



- Matt: So, Dan, thanks for being on the show. Great to have you.
- Dan: Thank you for inviting me.`
- Matt: That's great. So beardandbones.co.uk. Tell us, where did that come from?
- Dan: This person that worked with my mom was telling my mom about this idea for a beard care company and wanted some sort of advice, so I went to speak to him. At the time, this was sort of July 2018. And he just sort of said to me, "I've got this idea for a beard care company. Here's some designs. What do you think?" Obviously, first impressions, I was just like ... I used to be ... obviously, none of you can see me, but I used to be fresh-faced, always shaven, never grew a beard.
- Dan: So I was like, I don't know anything about beard care, but I just thought, no just going to go away. So I went away. I thought I'd draw up a quick little business plan, do a bit of market research on the current sort of situation out there. I noticed it was unique, but I kind of rough idea that most beard care companies would have these really sort of woody scents and strong, masculine, scents and I thought there must be a different way we can approach this.
- Dan: And they all had the same bottles, the same glass dropper bottles or plastic, and I thought I don't want to be the same. I found a really good supplier that used skull-shaped bottles, which that was just ... that got a foot in the door. That's how you stand out on Instagram. You have to be unique or you have to be better at something else.
- Dan: So when obviously ... So basically we got together, I said "Here's the plan, this is what I've found. I wanna go and jump in ahead." I said, "I'll learn how to make the cosmetics." I said "I don't want to get a company in to make it." 'Cause it ... You don't have the same sort of passion. I think you feel better if you make it. So I spent hours and hours on end in the kitchen working these different recipes, researching recipes, hours on end. There's os many different variables that you have to put in. It's like, baking a cake from scratch and someone goes, "Here's the free ingredients, I can't tell you how much you're gonna have to put in. But figure out itself so."
- Matt: Have a go, see how you get on.
- Dan: Yeah so [crosstalk 00:02:37]
- Matt: So most people when they set up like a cosmetics company, they, they'll have an idea for a product and then they'll go to a company which does formulation. And they put it together but you thought, well you know what I can do this myself?



Dan: Yeah.

Matt: And have you any background in product formulation or you just thought-

Dan: No.

Matt: No.

Dan: It was more [crosstalk 00:03:01]

Matt: So you though jump into the deep end why not.

Dan: I've got this weird sort of ... I don't think it's weird, it's not a bad thing. I like to sort of, I think it's obsessive sort of thing, I'm like, once I commit to something, I go all in. So I met ... So my business partner at the time, it was called Jay. I met him for like two weeks before I actually agreed to open a business with him. Now some people would probably go-

Matt: That's quite impulsive.

Dan: Yeah, I think it is. On the first sort of day I think, or the first or second meeting after I'd dropped ... Basically told him the business plan, he's got nothing to do with business background, he had a art degree, or illustration degree from Plymouth as well. He doesn't anything, he didn't know anything about business. So I just kind of ... We went onto this website, found all these obviously really good products. Then we just committed [inaudible 00:03:57].

Dan: I think that they are ... I spent, I think it was like £200 at the time which is quite a lot of money for someone that you've only met a few weeks prior.

Matt: Sure.

Dan: So it's sort of one of those. And I was like, I'm just gonna commit because if not, it's just gonna probably end up fizzling out.

Matt: Wow, okay. So Beard and Bones was born, you had a chat with a guy you just met. And then you decided you'd figure out how to make these products yourself. So you make them, you found a good supply for your packaging. I like what you said actually, you know, you did your research and a lot of people don't. But, you'd be amazed actually how many people don't research the products. But you went and you looked at what



everybody else was doing and thought how can I stand out? How can I be different so, you said that everybody else did a wood-type scent? Or smell?

Dan: So a lot of the ... You'd think, beard balms is sort of, like everyone that's got a beard you think they've got a manly smell. But whereas me and Jake, we sort of, at the time we went "Let's try something different." So we said ... At the time I was playing around with the scents we though, we like a fruity scent. I said, "I'm [inaudible 00:05:07] I like fruity scents. I think they're quite nice." 'Til when we was making 'em my mum she whacks in the hairdressing shop across the road, we went across I said "This man's got a beard, try bringing some stuff over.", so we was like "Okay."

Dan: We brought it over, and that time he was having a haircut and we actually gave it to his wife. And she smelled and it she went straight away "Oh my god, that is incredible. How much do you want for it?" A small little balm. And I was like, at the time we said like a fiver. [inaudible 00:05:36] we just gave them a few extra things as well, because it was like, we were still ... But it was that different approach of, it's not just the user is the buyer. You've got women who have to appreciate the scent as well. 'Cause [crosstalk 00:05:53]

Matt: And that's important.

Dan: Exactly, so we have a lot of men now, that may go the missus approves.

Matt: The missus approves. I like, that's actually a great tag line.

Dan: Yeah she said "The missus approves" or they love it. And then they ... That's why it's kind of, you just get, it's a different approach because everyone goes "Okay the target market is men, lets go to the men and what they want." Whereas if you sort of asked ... It's just a different approach. [inaudible 00:06:25]

Matt: No it's a good thing. I see what you ... I like that, the missus approves. That's a great way. And so you went different on the scents which is great, so explain the ... Well you have explained the skull shaped bottles is again, you just wanted to stand out a little bit from the brown bottle with a white label, I'm taking it.

Dan: Yeah so it was more, you see sort of a lot ... We just wanted to be completely different from everyone. So everyone had the same packaging, and the same scents. Why would any company, you have to look at this from a normal perspective, why would any company want to choose us vs anything that's out there that's been established for five years, ten years. Or a big company. You need to be something different. So we thought, okay we'll have glass skulls, 1) they're eye catching so aesthetically pleasing, then after that okay, then they go what's in this scents? Then we go okay, we've got candyfloss,

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bubblegum, cherry then they're caught. They're like well, then they just find it something completely different, they're like, that's sort of how you kind of get [inaudible 00:07:42] really.

Matt: Sure, okay. So that was the thinking behind the product and the brand and obviously you've had the site up and running for coming up for a year. Is that right? 'Bout nine months? Nine/ten months?

Matt: So what's your biggest problem that you need to deal with on the site?

Dan: I personally think it's reviews. For the sake of ... I notice, I do it myself, so I ... When I look at a product, or a website has caught my eye, so I go on there, just say it's ... I don't really know to be honest but like sort of, anything, even when I'm looking for like products, so different stuff for my business. I'll go onto a website which is by that ... Sorry about that my phone was still going off then.

Dan: So, yeah when I go onto any sort of website that I'm looking to expand the product range, I'll sort by popularity or reviews. And then I'll come up and see a number of products and they obviously [inaudible 00:08:49]. What I've kind of found on my website, even though we get loads of people reviewing products on social media and taking photos of it and explaining, this smells lovely, this is great packaging, just like everything you can. But to get that transition to get them to leave a review on the website, it's very difficult. So for example, I don't know if you actually want to go on it. On the beard oil-

Matt: Okay, let's have a look at the beard oil. Yep.

Dan: It'll come up like five reviews.

Matt: Okay.

Dan: If you compare to how many we've sold, I think it's less than one percent leave reviews, or six reviews now.

Matt: So what's your review policy at the moment? How do you, so let's say I buy beard oil. How do you get me to write a review. Do you ask me to do it? Or do you just kind of leave me to my own devices hoping that I'll do it?

Dan: I don't actually have, normally I've got a thank you card which sort of gets put in every single delivery, I could probably show you if you hold ... Shall I go and grab it or? I can show you?



- Matt: No, no it's okay. I can picture it in my mind. So you put a card inside the box?
- Dan: Yeah, which says like thank you for choosing us, please tag us on social media with obviously @beardandbonesuk. If you like please leave a review on our website at www.beardandbones.co.uk.
- Matt: Yeah.
- Dan: Something so easy, but I think people find it difficult because if you go to leave a review now, like so you have to be logged in, fast, so at the top you have to be logged in to leave review.
- Matt: Okay so I have to come to your website, well, you give me the card, I have to remember to come to your website, I have to then log in and I then have to leave the review?
- Dan: Yeah.
- Matt: Okay.
- Dan: And the [inaudible 00:10:49] products, on review and then leave it. But the difference between ... It's kind of just got pros and cons because at least I know everyone, that its not fake 'cause you've got verified owner, verified owner. These are all people that bought the products and-
- Matt: Yeah so they're all genuine people.
- Dan: Yeah.
- Matt: Okay, okay. So here's how, here's the thing when you ... When we first started an eCommerce, right, and when I say when I'm talking back in 2006, this was a long time ago right. It was great reviews were ... You didn't really have reviews back then actually and when they started people would come to the site quite happily, they would log in to their account and they would leave a review, no problem, okay?
- Matt: But that equals hassle now, everything has to be quick, everything has to be instant and easy for them to get anybody to take action. And so we, over the years, have developed and changed how we ask for reviews on our eCommerce sites and we found a way that works pretty well. Okay. And it's ... It kind of goes like this: So you buy a product, and we send you the product, and like you we put in there a little note, a little card saying thanks for buying it's great to you know, welcome to the jersey family or whatever it says on the card. Like and share on social media etc etc.



- Matt:** What we do then is about a week later, email them, we just do it with an automation, so the system automatically emails like five days after the order has been placed and says "Hey, Dan, thanks for buying the candyfloss beard oil. Would love to know what you think, click here to leave the review. We'd really appreciate it 'cause we're a family..." You know, whatever, there's some text that you would use that would make sense for your brand. And so you encourage them to click the button. They click the button and they're taken to a page where the products they've ordered are, its just those products, they don't have to log in, because they know we've clicked a link which we've emailed to them. And so, they just click that link, they click the star rating. They write their review and it takes like 30 seconds.
- Matt:** While just doing that simple process, meant our reviews went from being like yours, from being like less than 1% or purchases, to actually being three or four times more than that. Do you know what I mean? It was chalk and cheese the difference.
- Dan:** I was gonna say, I do have a similar approach, mine's more if I, 'cause we're quite active and quite close with our people on social media, on especially Instagram, we've managed to got a following of 3.7 thousand. So when we kind of ... A lot of people like to message us after they've ordered or we're talking to them at the time because if they've got a question about a product or what scent do you recommend. I normally kind of, I have kind of a three step approach. So they order, they say I've just ordered, they either send a screen shot or just tell me they've ordered. I say "Thank you." I say, "I'll get it posted tomorrow", or the following day or whenever.
- Dan:** I'll message them when it's posted, I'll say "Can you let me know when it's arrived." Then obviously when it's arrived they normally say [crosstalk 00:14:11]
- Matt:** And you do that messaging on Instagram?
- Dan:** Yeah, so this is not, sort of automated, which is ... It's more, I kind of, I think that's more personable. I do see it sometimes from many companies that I sort of buy off, they obviously do the same approach, which you obviously talked about, they have an automated service which sets up, you know between one and three days, sometimes one in a week to say thanks for your purchase, please review here.
- Dan:** But, yeah. Sometimes I'm the same, I just don't do it. I see an email, I see so many emails from different suppliers or from amazon and this and that, I'm just overwhelmed by all these reviews and sometimes I try to go all right, it's a small business I need to help them out. But, I don't know, I think you've got the right approach of saying-



Matt: The thing that I'm ... I guess we need to do is figure out a way which keeps that personal touch, which you like, so it's not the ... Anonymous big corporate sending you stuff, it's still got that sort of Dan touch, but you need to merge that with making it as easy as is humanly possible for someone to leave a review on your website. And that's critical thing. And you can now get it actually where people leave reviews in the emails.

Matt: I mean we've sent them an email and get them to click through to the website, you can actually get it now where they just fill those from icons in an actual emails so they don't even have to leave their email programme to give you the review. Again, just removing that sort of step, which makes it difficult for them to do it, and I get why you'd want to do it manually, I don't think automation's bad. I think, impersonal's bad and you can mix the personal with automation. You can make it, connect and feel with the customer's with automation.

Dan: I personally, which I really need to do, I don't send out any emails. I've not got a-

Matt: Oh wow.

Dan: Yeah, which is something that, it's something that is quite, it needs to be sorted for the fact that I don't send out, 'cause I see it loads, I buy one product from a company ... I remember this, I bought a protein shake from a company about three years ago and they spammed me with emails near enough every day. I bought this one ... I must have been, I don't know, I was young, I was 19 at that time I bought it and literally I'd [inaudible 00:16:49]. It's constant bombardment which is something that I kind of went, right I don't really want that.

Dan: I do need to send out emails more, I've learnt that sort of different companies that do have this sort of thing which is sent through, just a update, "Hi, we've released a new product." But that's something that I really need to actually get in, get going so.

Matt: Yeah you do, and I get why, you don't want to spam customers. But, then you don't want to be silent either right? Because as good as your product is people forget companies really quickly and so email marketing is one of those things where, I would strongly recommend you do that. It would make a big difference to your repeat orders.

Matt: And the other thing is, do you send out emails when people have purchased saying hey, thanks for your order, your order's being shipped?

Dan: Yes.

Matt: Yeah so [crosstalk 00:17:45]



- Dan: Thing where, when I've obviously posted the order, I'll go onto the website, go down to all the orders and click on all of them that we've posted and say completed and that will send out another automated message saying "Thanks for shipping with us, or thanks for ordering with us, it's on it's way." So we do have [inaudible 00:18:06] sort of, we do have emails getting pumped out but there's never any sort of update one. That's where we have ... Where we leverage, well not leverage, that's why we have this more social media side. Where we like to do a post a day at least. Obviously sometimes it's not, it doesn't help if you've obviously got people that's not actually bought from us that's bought from us, but not on social media. They obviously-
- Matt: Yeah I was gonna say, how do you find out, let's say I buy a product from you, how do you connect with me on Instagram? How do you know I've done that?
- Dan: Honestly it's more they kind of ... So normally they follow us, and then they kind of message us or we kind of ... You get a kind of, you put two and two together, you kind of see the name-
- Matt: Okay. One of the things I've seen really well is where you send personalised messages? Have you tried that? Video messages?
- Dan: I've not personally done it, I've got ... It's kind of weird, I've got ... It doesn't feel like they're customers, like we've actually got group chats on our beard and bones page where it's actually they kind of talk on a daily basis, share sort of advice to other ... It doesn't feel like I'm the company, you're the customer. We've got this very transparent, close relationship which I don't really see a lot of many companies do, that they interact with their customers at such a friendly approach.
- Dan: I know some companies do the complete opposite and it backfires massively, it don't [crosstalk 00:19:51]
- Matt: Yeah I do get that. But I think you could use ... You know if you don't want to spam people with email, I think you need to overcome that fear. But I [crosstalk 00:20:04] Say again?
- Dan: Sorry it's not a fear, it's more I don't, 1) know 100% how to do it and then 2) it's I've not even committed the time to doing it. But I would suffer [inaudible 00:20:19] log in to some sort of email, plug in or client, mail chimp for example set up all the users. And then obviously pump out, set them up but it's more the ... There's other things that I need to be doing. There's not enough hours in the day sort of thing.



Matt: Yeah I know, it's interesting isn't it when you set up your own eCommerce business. You get so busy doing all these different things, but I mean email marketing is one of those things that you could set up and just leave on automation. Even if it's a case of, you know what somebody buys a product, I'm gonna set up a sequence, which you know, you've got to set up. But once it's set up, it's set up. Which emails them and says hey thanks for your order. A week later, emails them says hey, fancy leaving us a review? Two weeks later says hey, check out a blog post on why beard balm is better than whatever. You know a week or so later emails them and say listen when you're getting low, order another one, here's a coupon for your next order kind of thing.

Matt: Do you know what I mean? It's kind of ... And it can do that whole thing automatically, just to keep people connected with what you're doing. I do wonder whether something like just spending 20 minutes a day for the people that you know on Instagram that have ordered, just sending like 10 second video message to them saying "Hey, Simon thanks for ordering the candy floss beard balm, hey look this is me packing, I've packed it." And you show them it's in the envelope, it's on it's way, let me know that you get it. And you send that to them and then you're bringing that kind of personal touch.

Matt: That's kind of cool and it's easy to do when you're starting off in some respects. Its difficult when you've got hundreds and thousands of orders going through your website every day but that's a different problem. And then you could, if you set yourself a reminder, say right, all the people that ordered a week ago, I'm just gonna send them a message on Instagram saying, "Hey, hope you're getting on well with ... Hey Simon, hope you're getting on well with your candyfloss beard balm, would love it if you could head over to the website and leave a review. I've sent you an email with a quick link, which you can click just to leave us a review. Would really appreciate it, it's helping us grow the business, have a great day."

Matt: It's like a 20 second thing like that.

Dan: Those sort of things, I wouldn't personally do the kind of ... I do like the approach of the sending the video. What obviously we used to do, we used to send a personalised letters. Then you just become like unfeasible to to do as we were scaling, as we was getting more and more orders per day it just wasn't ... The amount of time, that we were putting in, it just wasn't being appreciated. I know sort of it's hard to even calculate that but with obviously the approach that you've said obviously, I do kind of follow up on people but it gets hard to track who's bought what and then obviously if they're not on social media. So I definitely need to kind of spend a good few days deep researching into email marketing because I know it works, because I've seen messages, emails from companies that obviously I forget about and then I see an email and then it reminds me to go on their website. [inaudible 00:23:44]

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- Dan: But I definitely need to look into that. But with the review thing I [inaudible 00:23:50] find it difficult because with ... Well we've just started shipping on Amazon and we're trying, obviously Amazon is sort of the same approach, need to get reviews, obviously reviews put you out there against any other company. So someone like Matt's just said, have you got a link. So I'm trying to push them to like the Amazon and a website. So I said, "There's the link to the Amazon." He bought it, he said "Smells brilliant, thank you." I said, "Can you leave a review?" He said "Yeah sure."
- Dan: Obviously, want to say about three or four days time now, no review. I thought do I bombard him again and say, "Hi, sorry I know you're busy but can you leave a review?" There's that level of, I don't want to be too pushy. Know what I mean?
- Matt: Yeah I do, and unfortunately, I say unfortunately ... In all the years I've been doing this there's no specific formula that I can give you which would say this is the amount of times you contact people and this is when you contact them. That's gonna come through testing. I have no issue, like with our reviews when we email people and say can you leave a review, we email them three times. And if after three times they've still not written a review, then I don't email them anymore about writing reviews.
- Matt: So if they buy from us, I send them three emails about writing a review, I then, there's a note made on the system and so when they buy from us a second time we don't then send them the same emails asking them to write reviews. But we would the third time they purchased, do you see what I mean> because by then they may have come to know us a little bit better. So we have to take into account where they are on the spectrum. But we know that works for us because that's what we've tested and you've got to test that.
- Matt: So if you're asking people to write reviews, whether it's on your website or whether it's on Amazon. Maybe you ask them once, you maybe ask them twice, you maybe ask them a third time but in the third emails say "Listen, hey just reminding you if you could leave a review that's great, I'm not gonna keep pestering you about this, this'll be the last email that I send. No worries if you don't want to leave a review. Hope you don't mind me asking, have a great day."
- Matt: People are fine by that, they don't feel like they're getting spammed, it's as long as you're not sending them an email every day saying leave a review.
- Dan: Yeah, I think as long as you ... You're not, bombarding them with it, not spamming ... because then they become too, go off your business. It has the opposite effect where you've got a customer and suddenly you're ... At what cost do you want this review? Do you want to lose a customer just to get five stars on your ... That's sort of the way I look

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at it. We ... [inaudible 00:26:26] Scroll up on my website I actually did try to take some sort of approach with it. So there's a reviews tab, we have a lot of people that do YouTube reviews.

Matt: Oh okay let's have a look at that.

Dan: So they buy products from us, they like to get it out there. So it should hopefully load up with ... If you press read more, it should actually be YouTube embedded. We've got all these people that have done reviews themselves, obviously I won't-

Matt: Oh wow. The fact that I have to click on reviews, YouTube reviews, read more, to get to this, I wonder whether you should take like one of those reviews and put it on your home page?

Dan: I'm using word press. So it's different for me, I've always used Shopify, I've sued Wicks in the past. But my friend who actually hosts this website for me, he's got his own hosting server, he said use WordPress. So I said fine, but it's different. So if you clicked on Home Page, you can't have ... There's not much customization, there's literally the products itself and then that's it. There's no ... It's just little things like that.

Dan: And I personally, like to upgrade it where there is different things like, down obviously the side, the right hand side we've got obviously social media thing where-

Matt: Yeah, I can see your Instagram.

Dan: Yeah. I think that looks quite cool. I don't know ... I know big, big companies have their social media. But I think maybe some sort of plugin that's down the side that says reviews then they can toggle through the videos.

Matt: Yeah, I think ... We could spend all day talking about website design. But I mean obviously you want to focus on reviews. So if I bring it back to reviews, then we'll come back to your homepage. Those video reviews are like gold dust, people will watch those. And if I were you, I'd find ways to get them on the home page, and if they're talking about a specific product in those videos, I would also put that video on that product page.

Dan: That's a good idea, I might-

Matt: So if they're talking about the candyfloss balm, then I'd be like, right I'm doing ... I'm putting that video on the candyfloss page. Do you see what I mean? So, people can watch that?



- Dan: [inaudible 00:28:56] can actually do that on sort of, on the page at the bottom there's the tabs where the reviews are, one of them says ingredients. I could have video reviews and then leave the hyperlink there? [crosstalk 00:29:10]
- Matt: Yeah, I'd try and embed it. Again, make it as easy as possible, with the least amount of clicks. So if it's there on the page embedded, all people have to do it click the pay button. They'll watch it. If it's just a text link where they click through and ... It doesn't really work as well. And you want it in it's big format. It's like [inaudible 00:29:33] headline, video review by Tony or whoever's done the review on the candy ... See what Tony thinks about the candyfloss balm in this, his YouTube review. People will watch that and that's gonna be kind of cool.
- Dan: What I don't ... With that sort of aspect, I've not kind of thought of it in that way, so it is a good idea. I don't want it to guide their attention away from buying the product. Obviously the main part of a website-
- Matt: I don't think it would take them away form buying the product because they're still on the actual product page. You've got to remember right Dan, that for your website, and your products, the majority of people coming to your website don't know you and they don't know your products. They need that trust, which is why you're reviews ae so important. You were right, right at the start, the reviews are critical and people look at reviews and people read them and so I think if there's a text review that's great.
- Matt: But if you think about anything you've ever purchased of any significance, if you're like me. Then you head on over to YouTube and see what people write about that right? So at the time of recording, the DJI action camera has just been released right? They sent me an email saying this DJI action cam has been released, click here to buy it. Well, before I did that, I went on to YouTube to see what people were saying about this DJI action camera right? And I watched the reviews. Now it would have been super handy if I had gone to the DJI page and they'd embedded some of those so it was just all in one place and I could have just scrolled down, watch, watch, watch great, I'll buy it right?
- Matt: So I don't think embedding the videos will be a problem, I think it will help you with your sales because it builds that credibility and it builds that trust because they get to see somebody independent and you can hear their reviews. You can hear the authenticity in their voice.
- Dan: I do, I agree with it. I'm the same with smart phones, when I'm looking to get a new smartphone or any sort of upgrade for a laptop. That's sort of a big purchase for me personally, obviously they're expensive... I do a lot of deep research, so I'm watching three or four, five different videos.



- Matt:** Yeah, exactly, so if you can embed those on your site, you're helping people. You're showing people the different ways in which they can leave reviews so they could put a review on YouTube, they could put a review on Instagram. They could write a review on your website and you're showing those.
- Matt:** I'm gonna come back to your earlier point though of saying you need to work on reviews because, when I look through your website, your starter kits for example, they've got a few reviews. But some of the products haven't got reviews, and I think it's very difficult to sell products that have no reviews on them. And I think, minimally I would say to you, you need to get, aim in the next ... If I was gonna give you a challenge and why not is a coaching call right? If I was gonna give you a challenge then I would say to you "Listen, your challenge should be to make sure that on your website, this time next week," so give yourself seven days to do it, "You've got at least five reviews on your website for each product."
- Matt:** Right? Now whether that's a case of you have to go to five people that you know with, what's the product I was looking at there? The beard shampoo, the sweet rum scented shampoo in its rum casket, cool packaging by the way. If I have to go round five or six people that have got beards that I know say right "I'm going to put this in your hand, go wash your beard and then write a review and tell me what you think." Right, then you give them the product and they write the reviews for you. Do whatever you need to do to get genuine, authentic reviews, obviously. But you need to go and get those reviews on each product. Right, the actual written text reviews, it's so, so critical.
- Dan:** If obviously, if I need them to leave a review on the actual product itself, that is obviously where it gets a lot harder vs ... I know, I had this one person message tonight on Instagram saying he's doing a review for the beard shampoo tomorrow. I've had people tag me in photos of them using it saying; "This is amazing." So I could literally, just do some sort of screenshot or you know obviously an image of their review and then upload it that way into [crosstalk 00:33:56]
- Matt:** Yep totally, put it in the product descriptions. Yep. Totally do that.
- Dan:** That's what I've done. So I'm currently dropping a new product, sent out a few samples to a couple of our loyal customers and obviously it was just one of those that I took a few screenshots of the convo-
- Matt:** That's great, I wouldn't put them in the images here, I'd have them in the description here. Make them stand out so people see them instantly, 'cause I could have missed that, do you know what I mean?



- Dan: If you looked at the product, obviously unsure what it was, this here is slightly different for beard care, it's a butter which is it's different, it's like a body butter, women use it, men use it [inaudible 00:34:41] based moisturiser. So it was obviously more getting it in their face, so they know straight away. So if they see it, obviously they can just have a quick scroll across.
- Matt: But in terms of adding reviews into your content, I think it's critical. And I would put in the video reviews, I'd put in the screen shots from Instagram, I'd put in those comments. Just to give people the confidence to buy that product from you. And make sure on each product you've got five good, clear, strong reviews.
- Matt: And then that will definitely help you when people come to your site with that conversion. But do be super clear and super intentional about having a good review policy in terms of, this is my strategy for going and getting reviews, I'm going to try this. And just try it how we do it, and test it and evolve it as you go along. And you'll find something that works really uniquely with you. It's no longer the case now of, if I put my products on a website, I send them to people, they buy them, they love them, they will write a review. It's not the case at all. You have to actually ask people deliberately to write the review. If you do that people will.
- Matt: And usually the people that really like you will do it, they'll go "Oh yeah, that's cool."
- Dan: What email sort of servers do you use? Is it built in with Shopify or is it?
- Matt: We don't ... We use the curious digital platform. We did it with a mixture of development on the site and triggered automations and sequences in active campaign to send those sequences out and what happens if and when and so on and so forth. And you can do that in an active campaign. You can do it in MailChimp, you can do it in ConvertKit, you can do it in a whole bunch of them, they're all good services. So definitely shop around and try it out. But yeah, for you the big two takeaways are gonna be email marketing and working on your review strategy without any doubt.
- Matt: Listen, it's been great Dan having you on the show, I appreciate you coming along. And if you are listening to the podcast and you do have a beard, check out beardandbones, especially if you're in the UK. Do you ship abroad? Or do you just to the UK?
- Dan: Ship all around the world.
- Matt: No problem so if you're anywhere in the world listening to this, head on over to his site and try his candyfloss balm because why would you not right? I mean it just sounds lush, so definitely give that a try.



Matt: Dan thanks for your time.

Dan: Yeah thank you very much. Bye.