

Headphones.com

An Example of Hustle in Business

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A Business Problem

Competing Against Amazon: Imagine having to sell products that are also sold on Amazon. They're sold for the same price on Amazon that they're sold on your website.

Why would the customer ever buy from your website?

It's a difficult question to answer accurately, to answer in a way that meaningfully gives you a competitive advantage.

You Can't Just Pay Somebody Money

Thirty years of e-commerce taught us to become lazy marketers.

Yes, it did.

We learned that if we pay somebody money (Google, Facebook), we get customers. We don't have to work hard. We just need to spend money.

If You Don't Spend Money?

There's one thorny little problem with spending money.

What happens if you choose to not spend money? If you are dependent on Google/Facebook for business, and you choose to stop spending money with them, what happens to your business?

If the answer is “we stop generating sales”, you have a problem. This is the problem with marketing channels.

The Next Big Thing

At a conference pre-COVID, a Marketing Executive asked me a question.

“What is the next big thing? If I knew what the next big thing was, I could start spending money there and I’d be ahead of the curve. That’s what I’m looking for. I want to know what the next big thing is.”

That, right there, is the problem with marketing.

I Know You Don't Want To Hear This

Most weeks, somebody asks me “what is next”?

If I told you that “hustle” is what’s next, how would you respond?

I know how many of you would respond. You’d get frustrated. “*Hustle? That’ll never work. I need something that scales. Give me something that scales.*”

Living And Breathing Who You Are

It's awfully hard to beat a brand that "achieved scale" by trying to do something that "scales". Also, I hate the word "scale". It's a lazy word. A buzzword bingo word.

It's almost necessary to do the opposite of "scale" ... to live and breathe who we are. We must hustle. If somebody is paying Facebook for customers, we must create something that is so useful and interesting that Facebook or Google or YouTube or TikTok does the work for us.

Don't Do This

Home > Shop > Clothing > Shirts & Blouses > Indigo Button-Front A-Line Tunic



Indigo Button-Front A-Line Tunic

SIZE TYPE: **REGULAR** (XS - 4X) **PETITE** (XSP - XLP)

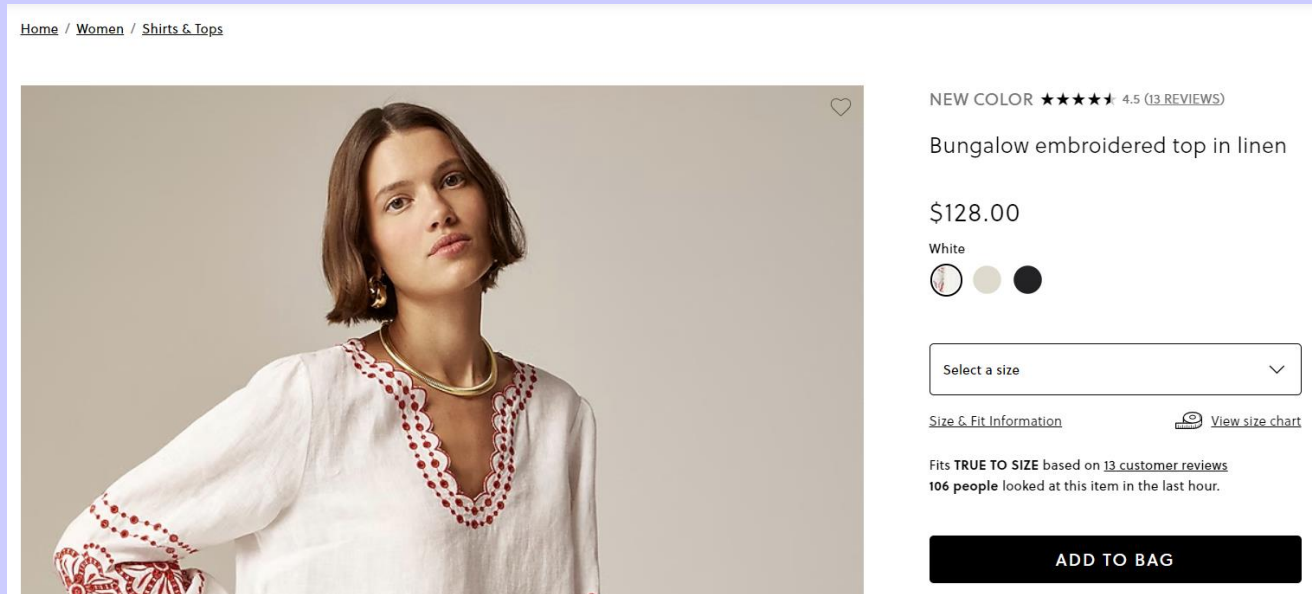
COLOR: coral sea wash \$89

SIZE: XS S M L XL 2X 3X 4X

QTY: - 1 +

[SIZE GUIDE](#)

Home / Women / Shirts & Tops



Bungalow embroidered top in linen

NEW COLOR ★★★★★ 4.5 (13 REVIEWS)

\$128.00

White

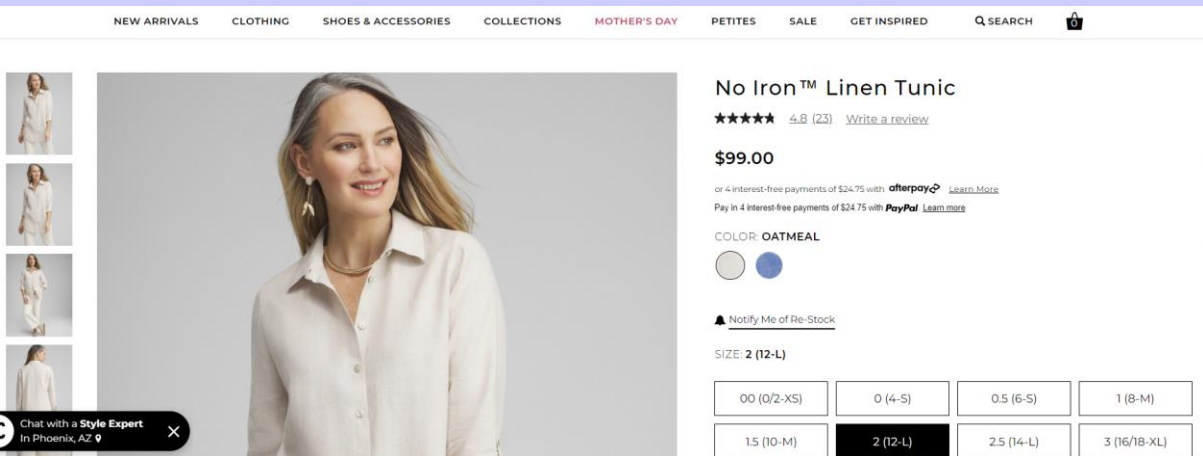
Select a size

[Size & Fit Information](#) [View size chart](#)

Fits TRUE TO SIZE based on 13 customer reviews
106 people looked at this item in the last hour.

ADD TO BAG

NEW ARRIVALS CLOTHING SHOES & ACCESSORIES COLLECTIONS MOTHER'S DAY PETITES SALE GET INSPIRED Q SEARCH



No Iron™ Linen Tunic

★★★★★ 4.8 (23) [Write a review](#)

\$99.00

of 4 interest-free payments of \$24.75 with [afterpay](#) [Learn More](#)
Pay in 4 interest-free payments of \$24.75 with [PayPal](#) [Learn more](#)

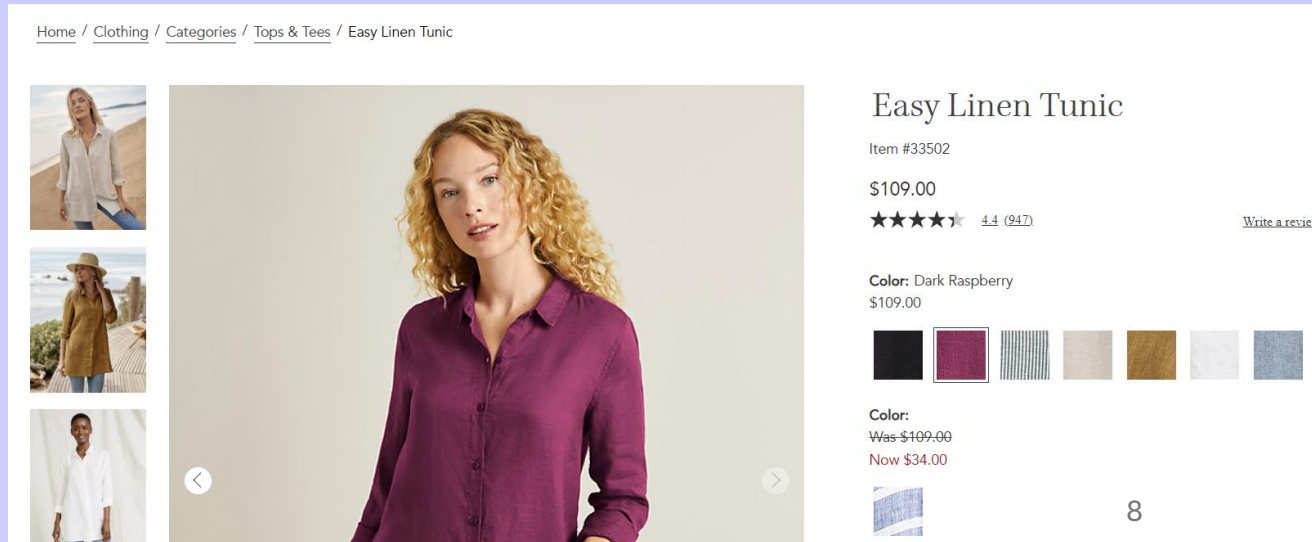
COLOR: OATMEAL

Notify Me of Re-Stock

SIZE: 2 (12-L)

00 (0/2-XS)	0 (4-S)	0.5 (6-S)	1 (8-M)
1.5 (10-M)	2 (12-L)	2.5 (14-L)	3 (16/18-XL)

Home / Clothing / Categories / Tops & Tees / Easy Linen Tunic



Easy Linen Tunic

Item #33502

\$109.00

★★★★★ 4.4 (947) [Write a review](#)

Color: Dark Raspberry \$109.00

Color: Was \$109.00 Now \$34.00

8

365 DAY RETURNS AND FREE SHIPPING ON ORDERS OVER \$100

 Headphones.com

Can you imagine a worse business model than a business that, no matter what marketing you do, causes a customer to visit Amazon and buy the product you are selling?

For Headphones.com, the answer to success cannot possibly be “*let’s pay Facebook and Google to give us customers that we send to Amazon*”. I don’t need an accountant to tell me that the math does not work.

You Can Stop Paying Attention Here

If you don't want to hustle and work hard, you can leave the presentation here. In fact, I'll give you an out. Follow this link and learn 10 tips to improve the performance of product listing ads: <https://foghornlabs.com/10-tips-to-improve-the-performance-of-google-product-listing-ads/>

If you want to hustle and work hard, turn the page and follow me into the world of headphones and hustle.

This Is What You're Going To Talk About?

365 DAY RETURNS AND FREE SHIPPING ON ORDERS OVER \$100

About Track Order Contact Us

Headphones.com Search all headphones, amps, DACs, speakers, and accessories

Sign Up Earn rewards & more

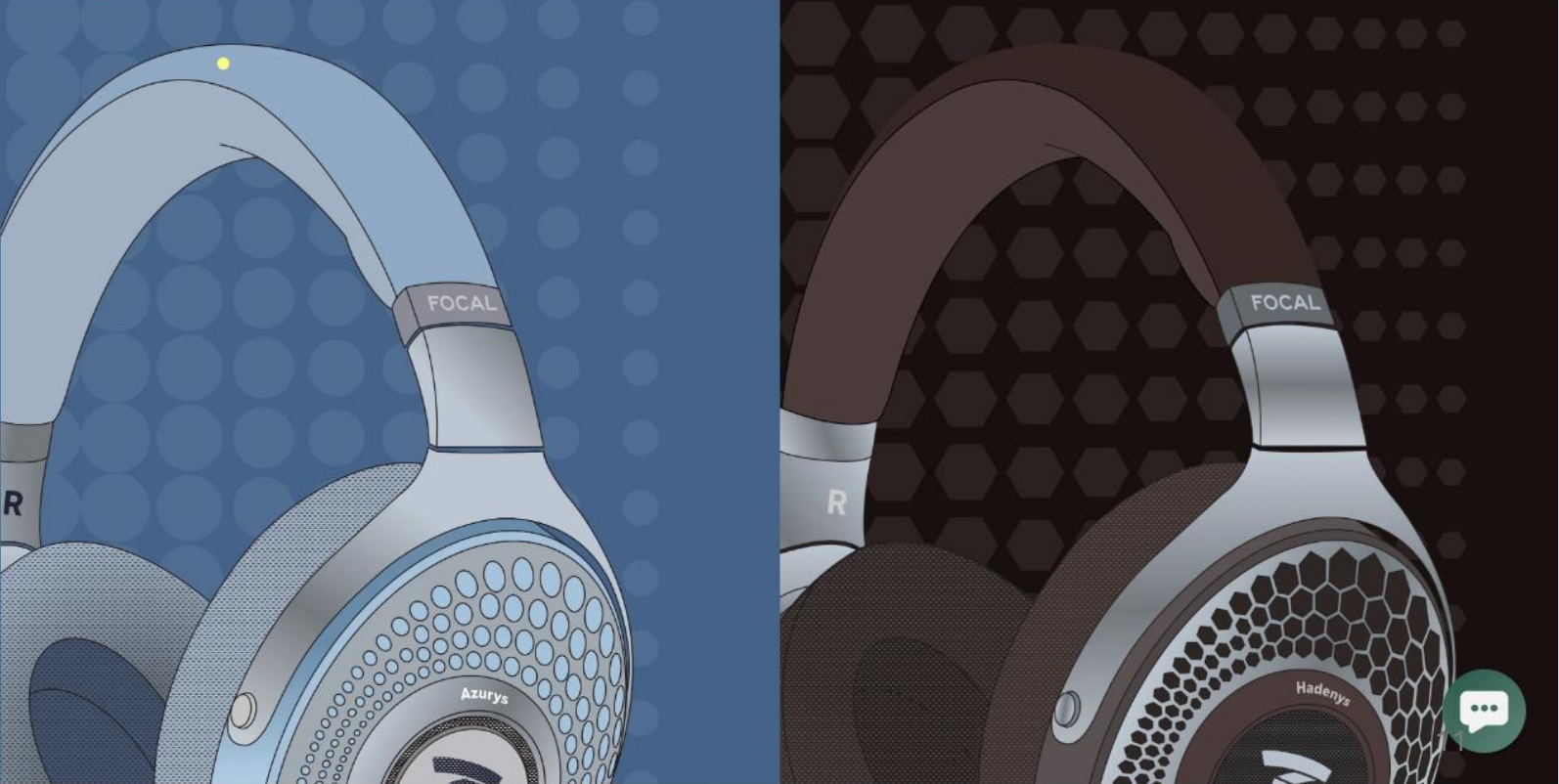
Headphones Home Audio DACs & Amplifiers Accessories Merch **On Sale** Expert Reviews, Guides, and Communities

FOCAL

Azurys & Hadenys

Two new spectacular headphones made in France from Focal have arrived.

[Pre-Order Azurys](#)




These People Retarget, That's Not Hustle!

10 Day Weather - Goodyear, AZ

As of 4:38 pm MST





Thu 09 | Night

59°



















WSW12 mph

Clear skies. Low 59F. Winds WSW at 10 to 15 mph.


 Humidity 15%	 UV Index 0 of 11
 Moonrise 6:27 am	 Moonset 9:36 pm

● Waxing Crescent


Fri 10	92°/62°	 Sunny	 0%	 SSW 9 mph	
Sat 11	94°/63°	 Sunny	 0%	 WSW 14 mph	
Sun 12	97°/66°	 Sunny	 0%	 SSW 11 mph	
Mon 13	100°/68°	 Sunny	 0%	 SSW 11 mph	

Advertisement


Headphones.com




IFI AUDIO ZEN AIR DAC AMPLIFIER
\$99
[CLICK](#)




FOCAL CELESTEE HIGH-END HEADPHONES
\$999
[CLICK](#)




-18%
MEZE AUDIO 109 PRO HEADPHONES - OPEN BOX
\$649
[CLICK](#)



-40%
SENNHEISER HD 599 HEADPHONES
\$119.95
[CLICK](#)



-10%
FOCAL CLEAR HEADPHONES
\$890
[CLICK](#)



TOPPING DX3 PRO+ DESKTOP DAC & HEADPHONES
\$199
[CLICK](#)

They Signal FOMO To The Customer

In-ear headphones & earbuds

Brand ^

Sort by: Best selling

- 64 Audio (9)
- Bowers & Wilkins (3)
- Denon (2)
- Dunu (11)
- Empire Ears (8)
- Final Audio (2)
- Hifiman (1)
- Hisenior Audio (1)
- I/O Audio (1)
- iFi Audio (1)

+ Show more (7)



Moondrop
Moondrop Variations Tribrid In-Ear Headphones
\$520



Sold Out
Thieaudio
Thieaudio Monarch MKII In-Ear Headphones
\$999



Moondrop
Moondrop Kato In-Ear Headphones
\$189



64 Audio
64 Audio U12t In-Ear Headphones
\$1,999



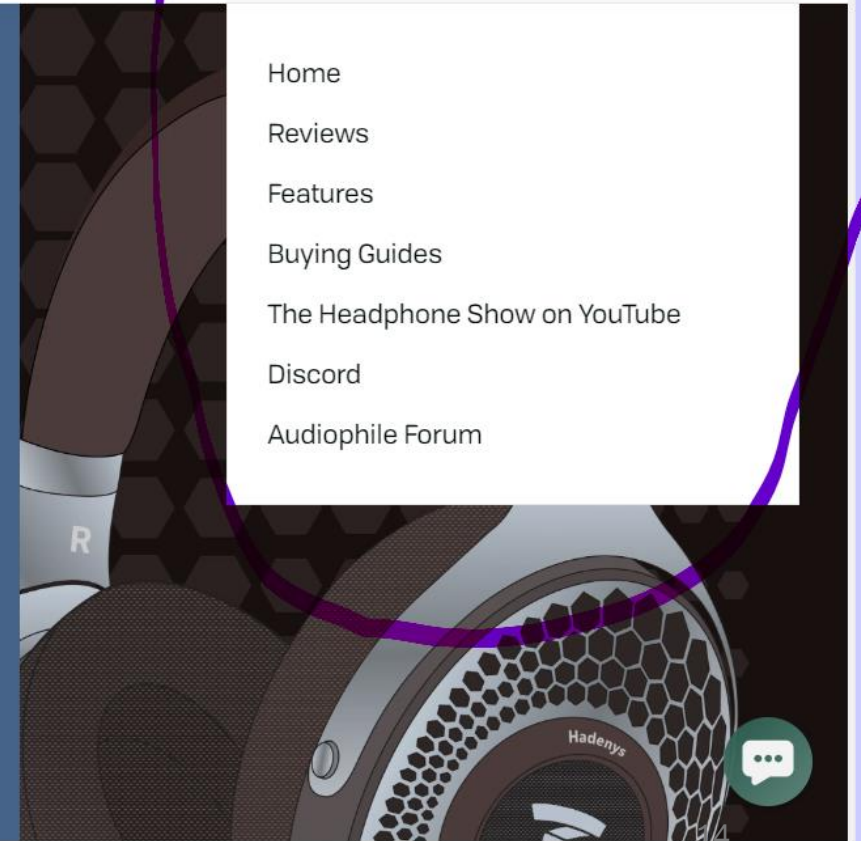
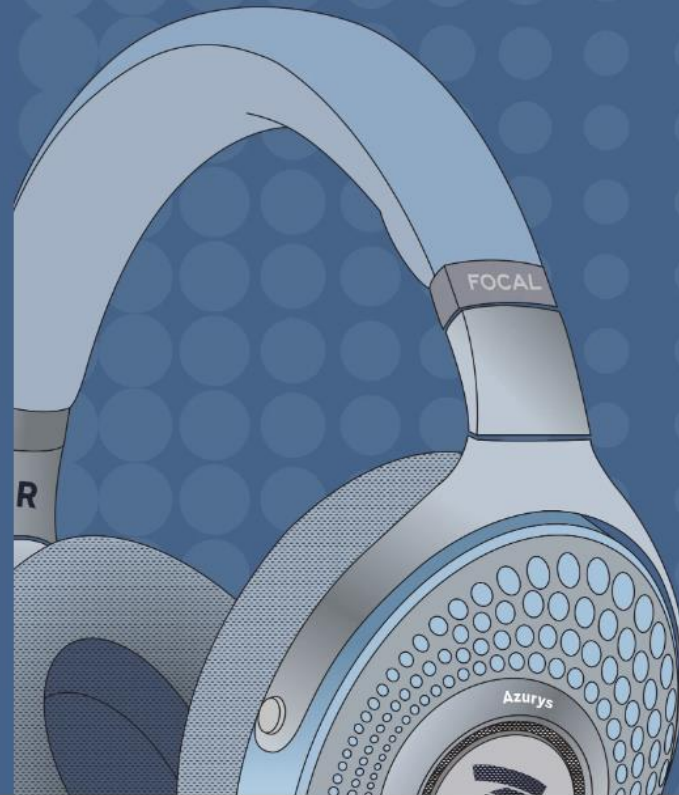
Oh Oh, Here Comes The Hard Work

 **FOCAL**

Azurys & Hadenys

Two new spectacular headphones made in France from Focal have arrived.

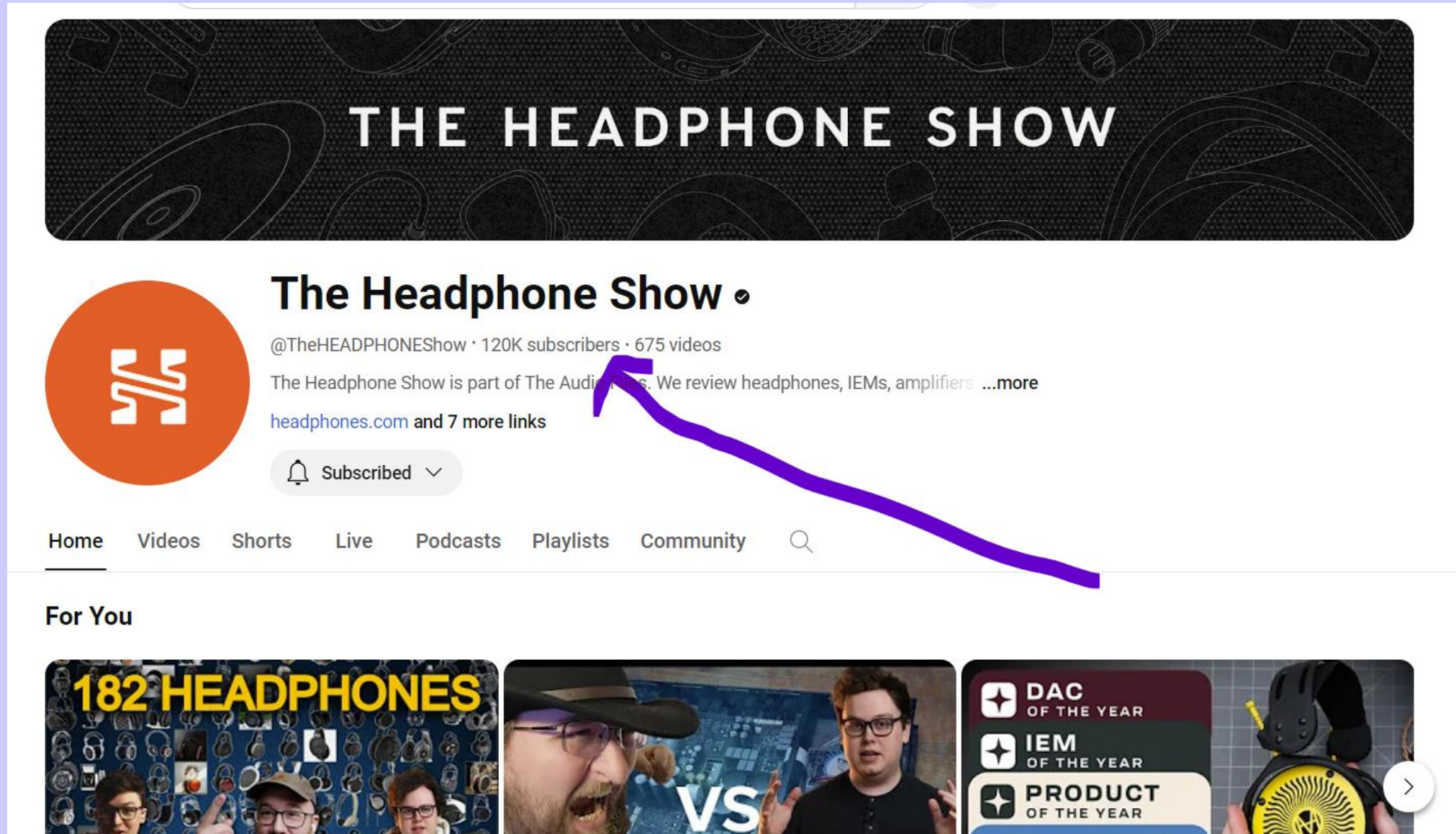
[Pre-Order Azurys](#)



- Home
- Reviews
- Features
- Buying Guides
- The Headphone Show on YouTube
- Discord
- Audiophile Forum



120,000 Subs, 675 Videos. Lots of Hustle



THE HEADPHONE SHOW

The Headphone Show •

@TheHEADPHONESHOW • 120K subscribers • 675 videos

The Headphone Show is part of The Audio Files. We review headphones, IEMs, amplifiers ...more

headphones.com and 7 more links

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For You

182 HEADPHONES

VS

DAC OF THE YEAR

IEM OF THE YEAR

PRODUCT OF THE YEAR

15


This is Where You Tell Me That Videos Don't Work, That You Tried To Create Four Videos And Nobody Watched Them

This is where I tell you that yes, your four videos didn't work.

Did your videos work when you got to the 675th video? Or the 1,449th video? Did you quit too soon?


Everybody quits too soon, before finding their rhythm.


They Created or Hired Their Own Influencers








0:04 / 1:51:43 • Disclaimers >

the GIANT headphone tier list (end of 2023)

 **The Headphone Show** ✓
120K subscribers

 **Subscribed** ▾

 **4K** | 

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189K views 5 months ago

Their In-House Influencers Have A Following

Videos ▶ Play all



New Focal headphones for 2024! Azurys & Hadenys...

30K views • 3 days ago



Proof that DACs CAN make a difference! - Blind ABX...

31K views • 12 days ago



The world's best IEM? Subtonic Storm Review

18K views • 2 weeks ago



The IEM I like more than headphones - Mega5est

31K views • 3 weeks ago



IE 200 vs IE 600 vs IE 900: A Comprehensive Review

20K views • 3 weeks ago

DMS's Guide to Great Sound ▶ Play all

If you're new to the world of high-quality sound from headphones, there's a lot of things you can learn. Your best guide is DMS, a guy who knows the audiophile industry inside and out, but never...



HiFi Headphones for BEGINNERS!

The Headphone Show ✓



Is Bluetooth GOOD yet?

The Headphone Show ✓

23K views • 1 year ago



What make headphones DARK, BRIGHT, or WARM???

The Headphone Show ✓



Affordable headphones from my collection!!!

The Headphone Show ✓



What is a NASAL headphone? Muddy? Sibilant? Sound...

The Headphone Show ✓

18

They Rank Headphones, Best to Worst

DMS's List

TIERMAKER

1:47:42 / 1:51:43 • FINAL RESULTS

the GIANT headphone tier list (end of 2023)

The Headphone Show ✓
120K subscribers

Subscribed

4K

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Analysis of Products

Resolve's Technical Analysis ▶ Play all

What sounds good? How we measure that? And how sure are we of the results? The audio industry is full of awesome products, contradictory research, strong voices, and endless questions. Resolv...



New Focal headphones for 2024! Azurys & Hadenys...

The Headphone Show ✓
29K views • 2 days ago



The world's best IEM?
Subtonic Storm Review

The Headphone Show ✓
18K views • 2 weeks ago



Kiwi Ears x Crinacle Singolo -
Proof of concept

The Headphone Show ✓
23K views • 1 month ago



How IEMs are BETTER than
over-ear headphones!

The Headphone Show ✓
34K views • 2 months ago



How in-ears are
OBJECTIVELY worse than...

The Headphone Show ✓
41K views • 2 months ago

CanJam Interviews & Show Coverage ▶ Play all



LOTS of NEW headphones,
familiar faces, big hints for...



The BEST things we heard at
CanJam NYC 2023



Headphones that melted our
brains

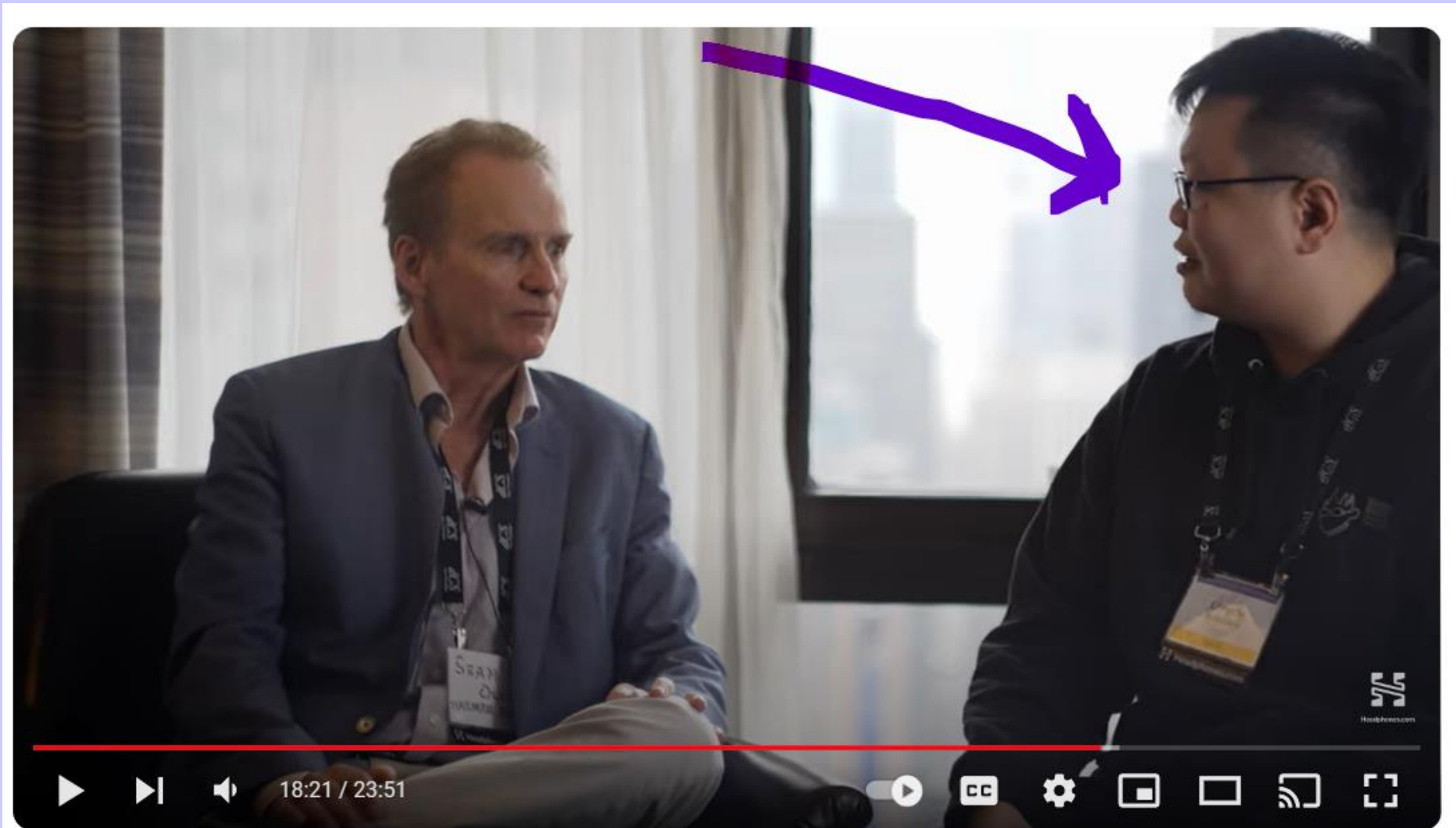


These headphones made me
cry... Sennheiser HE-1 (mini...



Resolve & Crinacle talk
SCIENCE with Dr. Sean Olive...

They Let Their Competition Run Their Show



Resolve & Crinnacle talk SCIENCE with Dr. Sean Olive of Harman International



The Headphone Show ✓
120K subscribers

Subscribed ✓

683




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They Interact With Fans ... Even Angry Fans!

←  **r/headphones** • 4 mo. ago
Elpreto2 Search bar=KING/SRH840a/Hip DAC 2/K240 mkii/Zero:RED/May/Zero 2

Why is Andrew testing the HE-1 with Spotify??? Is he stupid???

Meme Monday
/s because the flair is not enough




r/headphones Joined

headphones: cans for nerds, stuff that matters
A place for discussion, news, reviews and DIY projects related to portable audio, headphones, headphone amplifiers and...

Show more

1.1M Members
138 Online
Top 1% Rank by size

USER FLAIR

 MineThatData_KH

COMMUNITY BOOKMARKS

- Resources
- Purchase Advice ▾
- Related Subreddits ▾
- Weekly Discussion







RULES

1K 268 Share

22

They Run Their Own Forum

The screenshot shows the homepage of 'The Headphones Community' forum. At the top, there is a navigation bar with the forum's logo, 'The Headphones Community', and buttons for 'Sign Up', 'Log In', a search icon, and a menu icon. Below this is a blue banner with the text 'HEADPHONES.COM is proud to support this outstanding community of audio lovers.' and a link to 'VISIT HEADPHONES.COM >'. The main content area features a navigation menu with 'categories', 'tags', 'Categories' (highlighted), 'Latest', and 'Top'. The forum is organized into two columns: 'Category' and 'Latest'. The 'Category' column lists four categories: 'The Headphone Show' (1 topic), 'Forum Announcements' (8 topics), 'The Audio Files' (66 topics), and 'Official Gear Tours' (3 topics). The 'Latest' column displays a list of recent forum posts, each with a user profile picture, a title, a category tag, a post count, and a time relative to the current time.

Category	Topics	Latest
The Headphone Show This is the location to find all "The Headphone Show" content moving forward. It will be a series of locked threads for The Headphone Show to post in for easy access for forum members to locate past and upcoming shows.	1	 New Here? This Is The Spot To Introduce Yourself 4.6k 2h ■ HEADPHONE Community Meta
Forum Announcements This is the spot to get the latest announcements for the forum to include Demo tours going live or any major announcements for the community.	8	 What headphones do you have in your collection and why? 381 3h ■ General Headphone Discussion
The Audio Files Discussion and comments on articles from the Headphones.com blog The Audio Files.	66	 Munich High-End 2024 10 5h ■ Headphone News
Official Gear Tours Hello everyone! Demo Tours will be placed here under their own categories. These tours will be limited to 5-10 people at a time with a maximum of 3 days of having the item(this may change as necessary and up to Headphones.com discretion). We will	3	 Munich High-End 2023 55 7h
		 The world of Dongles 3 7h ■ General DAC/Amp/DAP Discussion
		 Tuning EQ to your personal HRTF 29

They Host Old-School Blog-Style Reviews

Reviews

CATEGORIES:

[ALL POSTS](#)

[HEADPHONES](#)

[IEMS](#)

[DACs](#)

[AMPS](#)

[DAPS](#)



Moondrop x Crinacle DUSK: An Inconvenient Truth

Crinacle's new DUSK was an IEM that was uniquely positioned to fulfill the wishes of consumers asking for an IEM tuned with the Brüel and Kjaer Type 5128 in mind. However, due to the reliance on the DSP cable to grant that wish, saying "Buy DUSK" isn't quite as simple this time around.

GRIFFIN SILVER · APRIL 14, 2024



Sennheiser IE 200 Review: Affordable, but is it good?

The Sennheiser IE 200 is the most affordable in-ear monitor in their IE line-up. At \$150, it's meant to bring the Sennheiser sound to the masses. But how much has changed from its bigger brothers IE 600 and IE 900 and is it any good?

CALEB LOO · MARCH 30, 2024



Ferrum WANDLA GoldenSound Edition Measurements & Discussion

The WANDLA GoldenSound Edition features several changes over the original, and slightly different measured behaviour.

CAMERON OATLEY · MARCH 26, 2024

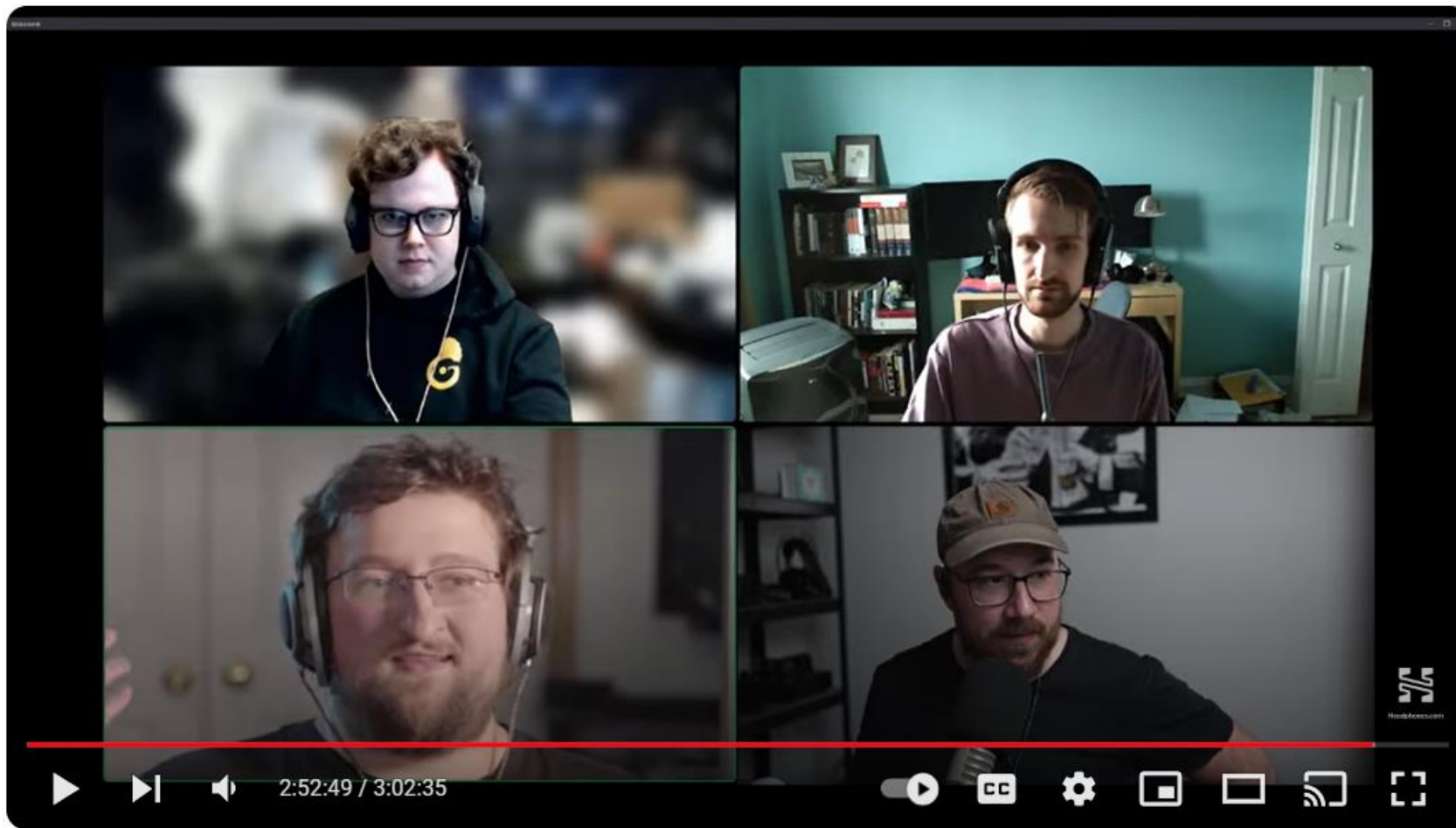


Tanchjim Origin: Back to Basics?

The Origin is Tanchjim's latest flagship DD IEM. The brand last struck gold with their Oxygen IEM - almost five years ago. Does the Origin capture some of that original magic?

THEO LEE · MARCH 20, 2024

They Host Live Streams With Fans



Top chat replay ▾

- 2:51:20 celloh blaine is a basslet
- 2:51:21 listener 🐦 Blaine you also listen to terrible music
- 2:51:22 *The World Teacher - Jagadguru Svāmī Vegānanda*
I got the lenses on my glasses cut-down on the sides, so it's far easier to wear headphones now.
- 2:51:36 celloh blaine listens to jpop confirmed
- 2:51:37 vael sibilance isn't a problem if you just turn the amp gain down a bit 🌶️
- 2:51:43 MTL I've measured how the K371's response vary on my head when leaning it in various directions, with and without glasses, and it sucks either way
- 2:52:11 Pigmanny my neighbors love my music
- 2:52:30 celloh i do live in an apartment
- 2:52:31 Salted Peanut @listener Yes, sizzling hot take Lol 😄
- 2:52:38 SuBByBaSS Hair is a variable when talking about breaking the seal too
- 2:52:46 *The World Teacher - Jagadguru Svāmī Vegānanda*
I can play my full-range monitors at full blast in my condo and the neighbours will NOT hear them.

Meme Marketing in Audio - Live stream Q&A with Resolve, Listener & Mad_Economist

 The Headphone Show ✓
120K subscribers

 Subscribed ▾

 99



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4.4K views Streamed 12 days ago The HEADPHONE Show Live Streams

They Perform Scientific Measurements



Focal Azurys Measurements & Official Discussion

Official Headphone Model Discussion ■ focal

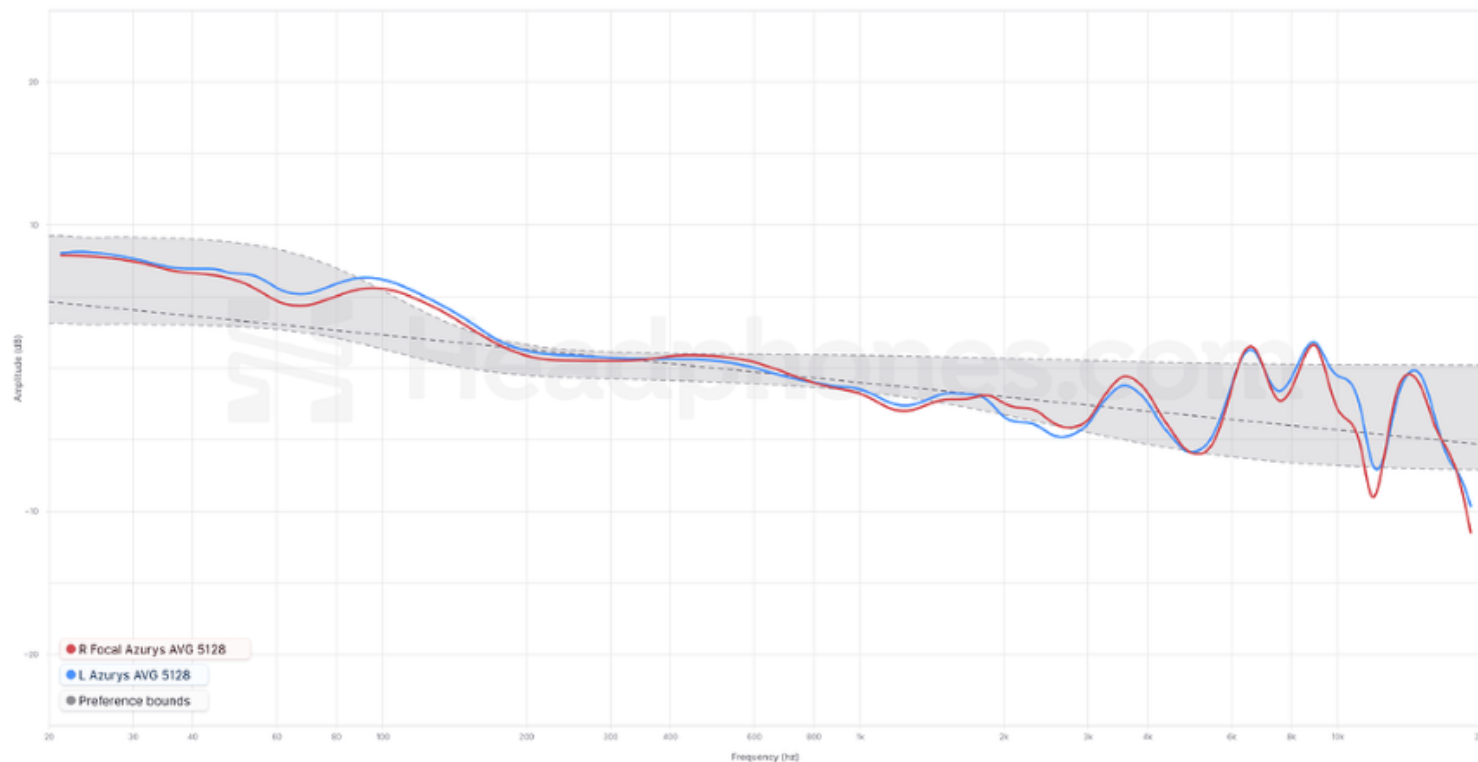
Log In



B&K 5128

Focal Azurys

Measurement rig: 5128
Measured by: Resolve



May 7

1 / 6

May 6

1d ago

They Have Competition



Dan's Audio Reviews

@dansaudioreviews · 18.7K subscribers · 203 videos

My ears, tastes, and library. Maybe my reviews help you decide what to buy? Maybe they do...more

youtube.com/channel/UCxLp7pivSM4oioUY1ojsgXA and 1 more link

 **Subscribed** 

Home Videos Shorts Live Playlists Community 

Reviews  Play all



Dan Reviews | Hades by QKZ x HBB

Dan's Audio Reviews
6.6K views · 2 months ago



Dan Reviews | Hype Series by THIEAUDIO

Dan's Audio Reviews
7.8K views · 2 months ago



Dan Reviews | Zero 2 by 7Hz x Crinacle

Dan's Audio Reviews
8.2K views · 4 months ago



Dan Reviews | Chopin GIZAUDIO's best yet. Is it fo...

Dan's Audio Reviews
8.1K views · 5 months ago



Dan Reviews | Yanyin Canon II. A solid DD/BA entry.

Dan's Audio Reviews
5.4K views · 6 months ago

If They Don't Copy You, You're Doing it Wrong



My Favorite Headphones at Every Price!

218K views • 5 months ago



#Headphones #ranking #blackfriday.

4K



HEADPHONE TIER LIST

1.1M views • 3 years ago



These are my genuine recommendations in various categories. They are affiliated links that help pay for this youtube channel at ...

4K



Sony Z1r | Porter Pros | Z7 | Diana V2 | Dt80 Pros | Utopia | Beta Dynamic T1 | Dt 1990 | 400i |...

10 moments

Headphones Tier List! (Ft: Joshua Valour)

Interview With The Founder

<https://www.youtube.com/watch?v=zTclWUrAtto>

 YouTube

Search



Techstination Interview - How Headphones.com has built a sound following: founder Andrew Lissimore

A Quote

“Stores think of content as a medium to get people to buy stuff, disguised as reviews, and people can see through that. We’re going to do content, and it is going to be designed to earn trust.”

Andrew Lissimore, [Headphones.com](https://www.headphones.com)

They lost brands who did not appreciate the fact that [Headphones.com](https://www.headphones.com) criticized their headphones.

Does Hustle Work?

If you sell products that are readily available on Amazon at the SAME PRICE, your annual net sales should be exactly \$0.

Yeah, \$0. Why would anybody bother to buy the same product on your website when it could be ordered on Amazon and delivered to your home by an electric vehicle in less than 24 hours?

Does Hustle Work?



📅 Mar 2024

🌐 All countries



Home / Insights / Retailers / headphones.com

TRANSACTION INTELLIGENCE - MAR 2024 GLOBALLY

Get headphones.com updates ✉

Book a demo →

headphones.com

3.1M
Revenue

36m

468K
Sessions

0.5-1.0%
Conversion rate ⓘ

\$1100-1200
Average order value ⓘ

Online only revenue for headphones.com, excluding returns, subscriptions and any app sales. Read more in [our knowledge base](#).

Main country of store: **UNITED STATES** • Website category: **COMPUTERS AND TECHNOLOGY**

The website headphones.com is an online platform that offers a wide range of headphones. They sell headphones from various brands, encompassing both wired and wireless options. The selection includes over-ear, on-ear, and in-ear styles, catering to different preferences. Additionally, the website also provides headphone accessories such as cables, earpads, and cases.

Hi there 🙌 !
Want to know how major brands and retailers leverage Grips' transactional intelligence?
32

Does Hustle Work?

An estimated \$36,000,000 in net sales in an \$18,000,000,000 industry (from \$0 eight years ago). It's nothing. And yet, it's something if you are the \$36,000,000 brand, isn't it? \$36,000,000 that should go to Amazon goes to somebody doing the hard work, day in and day out (that doesn't mean Amazon isn't working hard – they are – it's a different form of hard work).

So, yes, hustle works. Trust works.

Hustle: A Different Business Model

You can pay Google/Facebook for customers. And keep paying them. Forever. They like that.

Or, you can create your own world, with your own experts, serving your own community. Is it risky? Yeah. Will it work? Not immediately, maybe not ever. Is it a superior alternative to constantly having to pay third parties money for customers? Absolutely!

A Pool of Prospects

If you made it to Slide #35, maybe you believe you can leverage hustle to grow a community. Think of the community as being a large pool of qualified prospects. You do the hard work, the hustle, to build a pool of prospects ... when the prospect is ready to purchase, they trust you. The “hustle” business model is different.

Are you ready to try something different?

Need Me To Analyze Something?

Kevin Hillstrom

Twitter: @minethatdata

Blog: blog.minethatdata.com

206-853-8278