



How A Web Developer Made A Nation-Wide Name for His Brewery

After running a successful membership business online, web developer Dan Norris sold the venture to pursue beer-making. His co-owned brewery, Black Hops, is now top-voted in Australian craft beer, making eight-figure revenue.

In our interview with Dan, he shared some of the ingredients of their success.

Be in it for the long haul

Success may look like it happens fast, but that's rarely the case. Dan reveals that Black Hops lost money for six years before things turned around. If you're prepared to put in the time and commitment to build something worthwhile, that's key.

A standout product

A great product is something you can sell for a decent price, without having to make discounts. Pair that with good branding and it could mean the difference between staying in business or closing up shop.

Compound marketing

Dan took a lot of his online marketing experience into the brewery game. In his most recent book, *Compound Marketing*, he identifies four elements of good marketing:

1. Brand

Dan speaks of the rewards of making a physical product, of painstakingly designing its look and presentation, of seeing it, holding it, and watching other people enjoy it. He is passionate about brand. He knows a good brand evokes emotions and images that makes people want your product and pay good money for it.

2. Content

Content is a mainstay for Dan, who loves to create content. In his online career, he did blogging and podcasting. He still does that. Most of their content marketing, however, is now done via social media posts.

3. Story

Storytelling, for Dan, is a natural thing. He realized he'd been doing it already in his online marketing and decided it was something he could do just as well for beer.

4. Community

Black Hops has a core group of followers that love what they do. Their level of engagement is intense - from the street to the taprooms to online, they're there. There is sharing of recipes, product suggestions, and a lot of overall support.

The four marketing elements above, Dan believes, are universal. They have also



worked for him as far back as he can remember being in business.

Creative funding

In the six years before the business began making money, Black Hops drew funds from various places - pre-selling, normal crowdfunding, equity crowdfunding, private investment. At present, the company has 50 investors.

Diversifying product

Dan's brewery makes hundreds of thousands of dollars a year in merchandise sales. They have plans as well, venturing into barrel-aged beer and possibly whiskey.

Email is still powerful

Black Hops was voted number one craft brewery in Australia - without a cent paid in marketing. They did targeted emails, Dan said, same as they would have done in his online marketing days.

Check out Dan's books, including his newest title, Compound Marketing - <https://dannorris.me/books/>

Find support and inspiration for your business journey inside [SuperFastBusiness membership](#)