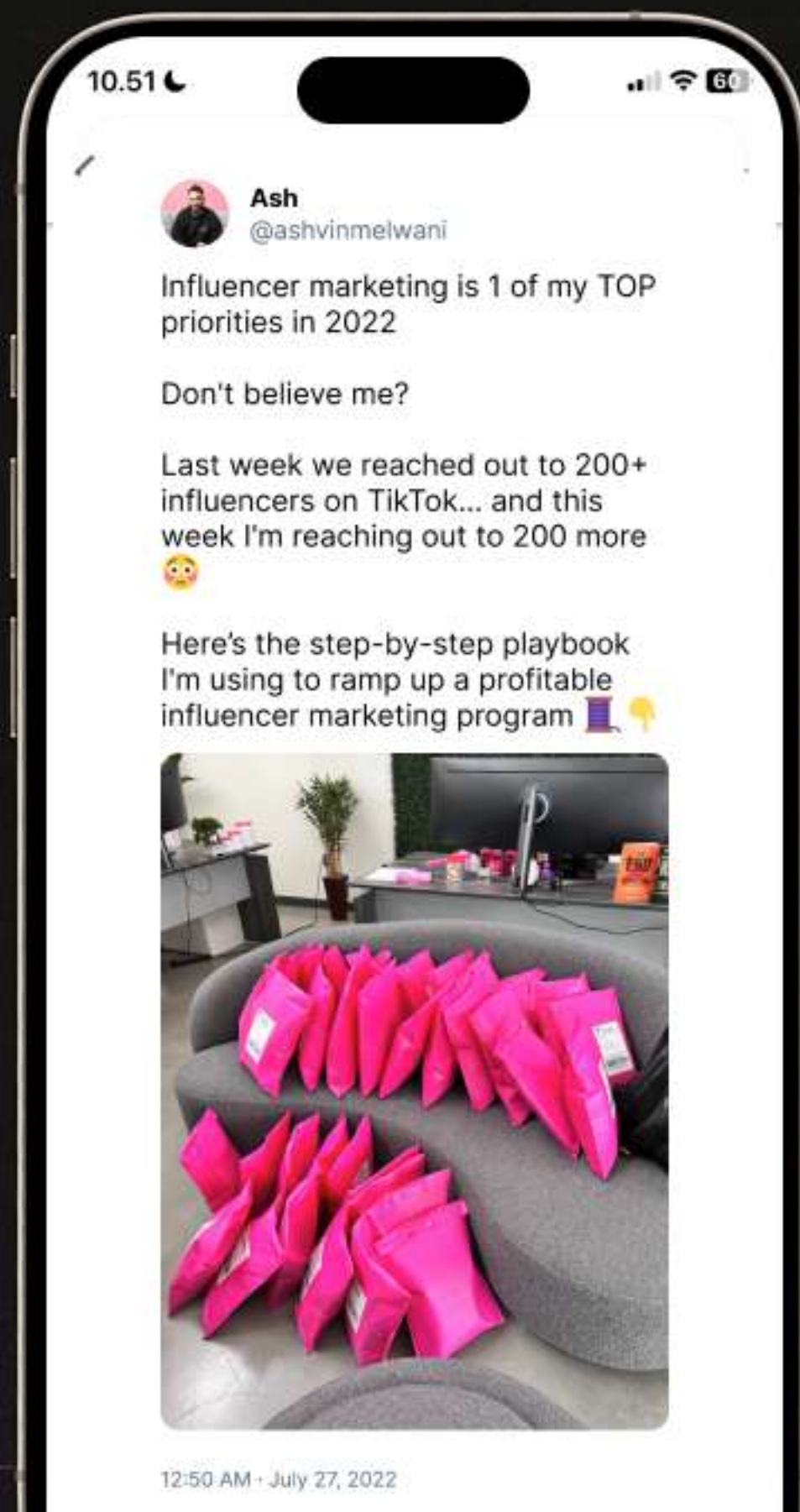
Here's one of the core reasons for their success



12:26 AM · Aug 25, 2023 · 182.7K Views

81 Reposts 6 Quotes 822 Likes 867 Bookmarks

EXECUTIVE BRANDING



SEASON 1 TO SEASON 2 GROWTH



+200%
Growth in Average Episode Views/Plays

+150%
Subscribers Growth

HIGHLIGHTS

- Season 2 episodes are getting over **200%** more views/plays than Season 1
- Midway through Season 2 and we have more than **doubled our subscriber count** from Season 1

Total minutes consumed for Season 1

884,949

About 88k min per episode

Total minutes consumed for Season 2

2,495,490

About 416k min per episode

International Appeal

51%

Views are outside of the US

MEDIA PRICING

CHEW ON THIS

RONAK

- ✔ LinkedIn Post **\$3500**
- ✔ Twitter Post **\$2500**

ASHVIN

- ✔ LinkedIn Post **\$2500**
- ✔ Twitter Post **\$3500**

NEWSLETTER

- ✔ Tool of the Week **\$4500**
- ✔ Narrative Deep Dive **\$5500**

PODCAST SERVICES

- ✔ Podcast Episode **\$10K**
- ✔ Social Clips **\$4000**
5 full right videos with unique topics & whitelisting access

BUNDLE OFFER

- ✔ Bundle Offer
3 month min - Custom selection Of items and frequency

MEDIA PRICING

CHEW ON THIS

TWO HYPER PERSONALIZED PODCAST EPISODES

- ✓ Entire episode custom tailored to you & your offerings.
- ✓ In addition to the podcast, we also upload the video to our Youtube Channel and promote it across all of our marketing channels.



\$15,000

MEDIA PRICING

CHEW ON THIS

CASE STUDY

- ✓ Creation and Distribution of a Case Study

View Example [here](#)

\$5000

MEDIA PRICING

CHEW ON THIS

FREE RESOURCES

- ✓ Creation and Distribution of a Free Resource

\$6000

MEDIA PRICING

CHEW ON THIS

EMAIL EDITORIAL

- ✓ Our email newsletter boasts one of the largest reaches to D2C brands and founders in the industry (25.3K subscribers), and >58.5% open rates (CTR 3.9%).
- ✓ If you're looking to reach a network of both emerging and established brands, this is hands down one of the most direct ways.
- ✓ Our team will work with yours to help tailor your custom message to best drive the highest ROI possible.

\$6,000/mo.

MEDIA PRICING

CHEW ON THIS

DTC TIMES

- ✓ Sponsorship for the Newsletter
- ✓ Article on the Website

Custom

EVENT PACKAGES

PACKAGE INCLUDES	\$3500	\$6000	\$9000
1 Attendee (Additional Attendee: \$1,000) 2 Attendees Included In \$9000	✓	✓	✓
Personalized Social Posts For Event Announcement & Logo Placement On Event Collateral	✓	✓	✓
Invite Up To 10 Prospect Guests Or Current Customers	✓	✓	✓
Cold Outreach For Wishlist Brands To Be Included At The Dinner		✓	✓
Email And Contact List Of All Attendees & Invites		✓	✓
Receive 60-90 Secs For Speech: Introduce Yourself, Explain Your Product & Highlight How It Can Provide Value To DTC Brands		✓	✓
Receive Photos, Videos & Individual Social Clips Of The Event		✓	✓
Pre + Post Follow Up With Brands From The Dinner + (5) Warm Lead Connections		✓	✓
Pre + Post Follow Up With Brands From The Dinner + (10) Warm Lead Connections			✓
Whitelist Social Clips From Ron + Ash's Social Accounts			✓
Discounted Bundle Pricing Across Podcast, Newsletter & Future Events			✓

MEDIA PRICING

CHEW ON THIS

VIRTUAL EVENTS

- ✓ Tailored topic of your choosing led by the founders of Obvi.
- ✓ Typically 200-300 registrants and 75-100 attendees.
- ✓ Webinar will be recorded and uploaded to our Youtube, and distributed across all channels

\$7,500

- ✓ Will include a member of your choice in a panel to feature your area of expertise, e.g., "Retention Optimization" featuring a few different experts and a brand

\$3,500

MEDIA PRICING

CPGD NEWSLETTER

\$1,500/mo.

\$3,000

55%

Open Rate

**1-3% ON ADS,
7% OVERALL**

Click Rate

9.4K

Sub Count

2% MOM

Growth (Subscriber Growth Rate)



Past Partners

TRACKSUIT | MINISOCIAL | BLACKCROW AI | HIGHBEAM

MEDIA PRICING

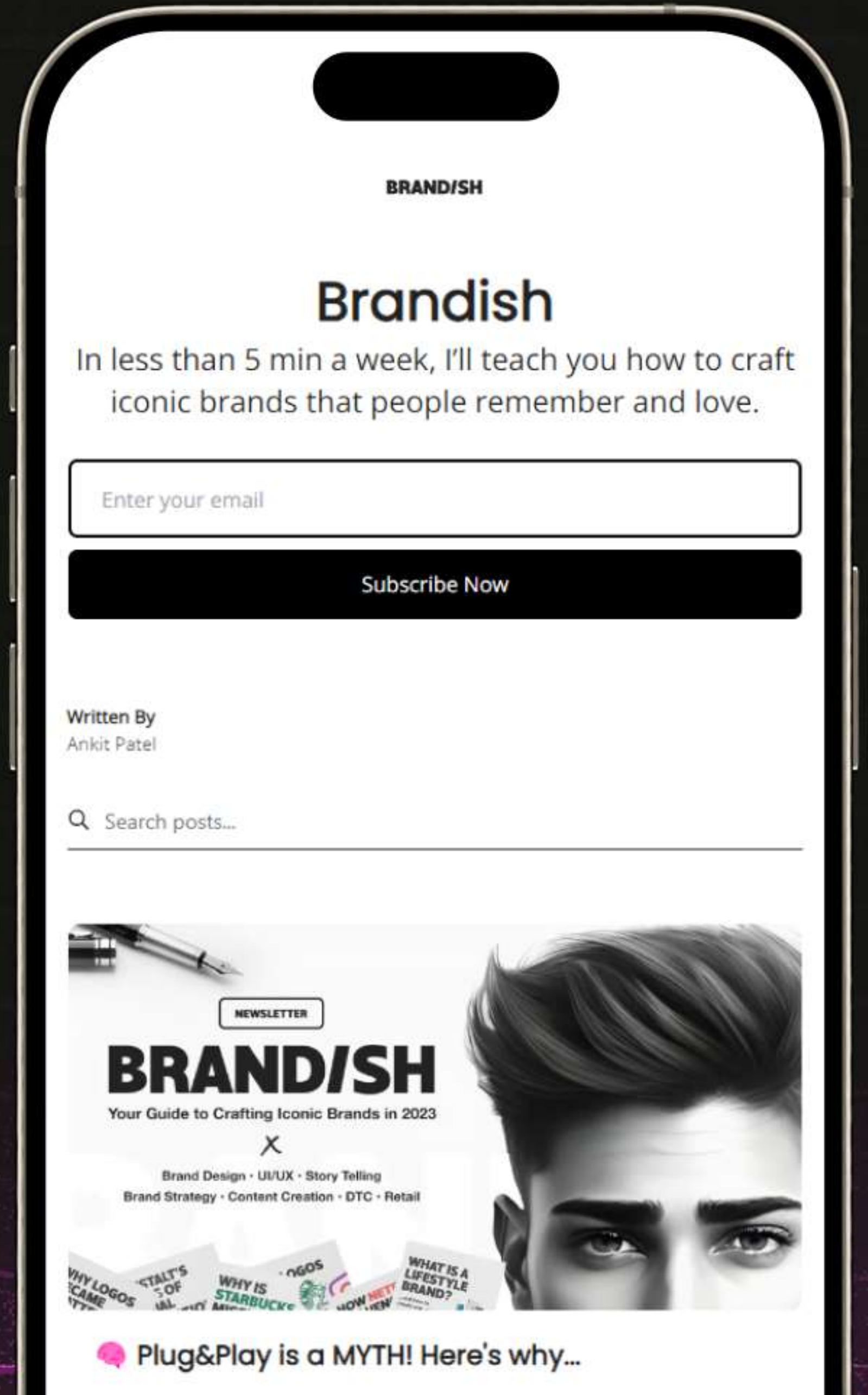
BRANDISH

SOCIAL MEDIA

- LinkedIn **\$1250**
- Twitter **\$1250**

NEWSLETTER

- Newsletter **\$2000**



OUR GAAS SERVICE OFFERING

HOW WE WORK WITH SAAS WHEN IT COMES TO GTM:

GTM is harder than ever. The standard “Predictable Revenue” model followed by most RevOps teams doesn’t cut it anymore.

But... what does work is social proof, solution-focused content, and massive distribution/buzz by highly respected voices in the industry.

You can view our GAAS team as your external CMO, to help you become the talk of the town in DTC.



OUR GAAS SERVICE OFFERING

We can help you with:

- **Managing Podcast Sponsorships**
- **Managing Newsletter Sponsorships**
- **Cold Reach Outs through my identity as a Founder**
- **Managing Events / Conferences**
- **Helping engage in Forums/Facebook Groups/Ecom Fuel**
- **Hosting Dinners for Founders to Increase Leads**
- **Social Media Marketing**
- **Ron's immediate Warm Leads**
- **Building Community**
- **Using Chew on This Newsletter/Podcast to Promote organically**
- **Using Ron And Ash's Twitter and LinkedIn**
- **New websites/landing pages Creation strategy/feedback**



CASE STUDIES

9 FIGURE SAAS COMPANY

\$200K

IN CLOSED ARR

\$500K

IN PIPELINE GENERATED

2M+

**BRAND IMPRESSIONS ON
SOCIAL**

*Deeper case study or referral call available at request

8 FIGURE CRO COMPANY

\$50K

IN NET NEW MRR VIA
ONE PODCAST EPISODE

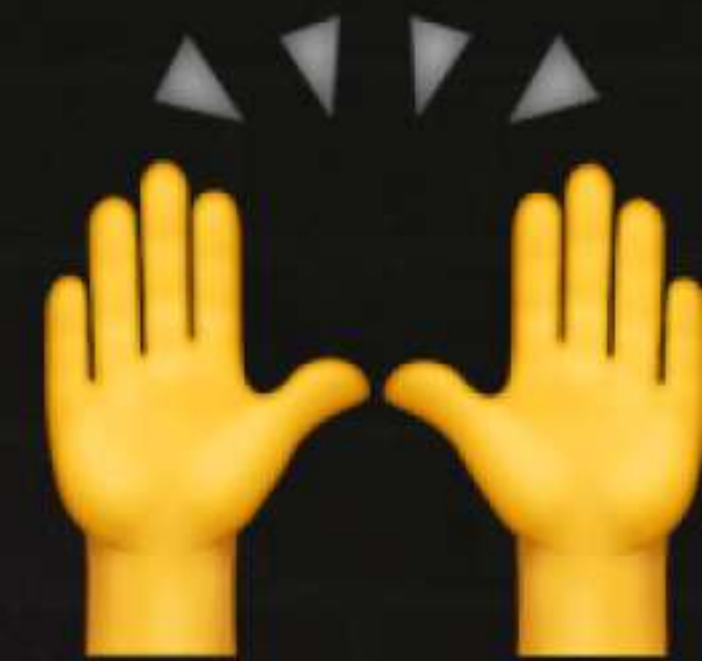
9-FIG

"WHALE" DTC BRANDS
SECURED

2M+

BRAND IMPRESSIONS ON
SOCIAL

LET'S PARTNER



PARTNER WITH CHEWONTHIS BY FILLING OUT [THIS FORM](#)

hello@chewonthis.io

ALL FREE RESOURCES

How I Use ChatGPT To Save 20 Hours Every Week - and How You Can Do The Same

Table of contents

1. Introduction
2. Structure of this document
3. How to approach the brief
4. Real life Examples of how to use this prompt structure to do "Real Work":
[Walk-through 1: How to do customer research and use that info to write team form copy \(editorials\) with AI](#)
[Walk-through 2: How to write UGC scripts and creative briefs with AI](#)
5. Two secrets that'll take your ChatGPT game to the next level!

1. Introduction

There's not a single person on this earth who hasn't heard about the power of ChatGPT. Yet there's actually surprisingly few people who've actually taken the time to REALLY understand how they can use this revolutionary technology to save countless hours EVERY week, maximize their efficiency, and ultimately make more money.

I'm not one of those people... and that's lucky for you - because in this playbook I'll show you exactly how I use ChatGPT to save me 20 hours every day - in my day-to-day work as the CMO of Obvi, a 3-figure DTC brand.

HOW I USE CHATGPT TO SAVE 20 HOURS EVERY WEEK

SEE RESOURCE

The Ultimate Ad Mix Bible

Everything you need to know about making ads that convert. We cover REAL UGC, WhiteListing, Statics and Creator Generated Content. Step-by-step guide, no fluff, and no stuff.

Ash Melwani
May 26, 2023



1) REAL customer testimonials (Also called: REAL UGC)

This is by far one of the most effective ad types you can run.

Why?

Because the result is that beats real, sincere, and authentic social proof.

Yet - a lot of brands still haven't figured out how to source this type of ad creative from actual customers. Therefore they typically settle for fake, influencer-generated testimonials.

But that's to your benefit.

THE ULTIMATE AD MIX

SEE RESOURCE

How We Build Landing Pages at Obvi - Our Internal SOP

Thanks for signing up for Obvi On This. We appreciate you, and want to earn our place as your new favorite newsletter or, everything OTC.

That's why we continuously build and give free resources that you can use in your day-to-day work in the trenches.

Today we're giving you our internal LP building SOP that our team at Obvi uses. However, we've slightly refined it to make it more useful for you - by elaborating on some points.

We hope you find this SOP useful. If you have any questions, then reach out to us at hello@obvi.co, and we'll get back to you as fast as possible.

We're looking forward to serving you, and hopefully becoming your new favorite newsletter.

Step 1: Understand Your Target Audience

Understanding your target audience is a crucial step in building a successful landing page. This step involves gaining an in-depth understanding of your ideal customer's characteristics, preferences, behaviors, and pain points. It's important to note that who you think will buy your product may not actually be the demographic that does. Therefore, it's important to take some time to hone in on your target audience.

If you're just starting out, you may not have a clear understanding of your target audience. In this case, it's essential to do some research and identify who your ideal customer is. For example, you can conduct surveys, analyze competitors' audiences, and gather data from reading your competitors' reviews.

On the other hand, if you already have data on your target audience, you should deep dive into it and understand what people love about your product, what problems they were facing before your product, and the pain points that your product solves. This will help you design a landing page that resonates with your target audience and addresses their specific needs and concerns.

For instance, if your product is targeted towards a younger demographic but you end up hitting an older demographic that wants to feel younger, you may need to fine-tune your marketing strategy after understanding more about your actual audience. This is a concrete example of what we've learned from Obvi.

Questions to ask yourself for the research part:

HOW WE BUILD LANDING PAGES AT OBVI - SOP

SEE RESOURCE

Copy	Objections	Review	Status	Version
Product Page Copywriting - Introduction of our new product	Is this product really worth the investment? Can I trust the quality of the product?	Clear, concise, and persuasive. Addressed common objections.	Approved	1.0
Email Welcome Sequence - Welcome email	Why should I subscribe to your newsletter? What's in it for me?	Engaging and informative. Clear value proposition.	Approved	1.0
Checkout Copywriting - Final checkout page	Is this really the best price? Are there any hidden fees?	Reassuring and clear. Emphasized the benefits of the purchase.	Approved	1.0
Social Media Content - Instagram post	Is this product really as good as you say? Can I trust your brand?	Authentic and relatable. Used user-generated content.	Approved	1.0
Push Notifications - New product launch	Why should I care about your new product? How is it different from others?	Exciting and informative. Highlighted the unique features.	Approved	1.0

5 FREE RESOURCES BUNDLE: COPY/MESSAGING AUDIT, OBJECTION HANDLING, COPY WORKSHEET #2, TESTING & TRACKING SHEET, REVIEW MINING SHEET

SEE RESOURCE

ALL FREE RESOURCES

HOW TO BUILD A COMMUNITY

The only guide you'll ever need...



HOW WE BUILT A COMMUNITY OF +65,000 RAVING FANS

SEE RESOURCE

Stop losing millions of dollars on this little-known CRO mistake

Step-by-step guide

Hey there,

Thanks for downloading this free resource

I have tried to make this document as valuable as I possible can for you, so that you don't make the same costly mistakes that I've made

Nobody likes an unstructured document, so here is a table of contents (unfortunately, I can't link to the specific sections on Beehiv though)

1. Introduction
2. Why you should care
3. How to determine your free shipping threshold (Step-by-Step guide)
4. How to optimize your free shipping threshold
5. Conclusion

...and hey btw,

If you want the video version of this document (25 min full walk-through with examples)

[<< Then click here to watch it >>>](#)

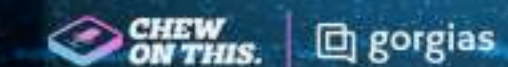
Introduction

If you're anything like me, you've probably spent countless nights wondering how to optimize every aspect of your business.

One area that often gets overlooked, but can make a significant impact on your bottom line, is setting the right free shipping threshold.

HOW TO SET THE RIGHT SHIPPING THRESHOLD

SEE RESOURCE



HOW WE SCALED TO \$60 MILLION IN REVENUE WITH ONE CX REP & AUTOMATION



AUTOMATION PLAYBOOK

SEE RESOURCE