



# You've received a gift box!

Dear Entrepreneur:

Inside this box you'll find everything you need to learn how to attract new clients (and even recruit top talent) with video.

The #1 **mistake** business owners and professionals make is neglecting their #1 business asset - their customer, past client and prospect database - by not staying in touch like they should be.

Has a past client ever hired your competition, or has a friend or "hot" prospect gone elsewhere?

I challenge you to start publishing two, helpful Q&A videos a month to go on YouTube, your video blog, and then emailed to your database, posted on social media, and to iTunes.



This simple marketing plan will help you stay in better touch and keep you top of mind **so more people pick up the phone and call you** while you position yourself as the expert in your niche.

You'll build trust with more people at scale, too, when you publish helpful web videos.

Your business contacts will remember you and better perceive you as a knowledgeable authority which will boost referrals, repeat business, and conversion of prospects to appointments.

It also attracts talented people to work with you if you need to hire more people.

But first, I want to help you better understand ***how to think about permission, education-based database marketing*** to succeed at this.

These three books have deeply impacted me and I want to share them with you.

1. **Permission Marketing** - a timeless classic that is more relevant today. You'll learn why permission (getting an email address) is the most valuable asset in business.
2. **Youtility** - you'll learn why it's critical to create marketing so good people will pay for it. Pay attention to the story of the pool company in the recession and how they grew sales.
3. **No B.S. Sales Success** - you'll learn how to reduce the daily grind of prospecting with helpful, expert advisor marketing that positions you as the guest, and not a pest.

If you like the ideas presented these books, and you want to implement them, read our enclosed marketing plan I wrote called *The Database Reset: How to Reconnect with Your Neglected Contact Database to Increase Sales with Video & Social Media*.

If you've been looking for a way to use Facebook, YouTube, email, and video marketing to grow your business or professional service, I've outlined it all for you.

You'll learn how to reconnect with your database, build your database, communicate with it, and work it for business using technology.

This is our Official Video Marketing Plan we implement for you.

We do all the work and it takes 30 minutes a month.

Call us at 1-800-323-9974 and **ask for a 30 day no-risk money back trial of our service** so you can get yourself on camera, reconnect with your database, and see initial results quickly without any risk at all.

We interview you on an HD webcam so it's painless.

We help you come up with videos topics that get people excited and want to hear from you.

Visit us at [www.getviral.com](http://www.getviral.com) to see pricing, how it works, client examples, interviews, FAQ's and more as you do your research to see if this approach to growing your business is for you.

You can also request a free marketing strategy call to talk about the results you can expect.

So, enjoy the books. They are my gift. They have changed my life, the life of our clients, and (if you read them), I am 100% sure they will change yours.

I also included a few Google reviews, an article Verne Harnish wrote about us, and more details about our video podcast so you can get to know us better.

Sincerely,

Frank Klesitz, CEO  
Vyril Marketing

P.S. Shoot me an email anytime and tell me what you've learned: [frank@getviral.com](mailto:frank@getviral.com). I read and respond to every single email I get from a real person.



**Randy Plaice**

1 review

2 months ago

Frank, Scott, Reece and the rest of the team over at Vyrat have been instrumental in my growth in the video space. Their vision and attention to detail is huge for me. This company is so much more than a 2x a month shoot a video and they post it solution. They genuinely help with improvement of content and production, help me see the vision of where I am going and help study the outcome to see what my audience cares about and engages with and what they don't. Vyrat is a must have for any serious video entrepreneur and I refer them often.



**John Cunningham**

Local Guide · 8 reviews · 53 photos

3 months ago

Frank and his team at Vyrat Marketing in Omaha are constantly giving me new ideas to use in my real estate biz. I first discovered Frank on the keeping it real recordings with Jeff Manson of Real Geeks. There, Frank facilitates the conversation where agents share their success stories.

I have reached out to Frank via email and received emails and phone calls to discuss marketing. He is always ahead of the curve. Those conversations are always packed with, you guessed it, more marketing ideas that I have not heard of before. In other words Frank is not just regurgitating some other so called experts old worn out methods.

If you are a real estate agent, dentist, doctor, or business owner who needs an infusion of usable ideas that will increase business give Frank and his awesome staff a shot.



**Moncord Real Estate Professional Services**

2 reviews

2 weeks ago

What a great value they provide our team while enhancing our marketing efforts. We highly recommend their services.



**Tom Miller**

1 review

8 months ago

Prior to using Vyrat I had a hard time consistently keeping in touch with my sphere of influence. When I first found out about them I knew it was something I wanted to do. Using Vyrat has helped me achieve my goal of staying connected with these people in a way that is scalable.

Shooting videos can seem daunting and my first few took me forever. The team at Vyrat really helped. My coach Reid is awesome! He urged me to keep going and get consistent with it. The service they provide is exceptional and in the first year, following their advice, I have already started to get results by following their program.

Last week I attended their first full day training event. Frank dropped a ton of great ideas on us and I left with a new appreciation for the power and value they provide. Of all my vendor partners, Vyrat provides the most value. They don't want to sell you something you won't use. They truly want you to squeeze every ounce out of this program.



**Erik Hatch**

8 reviews

9 months ago

I have the privilege of coaching Realtors from all around the country - and they all want the same thing...maximum profit. And tapping into your database is the surefire way to capitalize on keeping your margins in your favor. Your highest ROI and your highest conversion rates will be with people who already know you or have heard of you - and Vyrat Marketing has created a platform that helps people tap into these very markets. I'm grateful for their partnership. If you're considering hiring Vyrat Marketing - trust that your dollars are being placed in a bucket that gives you the best chance at a nice return on your investment!



**Donny Coram**

2 reviews

9 months ago

Great service especially for those just getting started in video marketing. I HIGHLY suggest doing the trip out to Omaha to shoot the videos. This service really made my content delivery more consistent. It also made my process much smoother for me by not having to block the time weekly to do the content videos. Frank is a wealth of knowledge and I appreciate the videos he does with Jeff Manson at Real Geeks as well. Would recommend to anyone looking to kick their sphere and video marketing up a notch.



**Fred Wilson**

1 review

6 months ago

Frank Klesitz is an incredible listener. He spent an hour with us on the phone asking questions about our business goals for our upcoming marketing campaign that we need help with and then he made a number of recommendations to our group that would essentially lead us to his competitor (where we would be better serviced for our very specific type of campaign because we require certain things for our unique niche market that Frank does not handle)! What honesty! What integrity! Frank is non-negotiable when it comes to telling the truth about the best way of getting your (our) digital marketing and PR needs met! If he cannot help you--he will not only tell you so--he will also make a recommendation about what your next best step (option) should be--even if that means sending you to his competitor!!!!



**Bill Vick**

4 reviews

9 months ago

Good recruiting is often described as a contact sport and the best recruiters realize that to break into the big leagues they need first to stay on the phone and second to build enduring relationships with both clients and candidates. Vyril Marketing adds to that formula by helping recruiters with the often talked about (but seldom practiced) art of branding and marketing. For the first time, a recruiter can focus on making more placements by building relationships while Vyril Marketing does the heavy lifting of maintaining relationships for you. They do it all and coach you how to use ongoing marketing to reach existing, past, and future candidates and clients

with a message that builds your brand and your enduring relationships. I'm totally convinced and believe that any recruiter using their program will add an additional two or more placements a year to their bottom line.



**Lars Hedenborg**

1 review

9 months ago

Vyril Marketing will help you build a sustainable business with a high level, personal database touch without having to pick up the phone. In thirty minutes a month, I shoot two educational videos and two recruiting videos; then I'm done. I now work one day a week in my real estate business because my marketing generates consistent leads for my team. We sell over 300 homes a year. Sitting down to record a video is one of the best ways to scale my time. I use Vyril Marketing in my real estate and coaching business. You should, too.



**Pat Fitzgerald**

3 reviews

8 months ago

I just returned from the Vyril Marketing workshop held in Omaha, NE. Wow, what a wonderful day. Thanks to the amazing Frank Klesitz, I now totally "get it". Frank is one of the most amazing guys I have ever been around. He created and presented a fabulous agenda for us, and I left with my head exploding with ideas, and a realization that I have only been scratching the surface in terms of what the Vyril Marketing System can really do for me. This system has already brought me my first closing, and I expect many more. Frank is a genius! Can't wait for the next event!



**Pasquale Scopelliti**

1 review

9 months ago

Up until now, my business focus was only service and sales. This model can survive, I'm testament to that, but it can no longer be justified. The third leg of the stool is marketing. Marketing as a disciplined, accountable, timely and consistent practice. My first four-minute professionally produced video instantly generated three serious prospects for me. Please understand, in my business, I might go 18 months with no more than three

serious prospects, believe it or not. One of those prospects has already hired me, and the two others are still coming along in the process. But, three serious prospects and one already closed from a single four-minute video simply breaks my brain. Nothing in 29 years has ever generated that kind of results for me. Nothing. Vyrat Marketing has organized all these incredibly powerful, leveraged steps for you to win that so-treasured, ultimate recruiting objective. Not only have they mastered every fundamental step of marketing, from your website to your email and telephone sequences in meeting new people and drawing them to reach out to you, they have mastered the art of video to establish an unbreakable bond with the people in your market.



**Daniel Beer**

4 reviews

9 months ago

You should hire Vyrat if you want to ensure that you master the number one thing most business people fail at...consistency. Consistent marketing and consistent communication with your database. My team realized that we were spending a ton of money generating new pipeline and growing our database but certain segments of our database were neglected or received little communication. Our answer to that issue has been Vyrat. What we love about it is that it enhances ROI across all our lead channels because it positions us as thought leaders in our industry.



**Adrienne Lally**

3 reviews

9 months ago

Vyrat Marketing elevated our inquiries almost immediately. The ROI actually exceeded our expectations, which allowed us to relax and gave us freedom to enjoy the process and make it our own. It was stressful, we weren't doing what we wanted – there were too many moving parts. The appeal of partnering with Vyrat to produce these educational videos is their 'done-for-you' strategy because they really do take care of everything. My Success Coach fills me in on which topics are working for other real estate agents and what trends are hot at the moment so I have a head start creating my videos.



**Brad Atkins**

1 review

11 months ago

Phenomenal program that has really helped us grow our recruiting program. We're now getting nearly 1,000 names a month that we didn't have before starting with Vyrat. We generally record two videos a month that Vyrat edits and posts to our social media accounts (they reworked to look great and consistent). When those videos go out we consistently get 900-1,100 clicks. We can then follow up on those "calls to action" and have substantive conversations with folks about their business. We are in the recruiting and coaching world; there is no way we could approach this kind of audience individually. Without Vyrat we wouldn't be able to generate the groundbreaking results we're enjoying.



**Daniel Dixon**

1 review

8 months ago

Vyrat Marketing has literally changed my business overnight. The videos that we shoot and distribute to our network has already generated us 3 transactions in the last 3 months since we started their program. This is a very innovative video blog system that in my opinion is 100% necessary in this digital real estate world. I would recommend them for any and all professionals looking to expand their business and connect with clients on a very personal level. 5\* Daniel Dixon



**Rick Bettger**

2 reviews

9 months ago

The goal for me...is to maintain our visibility and stay top of mind with our current customers. I hear a story every week where somebody says, 'I didn't know you guys were doing that!' or 'It really reminded me to come in.' I had six people say that to me in the last four days, who have actually brought their cars in. For what I'm charged, it's totally worth it to have you guys do it for me. You do a remarkable job of producing the videos, creating the emails, and managing the database





### McIntosh Realty Team

1 review  
a year ago

My team and I joined Vyrat back in 2013. We heard numerous compliments on the quality of our videos and were pleasantly surprised at how much attention they were getting. After continuing to post videos for a couple of years, we thought it may be a good idea to invest the money into something that might receive a more immediate return. What we found is that it is essential to consistently stay in contact with your database. Vyrat provides the opportunity to provide good information in a format the people will watch and be interested in. Its a fantastic tool that allows you to maintain a relationship which will create more and more referrals and repeat customers. We are excited to be back!



### Amanda Howard

7 reviews  
7 months ago

We've worked with Vyrat Marketing for several years. They help us with video editing, filming suggestions, content, and database management and send out. They've also helped us with Facebook marketing, and blog posting/management. Their team is friendly and knowledgeable. They're always quick to respond and follow up as needed. Highly recommend them to other agents looking to improve their client communication and online branding!



### Hoss Pratt

1 review  
9 months ago

Look, if you're struggling with how to stay in contact with your clients, there's absolutely nobody in the real estate industry that even comes close to providing the amount of value Vyrat Marketing does. In fact, I refer very few people as enthusiastically as I do them. Time and time again clients come to me thanking me for the referral. What are you waiting for? If you want to step up your digital presence to the next level, you want to stay in contact with your clients, you want to differentiate yourself in a big, big way - stop wasting your time and hire Vyrat Marketing today. I promise you they will put you on an incredible path for success. Go out there and take massive action.



### Dave Silva

1 review  
9 months ago

I have simply the best video coach on the planet earth. Elizabeth is the Bomb! She is live and my computer handling my web cam and making sure that I am smiling, the lighting is correct, and she edits the clips. Best investment you can spend as an engagement tool.



### Tabor Smith

6 reviews  
9 months ago

Vyrat Marketing is awesome! These guys go out of the way to make sure their clients are successful. Everything they've done for me has been top-notch. They definitely know their stuff. ...Thanks Vyrat Marketing!



### Fred Wurster

2 reviews  
8 months ago

I recently attended the new Vyrat Marketing workshop and all I can say is that you will not be disappointed. Make sure you bring an open mind and willingness to learn and be ready for them to pour their knowledge into you. I walked away with a number of take-away's that will help us improve not only our Vyrat videos but our business. Thanks again!



### Damon Gettier

12 reviews  
9 months ago

Just the other month we sent out one of the messages recommended by Vyrat Marketing and generated 34 listing leads. We followed up on those leads and took 14 listings. That is just incredible. This was on the foundation of the two educational videos a month keeping us in front of our database as the local "go-to" experts. I bought \$12,000 of video equipment before Vyrat and never used it. With the HD webcam and mic they gave me instead, I look and sound amazing. They hold me accountable with the videos so they just get DONE. The ROI to date has been way beyond 10x, and

the more I follow the program, the faster I get that necessary ROI in my bank account.



### **TMAC Direct**

2 reviews

9 months ago

Vyral Marketing is innovative and highly-collaborative. They have offered me great flexibility and were willing to customize their service to meet my needs. Vyral has been instrumental in me keeping in close contact with my database and adding value to my brand. I would highly recommend them.



### **Shon Kokoszka**

2 reviews

9 months ago

Frank and Scott are amazing! They ask insightful questions and develop an incredible strategy around your models and systems. They go over and beyond the typical marketing firm. These guys know their stuff and they'll make you look like you know yours too! Keep it up guys!



### **Delia McCormick**

1 review

9 months ago

We had an outstanding experience with Vyral Marketing. They delivered precisely as promised, walked us through the set-up and learning curve, and were always courteous and pleasant to work with. I would not hesitate to recommend them to my real estate colleagues.



### **Tim Heyl**

1 review

a year ago

Vyral Marketing has done wonders for my business. The leads I'm calling 6 months to a year later I generated from cold calling work with us because of our videos. They realize I'm a professional in real estate. Some say they even know me! This has been one of the most unbelievable complements to everything I'm doing for lead generation, both for my sphere and the leads/nurtures in the pipeline. I highly, highly

recommend [Vyral Marketing].



### **Live Love Atlanta**

3 reviews · 2 photos

I was making videos on my own before I hired you guys, but I found I was not being consistent with it and I wasn't getting it out the right way. You guys took it off my plate and I have been consistent. I'm always writing down ideas of what I want to do. It's the first time in 10 years I'm getting calls from branding on the internet. We did 70 transactions in 2014. In 2015, we did 149 transactions. We doubled our business and a lot of it has to do with the fact that we are providing consistent follow-up to our database.



### **Brett Sikora**

3 reviews · 1 photo

10 months ago

I've been with them for over a year now and it's definitely the best way to keep in contact with your database. Their coaching and staff is 100% on point. They make sure I'm shooting my videos on time and always give me guidance to make sure I'm getting the most out of the program. I highly recommend working with Vyral.



### **Josh Cunningham**

4 reviews

a year ago

Vyral Marketing has transformed my life. Not only has it allowed us to stay in touch with our database, but it has allowed me to step out and run my own business. Also, Vyral creates top of mind awareness. If you're interested in strengthening the relationship with your #1 asset which is your database which is all the people you have built relationships with or are past clients of your business then you have to reach out to Vyral Marketing.



### **Fred Holmes**

5 reviews · 1 photo

10 months ago

Vyral has been very helpful to us. It is an almost Done For You solution. They have assisted us with collecting Testimonials, Social Media advertising, Video editing as

well as their core "Stay in Touch" informational video concept. Great people to work with. Highly recommended.



**Brett Tanner**

1 review

11 months ago

Vyral marketing is the real deal. Their marketing plan is what we use to communicate with our entire database. By sending the 2 videos per month and following their plan, we have had a massive increase in business from our database!

Additionally, their marketing letters that they create have brilliant copy that gets leads to reach out that we had previously not been able to reach. Bottom line, Vyral is a backbone of our lead communication with clients.



**Kyle Whissel**

13 reviews

9 months ago

We've been with Vyral for years now and absolutely love them! They're the ultimate way for us to keep our name and face in front of our database on a recurring basis. We highly recommend them to any business person with a database!



**Vince Bertolini**

2 reviews

11 months ago

The team at Vyral Marketing has been nothing short of amazing. This company has the most current marketing strategies down to a science. Customer service and support has been amazing, and it is revolutionizing my Chiropractic business. I can't say enough good things and I'd like to especially thank Mr. Scott Sillari for all of your hard work in getting us operational and growing my business.



**Rhonda Sher**

2 reviews

9 months ago

I have been a customer of Vyral Marketing for 2 years

and this is one of the best and easiest ways to educate the people on my list and generate new business. The people at Vyral are easy to work with and the system works.



**Tar Reid**

1 review

10 months ago

We began using Vyral about a year ago and have been very pleased. They produce a great product and helped us be accountable to get recordings done so that we could market to our database. No doubt we have increased our commission much more than the investment we made for Vyral's services.



**Gabe Martin**

1 review

11 months ago

Frank and the Vyral team have changed our current business but will change the direction we are headed for the future. They are providing tremendous value to our company by giving us the exact proven blueprint we were lacking in this. We have seen a great response and look forward to using Vyral techniques to explode our business this year and beyond. By using his video marketing campaigns we have seen a noticeable upswing in our repeat/sphere business, which unfortunately otherwise went unworked. Thank you Frank!!



**Jerimiah Taylor**

1 review

9 months ago

As a team leader, we do 40-60 appointments/interviews every single month and when you're meeting with that many agents, you're only going to hire 10-20 of them. Over the course of a year, you have met with more agents you didn't hire than ones you have. I had an experience where a top agent who did about \$10 million last year out of the blue emails me and tells me he's ready to join us, all because I've stayed in touch with him. I had forgotten all about him honestly, but my marketing didn't.





**Jeremy Sisemore**

2 reviews · 1 photo  
a year ago

I own an Executive Search Firm and use Vyril Marketing to help manage my Video & Social Media Marketing Strategy. In-short, their group is fantastic at all the complicated busy work that I don't have time for and don't know how to do. They built a Video Blog webpage absolutely "in brand" with my logo and colors, etc. They help manage the distribution of my video blogs to well over 15,000 contacts while managing the "opt outs" and bounce backs. I highly recommend Vyril Marketing if you want to build your brand and build "top of mind" awareness with your target customers.



**Susan McCallion**

4 reviews  
10 months ago

Awesome staff! and very well run processes! The staff were always very helpful in guiding us and suggesting ideas. Tenacious in keeping us on-track with videotaping. Huge Thanks to the Vyril Team!



**Coleen Black**

2 reviews  
10 months ago

Lindsay is a fabulous business specialist! Vyril is always interesting in improving their services and she asks great questions to not only help them to serve us better, but to motivate us to new heights! Love their services and their enthusiasm as a young company to help us grown our business and relationships with our clients!



**Aaron Wittenstein**

1 review  
11 months ago

I have been in real estate for 16 years and have always struggled with working my database. After 1 month of using Vyril Marketing I have secured 2 listings. I can't wait to see what happens in month 2. Hands down the best I money I have spent in years. Don't think about using Vyril just give them your money and let them do their thing!!! BOOOOOOOOOOOOOOOOOOM!!!



**John Fagan**

1 review  
11 months ago

Vyril has been key to helping us to produce high quality videos that we simply couldn't do on our own. Everyone I've worked with at Vyril has been great, and really goes the extra mile to ensure you're happy and successful.



**Marty Gum**

2 reviews · 1 photo  
10 months ago

Excellent service and ideas. Allows me to communicate with a huge list in a personal way twice a month. Quickly and easily.



**CHARLES EPSTEIN**

1 review  
a year ago

In the world of Video marketing and creating and managing repeatable systems of success for generating a never ending stream of qualified leads, staying top of mind and relevant, Vyril Marketing gets it!

I wanted a system that follows Eastman's Law- "You push the button, we do the rest!" And boy does the team at Vyril ever make that magic happen!



**Jen Goldman**

1 review  
11 months ago

Working with Vyril has been a great experience and we are getting great feedback from our audience of business owners! Vyril had a great, easy process for onboarding us to video, helped me feel comfortable in front of a video camera, and provided great improvement ideas that truly made a difference. Thanks to Vyril, we have a more personal presence in the advisory firm community. Jen, President of My Virtual COO, #1 provider of tech and process improvements to independent Wealth Management firms.



**Stephanie Eder**

2 reviews  
10 months ago

Love the hands on support we get from Vyrat. Always on top of the hottest market updates and the best tips for reaching our clients.



**BrandonYourREPro**

1 review  
8 months ago

The staff and leadership is second to none! Great program, great communication and great results!



**Audrey French**

1 review  
9 months ago

Great people and excellent service! Definitely a positive addition to our business.



**Dave Friedman**

3 reviews  
11 months ago

During my first year in 2013 I didn't have anything in place. That year, the business that came from my sphere of influence and referrals was only about 5% of my business. I closed 30 deals and almost every single one came from buyer pay per click leads. In January of 2014 I implemented Vyrat Marketing and now 33% of my business is coming from my sphere of influence and referrals. My ROI on my sphere of influence and referrals is 38X and GCI of \$487,000 in 2016. It's been a game changer. The only difference in my business from 2013 to 2014 was Vyrat marketing. They took me from 30 deals in 2013 to 60 in 2014. The only concern I have is that I didn't invest in Vyrat fast enough. If I could go back and do it over again, it would be the first piece of marketing that I would invest in.



**Kathleen Metcalf**

1 review  
a year ago

Vyrat Marketing goes above and beyond their promises and my expectations! Every month we create two (2) marketing videos to inform, educate, inspire and attract people to our business. In addition to the monthly videos: Facilitating 30 minute Google Hangouts with our Guests is an excellent forum to educate. Recorded "Success Stories" of testimonials from our past clients is a priceless method of letting people hear for themselves how our work has enhanced their business. We value our relationship with the marketing professionals at Vyrat Marketing. We encourage you to include Vyrat Marketing in your branding and business development strategy.



**Kandi Wright**

7 reviews · 2 photos  
a year ago

Vyrat Market has a great team in place to provide value to our company through their online video marketing services. They provide excellent customer service and are always looking for ways to improve. We appreciate their eagerness to help us make our company's marketing out rank our competitors. I highly recommend them to others wanting to do the same.



**Rossy Guzman Salzer**

3 reviews  
a year ago

I've dealt with a lot of marketing and real estate vendors and I just want to say the people from Vyrat marketing are at the top when it comes to having a system to follow to put you in front of your database & great customer service!



**Melanie Ferguson**

3 reviews  
a year ago

Vyrat has been a huge difference maker in my real estate business! From the free marketing tips, database mailers, professionally edited videos, and even free coaching, they rock! We have seen a great response

from complete strangers reacting to our YouTube videos~ it's like being your own little celebrity in a small niche area! I recommend you check out what they have to offer and squeeze out all the good stuff you can into your business!



**John Pyke**

5 reviews  
a year ago

Attention all consultants, coaches and authors. This post is about the highest and best use of your time and efforts as it relates to your marketing and sales spend to build a thriving business. By implementing the approach mentioned below I have built a multi, six-figure consulting firm, in a brand new vertical market in less than four years. This year I am on track to double my business to eclipse the seven-figure mark.

If you don't know about Education-based Marketing (EBM) or are not implementing this game changing, powerful approach, this information is for you! At the heart of EBM are key questions like, how are you positioned, what is it that differentiates you versus everyone else and how can you elevate your credibility so that people will contact you versus you slugging it out everyday making cold calls or other old-school traditional, useless prospecting methods.

EBM may seem counter-intuitive, but I assure there is the absolute best way to drive more revenue and attract more clients to you. EBM is providing incredible value to all your listeners and being intentional about building a following. You do this by leveraging the power of technology and video. You may have heard the principle, "give and it will be given to you" I am here to tell you it works unlike anything else. Give away your insights, tips, best practices in the form of short, impactful videos (since people have a short attention span) - 8-10 minutes is plenty. A very effective approach is to also interview existing clients and have them share the impact or the results they have experienced working with you.

This kind of third party validation is very powerful. What will start to happen is that people will start reaching out to you because they perceive you are the expert. EBM reverses the sales funnel by having people contact you versus you looking for a needle in a haystack. Additionally, because you post these videos online the leverage of having these videos available 24/7/365

means you are literally building your brand and expert status while you sleep.

My secret weapon of experiencing exponential growth is Vyrally Marketing. I rarely put my reputation on the line and recommend any organization but, this company is so exceptional that you must drop everything you are doing and make implementing EBM your number one priority. If any of you coaches, consultants or authors want to speak with me more about this approach and Vyrally Marketing I am happy to get on a call. After all, we are all in this together.



**Paul Campbell**

3 reviews · 1 photo  
a year ago

I LOVE VYRAL MARKETING! Honestly it was hard for me to come up with what I wanted to say here because the team at Vyrally is constantly exceeding my expectations. As an owner or principle in several businesses I have found it difficult to effectively stay in front of my database. Vyrally makes it a simple, no brainer process, based on adding value to your clients lives. In addition, the CEO practices what he preaches by constantly seeking to add even more value to Vyrally's clients, well beyond their core program. I highly recommend that anyone who owns a business where client retention is important, see what they can do for you. And yes, that is meant with irony... Client retention should always be important. :)



**Greg Kime**

1 review  
9 months ago

Great company. Would strongly suggest connecting with them.



**Chris Watters**

5 reviews  
a year ago

I always understood the common sense approach to stay in touch with my database, however, I failed to do it! I also didn't understand the impact financially, on how many opportunities I was missing out on, until hiring Vyrally marketing. It's gut wrenching thinking about how

many opportunities I lost from failing to stay in touch with my database, prior to using Vyril marketing. Their monthly fee is like me trading a penny to make a dollar. The ROI is insurmountable. If I could go back in time I would have hired Vyril marketing on Day 1 of getting my real estate license. They are an incredible accountability partner and coach to help me add value to my database and grow my referral business. The return on investment is so high at this stage, it's nearly un-measurable. Beyond past client and sphere of influence follow-up, it has helped me fill the holes in other lead generation systems, ensuring we follow up with leads over the long term... not months, but years.. We would frequently meet buyers and sellers and typical life events would happen causing those hot leads to become more long term nurture opportunities. Without Vyril we were only doing the typical crap email blasts. My conversion rate was terrible. The educational videos we did with the assistance of Vyril Marketing really highlight my expertise and servants heart, helping our clients at the highest level. My conversions began going up over 30% on multiple lead generation sources where the outcome of that lead was to be determined, after an initial client consultation. If it was just videos Vyril marketing assisted me with, I doubt these results would have occurred. The real juice came from the reports Vyril marketing provided after each video email blast was sent, which told me what the consumers are doing with my videos and what is interesting to them. Which gave me an authentic reason to call leads and have a discussion about real estate. I didn't listen to my Vyril marketing coach and implement the calls, like I was told to do in year one, but in year two when I actually did what they recommended, that's when I saw a huge 30% bump in conversion. It was a huge perk which I wasn't even expecting. To say I'm a raving fan would be an understatement! This past year, I have gotten to know Frank Klesitz, the founder, personally. I was just one of his many (hundreds) of clients. He personally took the time to speak with me on the phone. I explained to him my goal to scale a franchiseable system for people interested in building a real estate team. He invited me into his core program and is helping me on multiple fronts to scale and expand my company. I spent the weekend with him in SAN Diego. I got to meet his amazing family and really see what has made Frank such a successful marketer. He is a genuine and authentic guy who really cares about serving his clients to the highest level. He obsesses over the effectiveness of his coaches working with real estate agents. It's undeniable he is becoming an icon in the real estate industry. If you are unfamiliar with Vyril marketing at this stage, you're either new to the business or you've been

living under a rock. There are few vendors in the real estate brokerage space constantly seeking to add value and improve the results of its clients. While in SAN Diego, Frank and I spent three days together recording and working on an educational book. We also created multiple videos to create a sequence of educational content to share with real estate agents all over the United States. One day when my company is the most notable real estate franchise in the industry, I will point back to Frank Klesitz as being an individual who was pivotal in the enterprise development of Watters International Realty.



**Jeff Cook**

17 reviews  
a year ago

These guys truly understand how to market! Email marketing, video marketing, drip emails... These are your guys. My sphere of influence gets touched twice monthly and my leads get caught in my web thanks to Vyril marketing!



**Financial Gravity**

5 reviews · 1 photo  
9 months ago

Vyril, is professional, system oriented and does everything they say they will do. Very rare business in the marketing world!

THE BLOG

03/02/2016 01:19 pm ET **Updated** Mar 02, 2017

## How Free and Inexpensive Technology Put One Company's Scale-Up on the Fast Track



By [Verne Harnish](#)

*Vyril Marketing doubled its size in one year to 60 employees and hit \$3 million in revenue by embracing inexpensive technology such as Google Hangouts and Slack to improve team-wide communication.*

Frank Klesitz knew something had to change when the CEO found himself yelling at his team as he embarked on the scale-up of his company, Vyril Marketing. Klesitz, 30, lives in San Diego, but the vast majority of its employees are based in Omaha, Nebraska. Communication was starting to break down as Vyril Marketing grew from a handful of people who knew each other well to a larger group. It quickly dawned on Klesitz that he had to run the fast-growing company like the organization it was. "Being in San Diego really forced me to get strategic," says Klesitz.

By adding a layer of digital technology to drive communications, Klesitz managed to turn things around and achieve an elusive goal for many: scaling a professional services firm. The tiny company he co-founded in 2009 has grown to about 60 employees — doubling its staff in 2015 — and \$3 million in revenue. Meanwhile, Klesitz still lives more than 1,600 driving miles away, where he can focus on strategy and stay out of the weeds.



So how did Klesitz pull it off? First, he realized early that he had to lay the right foundation at the firm, where most of the employees come on board right out of college and start out in jobs that pay \$10 to \$12 an hour. “We got our systems in place immediately so we didn’t have to retroactively put them in place and fight the culture,” he says.

### **Digital Daily Huddles**

One key element of an effective communication routine is the daily huddle, something Klesitz first became familiar with through a business contact in 2013 who recommended he read *Mastering the Rockefeller Habits*. That is the book where I first described the system for scale-ups, which I updated in my recent release, *Scaling Up (Rockefeller Habits 2.0)*. Daily huddles are short meetings where every department and team in his company discusses key issues verbally, saving hours of time.

Given Klesitz’s location in San Diego, Vyril Marketing’s team uses Google Hangouts for these gatherings. The second Tuesday of every month at 8 am CST, the entire team convenes for an all-hands-on-deck meeting. For these larger videoconferences, Vyril Marketing invested in a \$150 Chromebox computer that is hooked up to a \$200 TV. The whole office in Omaha gathers around the TV and can meet face to face with the five people in San Diego. Slack, the mobile messaging app, helps Klesitz stay connected on a day-to-day basis. The company has set up channels where team members can share ideas in a transparent forum. To avoid playing catch-up at monthly meetings, Klesitz reads everything on the Slack channels. “It’s transparent communication,” he says.

### **Success Coaches**

To keep growth on track, Vyril Marketing assigns every employee an adviser. A member of the company’s executive team meets one-on-one each week with each of the 11 account managers, where they set a monthly goal together and discuss what the account manager has to accomplish that week and that month to achieve the goal. The company has, in turn, trained its 11 account managers to act as “success coaches,” who advises their direct reports on career growth. The most important key performance indicator at the firm, says Klesitz, is the frequency of communication with clients. Every account manager has 43 clients and is expected to call each of them once a week to give them a verbal update on the progress of their marketing plan. In addition, the firm’s chief operating officer calls eight clients each day, so the account managers’ feedback is not the only information the firm has about how these relationships are going. “If clients are talking to us, they are not talking to anybody else,” says Klesitz.

### **One Quarterly Focus**

Under Vyril Marketing’s One-Page Strategic Plan (OPSP), another Rockefeller Habits 2.0 tool, the company offers a single marketing program to each client — a factor that has greatly simplified operations and allowed the company to scale quickly. To keep everyone on track, Klesitz has embraced the idea of quarterly themes, where the company focuses on a single main goal every quarter. For instance, one recent quarterly focus was selling more high-end services, such as Facebook and YouTube advertising, as add-ons to the main marketing program. To support that priority, Vyril Marketing’s team focused on becoming extremely adept at paid advertising that quarter. The company ultimately enrolled 30 clients in a \$500-per-month YouTube and Facebook advertising program. A current goal is to offer on-site video production for clients in the company’s Omaha office. “We focus on one premium service at a time,” says Klesitz.

This approach requires Klesitz to exercise discipline as a leader. When he has new ideas for the company, he jots them in a notebook to be shared at the monthly all-hands Google hangout, so the team stays focused

on the company's one quarterly goal. "If I start writing an email or typing the ideas on Slack, it would confuse everybody," says Klesitz.

### **Weekly Employee Surveys**

To keep his finger on the pulse of the company's culture, Klesitz uses Google Forms, a free technology, where the company sends out a weekly anonymous email poll with a single question. One recent question: How are we doing on raising your income at Vyrat Marketing? "We answer all concerns on Slack to the company," says Klesitz.

Vyrat Marketing also recently encouraged all of its employees to post anonymous reviews on the job board Glassdoor — "good or bad," says Klesitz — promising to take everyone out for the evening if it hit 44 — a goal it achieved. "I personally responded to each of the reviews," he says. Potential hires who come to Vyrat Marketing's website get a taste of its culture in 20 interviews with employees on Google Hangouts that it recorded with team members and transcribed last year — and to which it continues to add. "You can learn all about the people who work here and why they work here," says Klesitz.

By using technology to customize the Scaling Up system, Klesitz is off to a promising start on his vision of becoming the most influential professional services firm in the world serving 10,000 clients. And for the time being, he can enjoy the benefits of running his company remotely as it scales from its present 450 clients. "I've completely exited the day to day," he says. That's something many CEOs only wish they could say as they embark on their scale-ups.

**Follow Verne Harnish on Twitter: [www.twitter.com/thegrowthguy](https://www.twitter.com/thegrowthguy)**

### **[Verne Harnish](#)**

Author of Scaling Up; FORTUNE's Venture columnist; CEO of Gazelles; and founder of the Entrepreneurs' Organization (EO)

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I invite you to read the video marketing plan we recommend to our clients.

You'll learn how to reconnect with your neglected contact database using **real, authentic videos that help people** while you grow sales along the way.

You'll learn how to:

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2. Build a database of prospects
3. Use video to stay in touch
4. Work your database for business

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