

Winder interviews William Gill on our Digital Marketing programs

Winder: Howdy, everybody. My name is Winder Lyons and I have the great pleasure today to introduce you to Mr. Will Gill. William Gill. Looks like your screen froze there, buddy. Are you on with us? No? There you go. You're back.

Will: Perfect.

Winder: All right, so anyway Will's a superstar. He is the head of Touchstone's digital department and is the go-to guy for anything to do with this arena. And for those who have not tuned into what's going on with us digitally, let me just say that because of this digital outreach just amount of flat out brilliance that the company has put together, it took my group volume from 50,000 a month to 50,000 a day in a very short period of time. And it made it possible for anybody to be able to do this business and never pick up a phone unless you choose to. And if you do pick up your phone, you can use the phone app to send out this amazing stuff to as many people in the world as you want to, and offer them discounts on their first order. Now, if that's not brilliant, I don't know what is. So howdy, Mr. Sir. Will, how are you?

Will: Hey, Winder. Oh, Winder, I'm doing great, man. It's good to be on here with you. And it's good to be with the company. Like Winder said, I'm the new – kind of overseeing the digital partner program with Touchstone Essentials. I came on in the end of February. So yeah, we just wanted to hop on a quick call and talk more about how all the great things that Winder said are possible for really anybody. And Touchstone is looking to work with everybody that we possibly can. We have great products and we have a great mission, and we're looking to spread that to every end of the earth. So, yeah, it's good to be here.

Winder: Why don't you give us a little thumbnail of the differences between – well, why don't we start with the thing that everybody has access to, which is what we call the Evergreen program. Now, first of all, what does that mean? What does evergreen even mean?

Will: Evergreen just means that it's always accessible. It's always available to promote. These are – the point of our Evergreen offers is to make the product available to people at any time with a pretty substantial discount. Given that it's provided by you, yourself, your friends, or anybody that you're associated with. It's as easy as signing up with Touchstone to be an affiliate. You create your own affiliate account and then these Evergreen offers are available to you at all times.

Some of the Evergreen offers that we have are our mostly \$50-off campaigns. So our flagship offer, Pure Body Extra, it's \$50 off that. I think it takes it from like a \$63 front-end price point to \$13. So makes it very

accessible for everybody. Right? The other ones that we have are Super Green Juice. Everybody needs their greens, their fiber, and ours is one of the best out there. And that's \$50 off that as well. Then there's a \$50 off Zeolite Detox pack, so that includes our Pure Body Extra as well as our Pure Body. That's a nano size Zeolite and a macro size Zeolite. One's for full body, the nano size, the macro is for your gut. So it's helping detox those heavy metals from not only your full body but your gut as well, which is important. And then we have our Gluco-Control, which is also a \$50-off offer, and then our newest offer available for Evergreen affiliates is our green energy supplement. So that one was just released this last month and we're super, super excited about it.

So the important part about all that is that these offers are evergreen, like we were saying earlier. They are available to anyone who signs up as an affiliate all the time. So if you decided to sign up today and you have a friend that is interested in getting into Zeolite or heavy metals detox or weight loss, or improving their energy.

Winder: Whatever, yeah.

Will: Whatever it is, we probably have something for it, right? So you can pull your link from your back office, which is just your affiliate platform on The Good Inside website. And then you can provide that to whoever, if it's in your personal life, or you can shoot it out to your email subscribers or just share it on your social media. Really, however you want to get it out to the world, you can do that. And then once they use that \$50 off Evergreen offer and make a purchase, then that person is attributed to you and your earning commissions on that.

So Evergreen, available all the time. Available to anybody. There's no requirements to promote that. Just signing up, creating an account and getting your link and sending it out.

Winder: Explain what the company does when, let's say, for instance, I go into my back office and I want to send somebody something. It could be anything. It could be a blog post, it could be a recipe, it could be an Evergreen offer. It could be – you know, it doesn't matter what it is. What happens when I send somebody something? Describe the process from then on down the line.

Will: Okay, gotcha. Yeah. So I'll even start before that. You said you're going into your account and Touchstone Essentials, we do a great job of providing really anything that you want to use to promote our products. We have email swipe, we have graphics, we have educational material, really anything. And of course if we don't have it, reach out and we'll provide it.

So once you get whatever you're looking to share, everything is associated with your unique lander, your unique subdomain, your unique link up in the address bar. So you take your unique lander and send it to everybody, anybody and then once that person uses that link, they are forever attributed to you. So if you send it to somebody and they want to think about it and then 10 days down the road they go back, just go to our regular website, they're going to be attributed to you and you're going to be – anything that they do on the website, anything that they purchased, you're going to get credit for it. So that person –

Winder: When someone clicks on that, on something you sent them, and then they go to any social media platform, any of them, and they see a Touchstone ad and they click on that, then what happens?

Will: It's going right back to your unique link. So you're clicking on it, it's going to go ahead – and you'll see it in the beginning of the link. It's going to be essentially, if you're an affiliate with Touchstone, you really get your own website through Touchstone, right? So you create an account, you choose what you want your website to be named, and then it'll show up “affiliate one, thegoodinside.com.” So. If somebody leaves that link, goes to social media and sees an ad for it and they click on it, they're going to come back to your page and you're still going to be attributed with that customer.

Winder: They buy something, you get the commission.

Will: Exactly. Yeah. So then you don't have to worry about losing that customer. They walk away. They're getting cookie'd to you, so attributed to you.

Winder: Right. And what does the company do then?

Will: Well, from there somebody purchases and then we see it in the back office. You'll eventually see it in the back office. Actually we just – something that's really new with the program is that we've created a dashboard in your affiliate account that will show you in real time your visitors, your orders, your commissions, everything that you need to see to kind of judge you know what your performance is. And then, yeah, so once that person – once you share your link and a customer purchases, then we see it on our side and we're paying out commissions on that to you on a weekly, monthly basis for a lifetime.

So one of the big things with our affiliate program that works in favor for our affiliates is that we offer lifetime commission. So as long as the affiliate or the customer is purchasing, or they're on a subscription or anything, we're

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paying you out for lifetime on anything that they do. So you never have to worry about losing that customer.

Winder: So say for instance, I send out somebody and they don't buy right away, they just click on it. What does the company do with – how does the company handle sort of a drip campaign after the initial contact?

Will: So the company, once that person – are you saying if somebody just clicks on it, or is it somebody enrolls?

Winder: Yeah. Click on your link. No, somebody – not enrolls. They just click on it. What happens then?

Will: Well, that person, they're not really –

Winder: Well, I understand that the companies start a drip campaign where they send out a series of emails amplifying the information that person got when they first clicked on what you sent them. In other words, they're just sending them educational information, not salesy stuff, just educational things to help them understand more about what they have interest in already.

Will: Well, I'll make a correction on that. The company does not send out anything to these customers unless they enroll with the company. So they have to create an account of some sort, because that's how we gather their email address. Right? And then if they enroll, but they do not purchase, then we start a drip campaign that's it's usually coming – material coming directly from our CEO, Eddie Stone, and him sharing educational information about all the toxins that we should worry about that are in everyday times. It's always relative kind of to the timeframe of the year, right? If it's spring allergies or whatever, it's always super informative. It's nothing salesy. But yeah, just to clarify, they would need to actually enroll without purchasing.

Winder: Well, I was confused. I've been misspeaking about that because I've been telling people if you send out a link, someone clicks on it, then the company kicks in more information right then. So that's not right.

Will: That is – well, that's not right. Typically we – typically, companies won't send out emails to people. I know it happens to all of us, right? We all have that spam email or whatever that sneaks through or we signed up for something and now we're getting emails. But typically companies will not – they can't access your information without you signing up and allowing us to.

Winder: So clicking something I sent somebody doesn't allow that?

Will: No. All that does is cookie them to Winder.

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Winder: Okay. All right, that's good to clear that up.

Will: But there is a – a lot of times what happens is you'll send out a link – Winder will send out a link and somebody will click on it and they'll say, oh man, this is really interesting. And they'll go to purchase and they'll enroll, they'll create an account with The Good Inside. And then they'll say, oh something came up. I got to go. You know? But once that person enrolls, now, that's what throws them into that drip campaign where we're sending out educational material.

Winder: Okay. All right. Now somebody can sign up for free. There's no – if you're an affiliate – now, if you're Affiliate Plus, then there's a \$20 annual fee and that opens up the whole comp plan. But just being an affiliate, there's no charges. You never have to buy anything. But yet you have access to all this information, to all these websites, to all the good stuff we have. But you only get paid on one level.

Will: That's correct.

Winder: Just you're referring people and that's just a straight, flat out affiliate program, but there's no obligation to do anything. So it's a real simple thing that people like to do because that doesn't tie them down to an autoship or anything like that. And I love it that the company doesn't have the requirements like that. You never have to spend a penny. You can have five customers who buy something and you're fully qualified for the whole comp plan.

Will: Exactly.

Winder: And it's very, very, very, very user friendly. All right, so if you send a link to someone who signs up as an affiliate and they start – say they have a lot of people in their database and they start sending that stuff out. You're going to get commissioned on everything they do that's part of this.

Will: That's correct. It's not as big of a commission as if you were sharing the offer yourself or sharing the product yourself. That's a larger percentage because you're doing the direct selling. Right? Or the direct advertising. Now, if somebody as an affiliate – if somebody signs up as an affiliate with The Good Inside, with Touchstone Essentials using your link once they're attributed to you, that first line of people that sign up underneath you, yes, you are getting commission on them. It is a smaller percentage, but essentially if you – if Winder knows 20 people that he thinks have a big audience and are super interested in heavy metals detox and Zeolite, and just a good quality company and they're looking for supplements to share, then he would reach out to them and then they would sign up underneath Winder.

And then that whole frontline that's underneath Winder, they're generating sales and Winder getting paid for it, a certain amount of commission on that without doing anything right. So it's very beneficial to use your immediate network and bring them in underneath you, and then you're making effortless commissions without having to do much besides engaging them and getting them involved with the company.

Winder: Well, you work once, you get paid forever. I love that.

Will: Yeah. Lifetime. So yeah, the same thing works with them. If Winder sends over a hundred customers under me, I bring Winder on, he sends a hundred customers, I'm also getting lifetime commissions on what Winder has done. So it definitely, it's – typically it's called a second-tier referral whenever it's the immediate downline.

Now, Winder touched briefly on Affiliate Plus. Now with Affiliate Plus, there is a \$20 membership, an annual fee. But what this gives you is – well, one, you have access to once a month, you have a \$50 off gift card that you can offer to anybody. And then once somebody signs up using that \$50 gift card, you get another one. Right? But you get these \$50 off gift cards that they can – what was that?

Winder: You get five of them.

Will: You get five more after somebody signs up. Right?

Winder: If you place a hundred dollars – if you place a hundred PV order, you get five a month of those \$50 off.

Will: That's right.

Winder: So that's an incredible deal.

Will: It is. Yeah. So you're – and that's to be used on the whole website, right? Not just the affiliate offers. So yeah. That's awesome. That's a great benefit. That pays for itself, right? The \$20 annual fee. And then another huge thing that happens is we talked about an affiliate making commissions on their first downline. So anybody that they refer. Well, Affiliate Plus, what happens is anybody that your immediate downline refers, you're making commission on the whole leg down. Of course, it's incremental the further it gets away from you, but you are opening a deeper commission pool, right?

Winder: Yeah, 10-level comp plan plus all kind of other bonuses.

Will: All kinds of other bonuses.

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Winder: There's just nine ways to get paid and they pay a lot.

Will: Yeah. It really starts to add up, especially over a lifetime. Yeah. Winder is very well aware of this.

Winder: Now let's talk about – I know we're short on time, but I want to get into one other thing here real quick. We were talking about helping people get signed up. And anybody – oh, by the way, the phone app now, as soon as you're an Affiliate or Affiliate Plus, you have access to this incredible phone app that you can send anything to anybody anywhere. And when they click on it, they're cookie'd to you, and you can put all of your contacts into this phone and send out 10,000 a minute if you want to.

Will: That's correct.

Winder: So that's an asset that cannot be overstressed. It's just brilliant. But what I want to touch on here in the last few minutes, there is another part of this program that most people are not aware of and that most people are not as likely to be participants in. And that is the digital marketer program with the \$5 offer. Explain a little bit about that. Because that's the biggest source of business we got.

Will: Yeah, no, 100%. So the reason we wanted to address the Evergreen offers first is because we want to work, like I said, with everybody, right? We want this product and the company to be accessible to anybody that wants to work with us, given that they're following all the right rules and whatnot. So Evergreen offers, anybody can start today, find their assets, share it with people and make money.

Now we do have private campaigns that are available to some of our maybe more experienced marketers or maybe just people with wider outreach that have – or people that have a larger following or a larger email database. We do have private campaigns. Now, the difference between our Evergreen campaigns, which are our \$50 off offers, and our private campaigns. Our private campaigns offer two products at only \$5 for a month's supply. So we have our Pure Body Extra for only \$5. Now, remember I mentioned that was \$63 retail. So we're offering to people, to customers. If you qualify for this, these private offers, we're offering it to customers for only \$5 for a month supply. The other one is our Fulvic Minerals, which is also \$5 for a month supply.

Now the reason this is important is because our \$50 off Evergreen offers, they're fantastic. They have great conversion rates, anywhere between 2, 3, 5% conversion rates. Now our \$5 offers, we typically see anywhere from

10% to sometimes 15, 16% conversion rates. So that means essentially the amount of people that see it – so if a hundred people see it, that means 16 people will purchase, which in the world of marketing is a very, very good conversion rate.

Now the reason that is important is because more people purchasing, equals more people into your funnel as an affiliate. Right? So the big picture of this is we want to be making that lifetime commissions week after week, month after month, seeing your customer base grow. And once somebody tries our products, we have a 60 to 70% retention rate. So they're sticking around for a while and continuing to subscribe, continuing to purchase, not only the Pure Body Extra, the Fulvic Minerals, they're purchasing other products and you're getting paid for all of it. Right? So if I had a hundred customers and I wanted to sell them something and make the most commission off of it, I'd rather get in 16 customers and make month after month commissions off of them rather than the four to five to six customers if you're using the Evergreen offers.

Now, I'm not discouraging anybody from using the Evergreen offers. Evergreen offers are great and, like I said, they're accessible to everybody. But there's a few things that you have to – a few things that make you qualify for the \$5 campaigns. We offer these as private campaigns just because they're, one, it is a lower price point. It's a little bit more work for our team to set up these offers. So we want to make sure that it's worth the –

Winder: We have to qualify.

Will: Yeah, you have to qualify.

Winder: Someone's got to qualify.

Will: Exactly.

Winder: They don't just hand them out randomly. You've got to apply.

Will: Exactly.

Winder: You have to be a real digital marketer with an existing database you're selling something to right now. Then if you send somebody a \$5 offer, they have to agree to be on an autoship for the second month at regular price. And that's why that just – it rocks. But search and finding those kind of people is kind of rare. They're not –

Will: It is rare.

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Winder: They're not usual. But if you do – we're what, five hits away from everybody on the planet?

Will: Exactly.

Winder: If you put out word in your database, you're going to find somebody that qualifies. And when you do, talk to me, because that's life changing.

Will: That's it. Yeah.

Winder: Changed it for me completely.

Will: That's it. Yeah, They're incredible campaigns. Just touching on a few things that would qualify you, if any of you are out there right now and are wondering, oh, do I qualify for these \$5 offers? So 15,000-plus email subscribers. Facebook. A Facebook following is great, and we always encourage you to share your Evergreen offers on that. But Facebook alone does not qualify you. It's just very convoluted on the followings, right? And then Instagram, you have to have an average of 5,000 likes per post. TikTok is a minimum average of 25,000 views per video. YouTube, minimum 5,000 views per video.

And then there's some other ones, but all of this is case by case basis. If you have a smaller following or less engagement than that, but you're a good fit for the company, we're always open to reviewing anybody. So if you think you might be a good fit for the \$5 offer or you have an audience and health and wellness, or holistic nutrition or alternative medicine, or any of these spaces, please reach out and send in your qualifications and we'll take a look at everything and we'll let you know.

And if you're not a fit, it's no problem for now. You can still promote our Evergreen offers and we can revisit later on down the road because we're – all of our followings are constantly growing and adapting and everything. So don't get discouraged if you don't qualify for a \$5 offer. Those are very, very private. Like Winder said, there's not many people that are able to run those or that qualify to run those. So that's why we have our Evergreen offers that are always available.

Winder: You just can't have an email list – buy a list and say, yeah, I could do that. You have to be for real and a serious business person and established before you can be accepted. But I got to say one other thing. All that stuff you were rattling off about all the different platforms and all this and that and you got to – I didn't understand any of that, but guess what? You don't have to.

Will: You don't have to.

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Winder: Someone like me, you don't have to understand squat. You just have to find some people who do. And my experience is when I show particularly youngsters, what this stuff is about, the campaigns and all the tools that they have available, they light up like Christmas trees. They get it. I don't, but I don't care. That's the beauty of this. It's a different ball game and it's a life changing ball game for everybody involved.

Will: That's right.

Winder: Well, anything else you want to add here right before we're ready to shut down now?

Will: No, I think that's about it, Winder. I just wanted to kind of let you know who we're trying to work with and what we have available. But of course if anybody has any questions, they can reach out to Winder. They can always reach out to Touchstone directly. But yeah, we look forward to working with anybody and everybody and sharing our mission with the world.

Winder: The magnificent William Gill. Thank you, sir.

Will: Yes sir.

Winder: Great conversation. I appreciate your time.

Will: Of course, Winder.

Winder: All right everybody, we'll be doing some more of these later. So thank you all for listening and be sure to share this with as many people as you can.

[End of Recording]