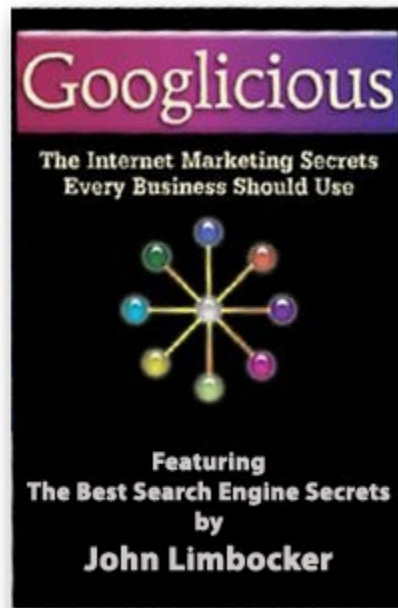


# GOOGLICIOUS

*Experts reveal their internet secrets*



Brought to You by

---

**INTERNET  
DOMINATORS**

714.968.7697

“This is the beginning of a new day. God  
has given me this day to use as I will. I can  
waste it or use it for good.  
What I do today is very important because I am  
exchanging a day of my life for it.  
When tomorrow comes, this day will be gone forever,  
Leaving something in its place I have traded for it.  
I want it to be a gain, not loss – good, not evil.  
Success, not failure, in order that I shall not forget the price I paid for it.”

**Poem found in Paul “Bear” Bryant’s Wallet**

1. Are you Living by Design or by Default?
  2. Create a website for results
  3. The best Search Engine Secrets
  4. Videomarketing makes you money
  5. What is your Marketing funnel?
  6. The Power of Information and JV's
  7. Understanding your Target Market
  8. Your Social Media Blueprint
  9. Let's be Friends on Facebook
  10. You can Tweet for cash
  11. Synergize online & offline marketing
  12. Attract Success & Meetup.com
  13. A Virtual Assistant makes you time
  14. How to build a great team!
  15. Protect your most valuable asset
  16. Take action today!
- Glossary

Shamayah Sarrucco  
Kathy Brown  
John Limbocker  
Nohra Leff  
Erica Lewis  
John Robinson  
Nadia Semerdjieva  
Meredith Collins  
Meredith Collins  
Terza Ekholm  
Jacqueline McCarthy  
Kerrie Espuga  
Janice Clements  
Peter & Dianne Ivett  
Theresa Giampapa  
Marcy Kivi

## 1. Are you living by Design or by Default?

*One day a father came home from work late. He was tired and irritated when he found his 6-year old son waiting for him at the door. The little boy hugged his dad and said 'Daddy, may I ask you a question?' 'Of course,' his father answered 'What is it you would like to ask?' 'Daddy, how much money do you make an hour?' His father was shocked. 'That is none of your business my son!' he replied. 'Please tell me dad, how much money do you make an hour? I really need to know.' The little boy insisted. 'Well, if you must know, I make \$100 per hour.' his father answered irritated. 'Oh,' the little boy replied disappointed. Suddenly he got an idea and asked 'Can I please borrow \$50 dad?' Now his father started to get angry 'If the only reason you ask me how money much I make is because you want to borrow money for some silly thing, you better go straight to bed. I have had a long day and am exhausted. Why are you being so selfish?' The boy quietly went to his room and shut the door.*

*The father sat down and started to get even angrier about his sons questions. How dare he ask such questions only to get some money? After a while he calmed down and started to think. 'My son doesn't ask for money very often. Maybe he really needed the \$50.*

*He went upstairs and knocked on his son's door 'Are you awake?' He walked into his room and as his son didn't sleep yet, he gave him a hug and said 'I'm sorry I wasn't nice to you earlier. Business isn't going well and I have worked so many hours. Here is the \$50 you asked for.' The little boy got up with a big smile on his face 'Oh, thank you daddy!' he yelled. Then he reached in a jar where he pulled out some crumbled up bills and started counting the money. His father was getting upset again. 'Why do you ask me for \$50, if you already have money?' he asked. The little boy looked up at his father and answered 'because I didn't have enough, but now I do. Daddy, I have \$100 now. Can I buy an hour of your time? Can you please come home early tomorrow? I would like to have dinner with you.' The father was crushed. He put his arms around his little son, and begged for his forgiveness.*

Could this be you? Could it be your son, your daughter or maybe your husband or wife who wants to buy an hour of your time? One day when you are old and grey you'll be sitting at your favorite chair next to the window looking back on your life. What will you say to yourself? Will you be happy with the choices you made thinking "I am glad I did...." Or will you regret the years you've spend thinking "I wish I had..." If we don't pay attention, we can get so caught up in everything we have to do that we forget what is really important. Before we know another day, another week, another month goes by and suddenly another year has passed.

*"We can make a living or design a life." – Jim Rohn*

Most entrepreneurs have a big vision when they start their business, but many get too caught up in the daily activities and forget what is really important to them. Sometimes we are so focused on making money, that we sacrifice our health, our family, our social life and ourselves. This book has been created and written with the purpose to help you live a rich life. A rich life is much more than having money. A rich life is about living your values, loving what you do, spending your time doing what is important to you, finding joy, happiness and fulfillment in every day. A rich life is about living your true self. Life will tell us we are in the wrong place. But unless something big happens, we often don't pay attention to the subtle hints we get. How many of us have headaches or anxiety? Maybe you feel tired all the time, or have trouble sleeping. These are all clues that you're living your life by default, not by design. We can be so busy that life just continuous to happen. Ask yourself:

- Do I feel that life is living me instead of me living my life?
- Do I have talents or dreams that I've put aside?
- Do I sometimes wonder what happened, because I'm older, but still at the same place?
- Do I have physical complaints that may be my body asking for attention?

Make a conscious choice to take control of your life and to start living by design today. There is so much more possible when you open your mind to it. What is your vision for your life? What would your life look like if you could design it exactly the way you want it to be?

Everybody has 24 hours in a day and we can only do so much. We are limited in the time we can spend to make money. If you are a local business owner, you may be limited in the customers you can reach geographically. The internet gives the opportunity to overcome those limitations and has opened up doors to new possibilities that allow us to create leverage. You see, my vision is to build a business that allows me to travel and live where ever I want in the world, so my children can experience different cultures. I knew the best way to make that happen is by setting up an online business, but where do you start?

Figuring out how to use the internet for your business can be overwhelming at times. There is so much to learn. 'How do you eat an elephant?' Exactly, one bite at a time. So I selected 15 experts in their fields to help me understand the basics – one bite at a time. I found that it is not as complicated as it seemed at first. Even though I was familiar with some of the topics each expert has given me valuable tips, sometimes a little nugget that made a big difference for my business and my life. I am excited to share this with you and to help you in living your life by design.

The cool part is, you don't even have to do it all by yourself. Especially as small business owners we often have the tendency to do everything ourselves. Are you one of those people who can't take a break? Who is on vacation and still on the phone constantly? You can absolutely benefit from having a virtual assistant as Janice explains in chapter 13.

Maybe you have seen a sign at the cashier or a link on your competitors website saying 'Follow us on Twitter', maybe you have heard your clients talk about Facebook, making you wonder if you should use social media. If that is you, you have to meet Meredith and Terza, because they will show you how to get started. Especially in the current economical stormy times, to be successful you need to set up all sails to make it safely through the storm. Capitalizing on the possibilities internet offers is a very strong sail. The world is changing and developing at a high pace, you can't afford to stay behind.

Let's face it, when is the last time you used the Yellow Pages to find a restaurant, a store or anything else they are looking for? If you are like most people you probably can't even remember. Where do you go to a phone number, a new computer or a recipe? Yep! Online! Well, you are not the only one. Your potential clients also go online to search for what they need or if they have a problem. You may have the solution. The question is 'Can they find you?' You are really doing them a favor by making sure your website can be found and comes up on the first page in the search engines. This book is filled with valuable information you can apply to help more clients find you using search engine optimization and social media. I will introduce you to Kathy, so she can explain how to create a website that will give you the results you are looking for and to John, he is an expert in getting people to visit your site. Regardless of what business you are in, without exposure, no clients. You can be the best restaurant or the best lawyer in the country, if there are not enough people who know about you, it won't be long before you'll join the army of the many entrepreneurs who are out of business, despite their great dreams. Erica will share with you how to offer more to the clients you already have by creating your marketing funnel – making you more money.

Let's start with the beginning. Even though it may seem that technology is taking over our society, in reality the human nature is the same as it always has been. We are social beings, we want to connect, interact, make friends, feel that we belong, that we are appreciated and valued. That won't change. Companies that understand that principle give their clients an experience that gives them that feeling. When we walk into a shop we like to be treated friendly. If not, we rather go the next store, even if we have to pay more for the same product. The same is true online. If your website doesn't look friendly and professional potential clients are very likely to surf to your competitor. Nohra did a great job in explaining the power of video marketing and how that sets you apart. If you read her chapter you'll very likely agree that video marketing has to be part of your business.

The basic success principle is to build relationships. Every successful person can tell you how networking and connecting with the right people at the right time are crucial for your success. At first it seemed cold and abstract to me, but Jackie helped me to realize that you can really build valuable relationships online. She made it clear that the same principles we use in every day life apply online; it is just a different forum. In her chapter on

synergizing online and offline marketing gives fantastic insight how you can take advantage of that and Kerrie will show you how to apply that by setting up Meet-up groups. The purpose is for people to get to know you, like you and trust you. Those kinds of relationships don't happen overnight. You can plant some seeds today and expect to have a beautiful garden tomorrow, but it's not very realistic that it will happen like that. Just as growing a garden requires effort, care and time, strong relationships will grow over time if you nourish them.

A powerful way to create a relationship with your existing and potential clients is to stay in touch with them and to provide them with free information they appreciate by building a database of people who are interested in what you offer. Make sure though you don't try to sell something every time you send an email, because that way your emails will end up in the 'junk folder' pretty quickly. No, instead of spamming them, you want to give them value. You want to give them something they can benefit from, so next time they see an email from you; they are looking forward to open it up. If they need something or if you do send them a special offer, they are much more likely to buy from you. Making friends is your intention every time you connect with them. Isn't it true that we all prefer to buy from a friend or somebody we like than from a stranger?

*"People don't want to be 'marketed to,'  
They want to be 'communicated with.'"*  
- Flint McGlaughlin

Nobody likes to be sold to, yet we all like to buy when we feel it adds value to our lives. Frank Kern is one of the top internet marketers and a self-made millionaire. (He even made \$ 23,8 million in 24 hours!) He shared in an interview how that technique makes clients come to you asking if they can buy from you. Make sure you read Erica and John's chapters about the marketing funnel and information products, so you can apply this principle for your own business.

Like I mentioned before we want to connect, interact, make friends, feel that we belong. That is what makes social media so powerful! (At least if you know how to use it, because if you don't you will push people away instead.) LinkedIn has grown by 319% since 2007, Facebook is adding about 200,000 users a day, and Twitter grew by 422% in 2008. Internet advertising is up 21% in spite of the economic downturn. Do you know how to use LinkedIn, Facebook and Twitter for your business? It can be that you don't know how to get started or you may not have time to do it at all. Either way, don't worry – continue reading and you will find the solutions to your online challenges. You can choose to apply the easy steps in the social media chapters or you can learn from Peter and Dianne how to build a team and have somebody set it up and run your accounts for you. By building a good team you can be working on your business instead of in your business.

Too often though we are better in finding excuses why we can't do something than finding the one reason that will drive and motivate us to do it despite everything else. What is your mission? Do you have a message you want to share with the world? You may not even be aware that the information you have is of great value to others. For you it comes so natural that you take it for granted, yet if you would take the information out of your head, people would love to buy it, allowing you to make money 24/7, have cash come in while you are on the beach with your family, or watching your son's football match and take advantage of a global market place. John explains how you can create information products and reach people from all over the world. Maybe you have a story that can make a difference in the life of others. If you have ever thought about writing a book, be one of the first 50 people to claim the free report 'You Can Be an Author' at [www.coauthorswanted.com/special](http://www.coauthorswanted.com/special) and you will receive a 30 minute consultation worth \$75.

Don't be discouraged when you are struggling or dealing with disappointments. Know that there are no limits to your possibilities. Because even though we all think we are unique in what we are going through in life and the challenges we have to face, many more people than we think face the same challenges. That is why everybody is touched by the achievements of someone who makes his dreams come true. When Barack Obama became the first black president of the US it gave hope to millions of people. His famous 'Yes, we can!' resonated inside of us. In our heart this soft voice said 'well, if he can do it, maybe I can too.' The soft voice used to be loud and clear. As a kid, we had no difficulty listening to our heart when it was telling its desires and wishes. We were not afraid to

share our dreams with the world. Yet, little by little we choose the voice of others, above the voice of our own heart. It's safer. They like us. It's easier. We allowed others to tell us what we could or couldn't do, instead of trusting our own intuition, talents and skills. For some the voice has stopped to talk, making us believe, we don't have a dream or that our dream is impossible to achieve, even though deep inside there is still this longing to share our gifts with the world.

Success doesn't come overnight. Don't believe anyone who tells you it does. To the outside world it may look that way, but those who have traveled the path know better. You don't wake up one morning and decide to run a marathon without any training. It takes dedication, preparation and perseverance to make it to the finish. Achieving your dreams is like winning gold; you sacrifice blood, sweat and tears, you are up early in the morning, even if you don't feel like it, you fight your own thoughts and doubts when reality seems to prove that you are never going to make it. Having a coach that believes in you and encourages you makes a huge difference. When you win, nobody sees beyond that moment of glory – the many years of hard work, the many nights that you prayed in desperation, the many battles you have lost to win this war. What Rocky Balboa said is so true 'Everybody gets hit in life. It's not about how many times you get hit. It's about how many times you get up after you've been hit.' Whenever somebody tells you a story of their challenges in life and how they made their dream happen, open your heart and drink it in. Know that you are just like him, just like her. Little by little your heart will know it is safe and will start to whisper which way to go. Listen carefully and let the voice of your heart guide you to take action in trust, instead of in fear!

Thank you and congratulations for picking up this awesome book. There is a reason you are reading this - 'when the student is ready, the teacher appears.' Are you ready to take your business and your life to the next level? Are you ready to play bigger and to start living by design instead of by default? I am excited to share 'my teachers' with you, so you can make that happen. Don't allow precious time to slip through our fingers instead of spending it with those closest to your heart. Time is the most precious commodity; because once it's gone it can never be replaced.

*"Always remember, you are here to love, laugh, heal  
the world and fly beyond your wildest dreams..."*  
- Shamayah Sarrucco

#### **About the Author**

Shamayah Sarrucco helps entrepreneurs to become authors making them the expert in their field, increasing their credibility, distinguishing them from their competitors and creating extra streams of income. She is an author and an inspirational speaker motivating entrepreneurs to live by design instead of by default. As a trainer and coach she has a gift to bring the best out of you and to support you in achieving the results you desire. Shamayah is the founder and CEO of Live by Design LLC. *You can be an Author!* Claim your Free Report at [www.coauthorswanted.com](http://www.coauthorswanted.com)

## 2. Creating Websites for Results

Your first step is to create an online presence for your business. But you don't want to have just a website, you want a website that will give you the results you are looking for. Kathy Brown told me how many business owners pay thousands of dollars to have a beautiful and professionally designed website, and then sit back and wait for the flood of traffic and sales ... which never comes. Most websites have 3-5 pages describing their business, listing their services or products, an 'about us' page and often a small 'contact us' link at the bottom in the footer. Is that what your website looks like? Is it really designed to get results? If you are one of the many business owners who thinks you are done once your website is launched, get ready to learn from the experts -

*You can judge your age by the amount of pain you  
feel when you come in contact with a new idea.*  
-Pearl S. Buck

Let's step back and talk about what a website is supposed to do for your business. Most people think of websites as an online version of their business card or flyer. And while a serious business person must have an online presence today, it can be so much more than just a brochure of your business. Your website should be an integrated part of your marketing and sales strategy.

### **What does your perfect customer really want?**

Every business has the perfect customer or client, the one that loves what you have to offer and keeps coming back for more. Who is that perfect customer for your business? What is he or she looking for?

A couple of years ago I was at a technology trade show. A man approached me at the booth and started telling me about his website, which provided news and assistance for the military and their families. "How can I make my website better?" he asked me. I knew he was looking for a technology recommendation, but I asked him "What does your audience want? Have you asked them?" You see, I have never served in the military nor been in a military family. I am not his perfect customer. Oh sure, I could have told him that his website needed certain features or a different design, but it would have been just my opinion which may be completely wrong for the customer that his site is really for.

I've seen business owners get very focused on a certain feature or look for their website. "I want my website to have an animated dog (seriously!)" It is ok to have your preferences, it is after all your website, but always keep in mind that your website primarily has to be about providing the answer or solution to your visitor's need. I can not emphasize this enough; your perfect customer should experience a EUREKA! moment when they find your site - "Finally the answer I was looking for!" And then the next step needs to be very easy and clear, whether that is clicking on the buy button or identifying themselves as a lead for you to contact.

Putting yourself in your perfect customer's shoes can create a paradigm shift for your marketing that has far reaching benefits beyond your website. It really IS all about your client and what they want, rather than the list of services and products your company provides. Offline, you can listen to your existing customers to figure out what need they have. Online, you can find a similar answer by researching what they are searching on. In the next chapter, John will explain more about keyword research. You can also go to Yahoo answers, attend online forums for your perfect customer or do a survey. All of these will give you a wealth of insight on how to position your business for your potential customers, both offline and online.

### **What is your call to action?**

If you already have a website, take another look at it and decide how you can improve it. Put yourself in your prospective buyer or client's shoes and ask the following questions: 'Do they promise a solution for the problem I have?' 'Do they tell me what the next step is to engage in the sales process?' If you don't have a website yet, you



can go to one of your competitor's websites and ask yourself the same questions. You want visitors to your website to be absolutely clear that 1) your website has the answer for their problem and 2) what the next step is.

The next step or call to action is often missing. Your call to action needs to be the most eye-catching feature on your website. Make an offer to get your visitor take action and engage with your business rather than leaving, never to come back. Erica's marketing funnel (chapter x) will help you understand the marketing strategy behind your call to action better. Whatever your call to action is, it has to be clear and unambiguous.

Your call to action could be:

- Download my free report! (In exchange for their email address)
- Request a free consultation
- Call this phone number to make an appointment
- Buy this product (single product)
- Shop from our catalog of products
- Post a comment and start a conversation
- Connect with me on Twitter and Facebook

### **What type of website(s) do you need?**

So far we have focused on a common type of website which is called a brochure website. Typically this site is static (doesn't change very much) and is designed to provide information about your business. However this type of website isn't easy to be found, so you will to promote it so customers will find you.

There are other types of websites that you may want to build instead or in addition to the brochure website. They can help generate leads or build your credibility as an expert. Many websites are a mixture of different types, customized to suit the companies needs. Let's take a look at different types of websites and how they might fit into your online marketing strategy.

### **Landing Pages**

A landing page is a single page that is focused on one topic or product. Good landing pages give the user one call to action, there are no links to other pages. There are two types of landing pages:

- **Sales pages (or sales letter)** – the purpose of this page is to sell a product. It has sales copy that promotes that one product with a prominently displayed “buy” button on the page.
- **Squeeze page** - the purpose of this page is to generate leads. This type of landing page is set up to collect email addresses in exchange for something of value (for example a free report).

Landing pages make “offers” to visitors. For example: I'm offering you a download of my webinar if you will give me your email address. Or: I'm offering you a discounted price on my product if you buy before Friday. A sales page should provide enough information for the visitor to make the buying decision. The offer on the squeeze page has to be compelling enough for the visitor to give their email address. An exciting trend with landing pages is the use of video. Nohra will tell you more in chapter x. Regardless of the type or medium, landing pages need to convey urgency and the need to act soon.

Landing pages naturally pair well with PPC (pay for click or Google Adwords) advertising or email marketing campaigns. One of the common mistakes new marketers make is launching a campaign that does not go to a targeted landing page. Your landing page needs to match up with what is in your PPC ad copy or in the email blast. Imagine if you advertise left handed golf clubs and then sent your visitor to your home page which has a broad overview of golfing products. Wouldn't it better to send the visitor directly to the left handed golf clubs product page?

Your campaign may be centered around a specific event, such as a webinar. In this case your landing page would be a squeeze page telling them about the up and coming event and inviting them to join the “interest” list. This is a good example of gathering leads for your sales process follow-up.

Landing pages are measured by how well they convert the traffic (visitors to the page) to a sale or leads. You want to test which sales copy and headline converts better. Learn about A/B testing -send traffic to two different versions of your landing page you can test which one works best. Don't assume you can predict your visitor's behavior. My crystal ball has failed me many times. The headline, that I didn't like, converted the best. Setting up an account with Google Analytics will help you to track your visitors.

### **Squeeze pages and opt-in boxes**

The fields used to capture a visitor's name and email address is called an opt-in box. You can place an opt-in box anywhere on your site, not just on a squeeze page. Many websites have opt-in boxes on their home page. You want to offer them a free gift for giving you their email address. You can use an autoresponder or ESP (email service provider) to set up your email marketing campaign automatically. There are a number of excellent ones on the market. For a monthly fee they store your contact list, send the emails for you, and generate the opt-in box code that your webdesigner can place on your website. An ESP will also keep you out of spammer trouble by complying with the CAN-SPAM Act of 2003 by placing automatically a unsubscribe link in your emails (see resource box). When you set up your list for the first time, remember to test the opt-in process and review the emails first before trying it out on your "real" prospects and clients.

Make sure you have a user's permission before sending them an email. Let your leads "double opt-in". This means that when someone "opts in" into your list (or when you add them manually), a confirmation email is sent first to confirm that they really want to join your list. That client you met at last week's business event may need a reminder to remember who you are. An invitation to join your list is a graceful way to keep you in the forefront of their mind.

The money is in the email list! If you have a list of people who read your emails, you are building a relationship with them. As they are getting to know you better and trust you, they will be more likely to take action on your recommendations, whether you offer your own products or someone else's. Treat the people on your list with respect, continue to give them value, and you will be rewarded many times over.

### **Selling your products online – eCommerce sites**

The best example of an eCommerce site is one that everyone knows, Amazon site. If you want to sell your products online, spend some time on Amazon.com and pay close attention to how it works. It's a great model of eCommerce done right. The **'keep it simple' principle**, while true with any website, is especially important when you are selling products online. If the buying process is too complicated your sales will suffer.

There are two parts to an eCommerce site, 1) the catalog of products you are selling and 2) the shopping cart. Like with ESPs you can rent shopping cart software and integrate it with your website. You'll have to do some research to decide if you'll get a merchant account. Merchant accounts can take a week or more to get approved and have specific requirements. Paypal can be an easy alternative for lower volumes of sales. If you are selling digital products, you could also use Clickbank.

### **What is a blog and how is it different from a website?**

A Blog which is short for "Web Log" **IS** a website. Blogs are obviously different than static websites. However the line between the two is blurring. One reason for this is because blogging software today is very flexible, allowing customization, and page creation as well as posts. The dynamic nature of blogging software makes it a lot easier to add pages to a website. You don't have to know HTML, FTP and other technical skills to publish to a blog.

The intent of a blog is to have a conversation with your audience. The blogger writes a post and visitors can comment on the post which creates the conversation. The key concept here is **dynamic**. Search engines love the ever changing content on blogs and this helps the business to be found. Having an up to date blog can establish you as an expert and greatly enhance your credibility. You want to be part of the online conversation in your area of expertise; use blog posts, tweets (Twitter) and Facebook to get your voice out there. One of my clients added a blog to her website. I coached her on what keywords to use in her blog posts and now she gets over 1,000 visitors

to her site a month. Of course her blog is just one part of her online marketing strategy, which includes twitter, linkedin and facebook as well.

There are many free blogging services such as blogger.com and wordpress.com. Wordpress also offers software that will create a blog that you have complete control over. If you plan to blog, having your own blog is ideal. However if you are not sure, create a blog on one of the free services. Setting up a blog on Blogger.com is very easy and you can be blogging in no time.

#### ***Your blog must have a RSS feed***

RSS which is an acronym for Real Simple Syndication, is a way to publish your blog posts or web pages to other websites. RSS allows users to see what has been published on each of their favorite blogs without actually going to those sites. Try it out on Yahoo or bloglines.com to see how it works.

Conversely you can also use RSS feeds from other sites (such as news sites) on your own website. This can help keep your website look more up to date with a section that is changing and new. Just keep in mind that other people's content should not comprise the majority of your website.

#### **Content sites**

A content site is a website that is full of useful articles about a topic. Search engines **love** content so these sites will rank better. Content sites work well with affiliate internet marketing, but are also great for promoting your business services or products. Like a blog, which can be thought of as a special type of content site, the content website will establish your credibility as an expert.

#### **Getting started – domains and hosting**

To get started with building your own website, you will need a domain name and a hosting account. A domain name is similar to the address of a house. When you type in a website name (such as <http://www.yoursuccessfulwebsite.com>), that name is translated to a special set of numbers that tells the internet where to find the actual website. A hosting account allows you to rent space on a server to store your website files that the domain maps to. Domain registration and setting up a hosting account is actually two different tasks, you can use separate providers for each, but if you are just getting started, use one for both.

When people start thinking about their website, the first thing they do is register a domain name. Your domain name is an important choice, so give it some thought before you register the name.

- **Is it easy to remember?** Stay away from words no one knows how to spell
- **Does it have words that people will search on?** Domains with popular keywords will help your website get found.
- **Is there a call to action?** Action oriented domain names that suggest a solution to a problem are catchy and memorable.

Today you have a lot of choice for domains and hosting. Many providers offer unlimited domains and space for a low price. If you are not sure about what company to pick, here is what I recommend: pick up the phone and call the ones you are considering. You want to make sure you are comfortable with their customer service team in case you run into any problems.

#### **Conclusion**

Your website is the online representation of your business. Since it is often the first impression of your products and services, make sure it's a welcoming and an engaging one. Whether you are using your website for leads or online sales, it is not enough to be pleasing to the eye, it needs to guide your visitors to take action.

I've covered different types of websites in this chapter and how to use them to get results for your business, but I've just scratched the surface of what I would love to share with you. That is why I have created a special report teaching you the "**5 Ways to get your website Googlicious.**" Go to <http://www.yoursuccessfulwebsite.com> to claim your FREE copy.

**Resource box**

BlueHost – Affordable, Reliable Hosting

iContact – Simple List Management

aWeber – Powerful Email Marketing

1ShoppingCart – The Gold Standard of Shopping Carts

Please visit <http://www.yoursuccessfulwebsite.com/resources> for reviews and more resources.

**About the Author**

Kathy Alice Brown is an internet business consultant and has been in the technology industry for 20 years. She works with clients on SEO, email marketing and website enhancements and contributes to several blogs. Visit <http://www.yoursuccessfulwebsite.com> for her free report and more useful information.

### 3. The Best Search Engine Secrets

So, here you are - All excited about your new website! You have made the improvements. You have a clear call to action and are ready to start building your list. A week goes by and only a few people joined your email list. Disappointed you log in to your Google Analytics account to find that you hardly had any visitors. It is almost like having this fabulous store, but nobody comes in the door, because they can't find you. Now what? Fortunately John Limbocker can answer that question for you. He is the founder of the SEO Dominator's Club and has over 13 years experience in helping companies optimize their websites to dramatically increase profits. I will let him tell you his best search engine secrets. -

*"Many of life's failures are people who did not realize  
how close they were to success when they gave up."*  
- Thomas Edison

Search Engine Optimization has many meanings and covers a broad range of tasks and techniques. Most people refer to it as SEO. In plain English, it simply means the process of getting your web pages listed at the top of the search engines like Google or Yahoo. Online success comes when prospective customers can find you when they search using specific terms called keywords in a search engine. If you want to succeed with SEO, you need to target the specific keywords that your prospective customers are using when they are searching. This keywords list is the backbone of any good SEO campaign. Targeting the right keyword list can make you or break you.

A typical search scenario goes something like this: Let's assume you're selling a product that reduces heartburn called "Product X." Your company and brand are called "Company X." and your ideal prospect's name is "Bob." Bob sits in front of his computer to find a solution to his problem. Bob is new to this, so he has never heard of "Product X" or "Company X." If you are only listed in the search engines using your Company, Brand and Product names, like most websites are, you are going to miss out. Bob will never find you!

Bob starts by going to Google or his favorite search engine and enters keywords to find a solution to his problem. When he starts he is in research mode so his keywords are typically very generic. He might search for something like "heartburn." This search will bring back millions of results that are all over the place and mostly unrelated to solving his problem. He does, however, learn from this search that heartburn is also called acid reflux and GERD.

Next, Bob starts getting more specific with his search terms with searches like "Heartburn Relieve Home Remedies" or "Over The Counter Acid Reflux Pill." These are called Longtail keywords, and this is where the magic happens. When your prospects go from generic searches to longtail searches, they are getting closer to a buying decision. They are moving from research mode to purchase mode and this is when you want Bob to find you.

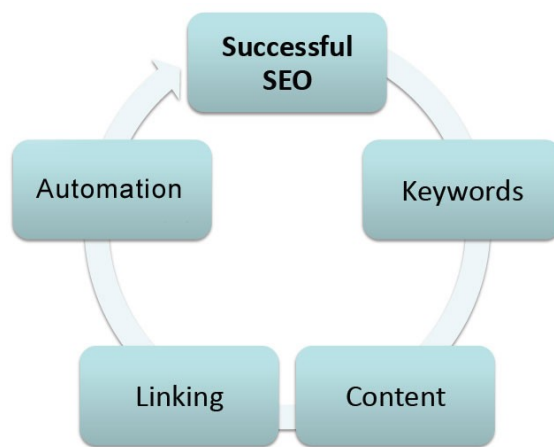
To be successful selling online you need to capitalize on the traffic of these longtail searches. The more specific the search term, the more likely they are to be buyers rather than researchers. Another factor is to use keywords that get a decent number of searches for your market situation. If your product has a higher dollar profit margin, you can focus on terms with less traffic more successfully. Think of it this way; If you make a month's income from one sale, like in real estate, then you don't necessarily need a lot of traffic. You just need the right traffic. On the other hand, if you are selling products with a ten-dollar profit, you need a much higher number of prospects to make a living, so you need to target higher volume search terms.

I will soon reveal how to find the high volume longtail keyword phrases that your prospects are typing in and how to get your website in front of them at that crucial moment when they shift into buying mode. This is the heart and soul of SEO.

SEO is often portrayed as an ever-changing mystery that is so complex, it's nearly impossible for the average website owner to take advantage of. This couldn't be further from the truth. I will demystify SEO for you in 3

simple and easy to understand steps. Then I will reveal how I automate nearly the entire process. There is no magic bullet or easy button out there. There is going to be some work on your part, but it's not complicated or too difficult.

Pay close attention now as I share with you, the process I have developed to drive high quality targeted traffic to my commercial client's websites. This traffic has resulted in over one hundred million dollars in increased online sales over the past decade. I guess you could say I am fairly sure the process works at this point!



My simple process starts with choosing keywords. Then you create content based on those keywords. Next, you get outside sites to link to your site using your keywords as text links. Finally, we automate the process. I will explain each of the three steps and then come back around and show you how to simplify your life using low cost tools and services to automate these simple, yet tedious, chores.

#### Secret #1 Choosing Keywords

Use Google's online keyword tool to do competitive research (<http://www.google.com/sktool>). You need a Google Adwords account to take advantage of its full features. Sign up for a free account if you don't have one yet. **Once open**, you can either enter keywords or a website address. I recommend entering your competitors' website addresses. If you don't know your competitors' sites, simply go to Google and run a search for your main keyword. Focus on the sites selling similar items to yours. Skip any that are not true competitors.

When you enter their web address click the 'Find Keywords' button and it will give you the top 100 related keywords. It will also give you other data related to the keywords, like number of searches per month, competition and bid prices. Don't pay attention to the competition and bid prices because they only relate to Google's PPC (Pay Per Click) program. We are only interested in the keywords and volume of traffic. Click the check boxes next to the keywords that relate to your market and have a decent number of searches. Click 'Save to Draft' and move to your next web address. Repeat the process on as many competitors' sites as you like. Once complete you can export the results of your draft. Now you have a csv text file of all your competitors' related keywords and search volumes.

Most people stop here and use this as their keyword list, but I go a step further. I use a program called Market Samurai, which is a powerful keyword research tool. It not only gives me the longtail versions of the keywords, but it also includes much more valuable data like organic search competition and commercial intent. Organic search competition tells us if we should even try for a certain keyword or if it is too tough to get to the top. Commercial intent gives a percentage value estimating the intent of the searcher to purchase verses research. This is extremely valuable when picking the most effective keywords to target. Market Samurai lets you cherry pick the gold from your keyword list. Take your top 10 most lucrative keyword phrases and make a list of the most effective related keywords for each of them. Use these 10 lists to create the content for 10 new SEO pages as outlined below.

## **Secret #2 Content Creation**

Once your keywords are defined, you need to start creating content around those keywords. If you have developed your keyword list correctly, you will be developing quality content that is targeting your visitors' desires. This creates a positive user experience and enhances their comfort level, which increases your odds of them purchasing your products or services. This is why it's so important to target your keywords.

There are many types of content including text, audio and video. Some are more effective than others for certain markets. For instance, people on the go prefer audio podcasts so they can download them on their ipod and listen while they are driving or working out. They turn dead time into productive time. Most audiences love video, especially the lazy ones, myself included! Every type of content still requires at least some supporting text, so text content is always going to be the most important even if it is minimal.

Text is used in SEO for both your on site content and your off site content. On site content refers to the pages of your website. I recommend creating a page on your site for every keyword or group of closely related keywords. Use related keywords throughout the text of this page, and make the text interesting and specific to the main keyword or group of keywords. The more pages you have, the more opportunities you have for Bob to find you when he's searching for your product or services. Think of the pages of your site like real estate. If you only have one property then you can only collect rent from one person. If you have 10 properties, you just increased your earning potential by ten fold, and so on.

Many SEO experts will tell you that your keyword density is a major factor. This just isn't the case any more. Just use your keywords naturally. Make sure you use them as much as possible without overdoing it. If they read the way you would speak, then you are probably in good shape. Some people needlessly repeat the same keywords over and over, which doesn't help; it just looks spammy and turns your visitors off.

The biggest on page SEO factor is the use of the main keyword in your title tag. Other meta tags, like keyword and description meta tags, used to be major factors, but not any more. As the search engines' scoring systems (Algorithms) evolved, these tags lost value because they were over used. I do, however, still use them just because it is proper form and they'll probably carry more value in the future once the trendy SEO'ers lose interest in them. Focus on creating as many pages as possible with text content based on your keywords. Use your main keyword as the title of the page you are creating, because it carries the most SEO value for a particular web page.

Off site text content is used for articles, press releases, blog posts, forums, and so on. This text should follow the same rules. Use the keyword or group of keywords, and use the main keyword in the title. The purposes for off site content are multifold. The first is to spread your content and gain more 'real estate' to drive more traffic to your site. Second is to control outside web pages and send links back to your site. You'll learn the importance of these as I cover linking strategies.

Multimedia content, like audio podcasts and videos, has a very special place in SEO. Search engines don't understand the content of the audio or video files, but they do understand the titles and the descriptive text of the pages they are on. There are 100's of Web 2.0 sites like Youtube and Facebook, where you can submit your multimedia content and links. This adds up to more 'real estate' for your keywords.

You might be thinking, "Why do I need more 'real estate' for the same keywords?" How does removing your competition sound? Imagine owning all the hotels on a particular block. Anyone needing a room on that street would be coming to you. Convert that scenario into search engine terms and you have this. Bob runs a search for one of your keywords. Up comes your website, then an article site with your article on it, a video site with your video on it, a press release site with your press release on it, a blog with your post on it, a podcast of your audio, and they all point Bob back to you as the authority on the subject. Who do you think Bob is going to buy from?

Using multiple forms of content can push your competitors right off of the first page of search results. I call taking multiple slots like this SED, which is a term I coined for Search Engine Domination, which is my specialty!

### **Secret #3 Linking**

Linking has become the single most important factor in SEO. Search engines have turned the web into a popularity contest. SEO used to be about having the best most unique and regularly updated content. Now it is about who's content is the most popular. The popularity is judged by incoming links. Each link is a vote cast in your favor. But not all votes carry equal weight. More popular sites send you a lot more "link juice" as we call it than less popular sites. Your goal is to get as many different sites linking to your content pages as possible. Text links are best and the way the links are created is very important. The text in the link should be your keywords for the page you are linking to. This is called the "anchor text" in the link. If your page is about "Heartburn Relief Home Remedies," then you want the text linking to the page to be "Heartburn Relief Home Remedies".

SEO anchor text linking simply means using your keywords as the text in the clickable link. When search engines find links on other sites, they spider, or visit, the linked page and cast a vote for its popularity. This is known as an incoming link or a back link. If the engine finds content that is related to the anchor text, it awards additional merit to that page. Ultimately, the page with the most popularity and merit will be awarded the top spot on the search engine results.

It's a major hassle to get other webmasters to give you these optimized links. This is where all of your off page content comes in handy. Use the many web 2.0 sites out there to publish your SEO content. Web 2.0 sites allow you to create free accounts and load your content up to them. This gives you additional pages on these outside websites that you have control over to send links back to your site. There are thousands of these Web 2.0 sites out there. They include social media sites, video hosting sites, article directories, press release sites, podcast directories, website directories, forums, book marking sites, and millions of blogs with open comment sections, just to name a few.

You can have all the links that you want using these Web 2.0 sites. They're free for the taking. Most website owners don't have a clue about this, which puts you ahead of 90% of them. I am about to hand you another 9% by giving you my resource list and showing you how to automate most of the SEO process. At that point you will lead 99% of the pack!

### **Secret #4 Automation**

Figuring out what to do is only half the battle. You still have to figure out how to get it done in the time that you have available. The biggest key to your SEO success will be in automating most of the processes, so you can focus on your core business. Most SEO tasks can be outsourced or automated. I recommend doing your own keyword research and onsite content if at all possible. These are too crucial to put in someone else's hands. You can outsource your linking and off page content creation like articles, press releases and blog posts. There are tools and services to help with the rest.

Many companies specialize in ghost writing articles. There are also freelance sites, like Elance, where you can post your projects and find good writers. Article syndication services publish your articles to hundreds of article directories. Make sure to place your anchor text links in the resource section at the end of each article.

There are great online services to help you create videos and syndicate them to all the free video hosting sites. You can also use one of the free conference calling services to create your audio files. Simply record the call and download the recording for audio content. You can also use this audio as the sound track for a video slide show to create video content.

Linking networks can be really good but be careful, they can put you on dangerous ground if they're not legitimate. If you use them, make sure they are safe and secure. They need monitoring to immediately remove any site that falls out of Google's index, and they must make sure that all the sites in their network are all on different class c IP blocks in good neighborhoods.

A good link network can bring you a steady stream of incoming links that appear to be very natural from the search engines viewpoint. Just make sure you don't get all your links in one shot and then stop. This is not



natural. You should also vary your anchor text in your links because it is not natural for everyone to link to you using the same anchor text. This would immediately look contrived. To be successful your linking program should be steady and appear natural.

Imagine what having all my skills and knowledge would do for your online business. Imagine using this information to get multiple listings in the Search Engines. How much more money could you make?

If you're serious, and would like my help Cashing In on Free Search Engine Traffic, join my SEO Dominator's Club. The club offers 24/7 access to my step-by-step video tutorials. These videos cover every step of the SEO process. It's like looking over my shoulder as I do it for you. This is your complete blueprint to success. You also get direct access to me as I answer all your questions in our weekly conference calls. Go to <http://SEODominators.com> to sign up NOW!

I look forward to helping turn your website into a Virtual Cash Machine!

John Limbocker  
SEO Strategist

PS. As my way of saying thank you for purchasing this book, I'm offering you my entire resource list of tools and services to automate your SEO. This resource list coupled with the knowledge from the Dominator's Club will put you on the fast track to online success. Get the resource list here: <http://seodominators.com/resources>

#### **About the Author**

John Limbocker is a Search Engine Optimization Strategist responsible for over One Hundred Million Dollars in increased online sales, for his commercial clients, through natural Search Engine Traffic. He is a well respected speaker and author on the subject of SEO and offers online training for anyone wanting to increase their online businesses as well as offering commercial services for large companies. To learn more visit <http://SEODominators.com>

## 4. Video Marketing Makes You Money

“Your little baby boy wobbling on his feet taking his first steps.” “Your dog acting silly.” Or “Your grandmother 90<sup>th</sup> birthday”, these are all priceless moments. It is great to have pictures, yet nothing brings those great times better back to life than video. When you see the movement, the facial expression, you hear the sounds and taste the atmosphere it’s almost as if you are there. Video touches our emotions – which is the essence of successful marketing. Even though I like to watch videos, I had never realized that it could be such a powerful tool to use for my own business until Nohra Leff shared with me why you want to use video marketing, how it gets you better, faster and cheaper results, and my favorite, how it gives you more time. In the last chapter John mentioned briefly how video’s can drive traffic, in this chapter Nohra will tell you how -

*“Do the one thing you think you cannot do.  
Fail at it. Try again. Do better the second time.  
The only people who never tumble are  
those who never mount the high wire.  
This is your moment. Own it.”*  
– Oprah Winfrey

Once upon a time there was a world where there was no television, where brushes, encyclopedias, and vacuum cleaners were sold door-to-door, where the largest companies occasionally would spring for a two-color advertisement in a magazine, where internet was not even a dream. But the world changed drastically and would never be the same as the television and later the internet were invented. A business owner today can make thousands, hundreds of thousands, even millions of dollars, on the internet—sales made automatically while he relaxes on the golf course or at the pool—even while he sleeps.

The online universe is immense. There are over 1 billion internet users worldwide. How would you like to effectively grab your visitors’ attention? How would you like to convert leads into customers and put more cash in your pocket? Find out how you can improve your online presence, drive massive traffic and convert your leads into deals.

At first an internet presence meant creating a single web page to give information to the internet surfer. There was no interaction, no online sales, no live chat, no animation, and no video. The large companies wanted to be different and started adding animation, multiple pages, and interaction to their sites, but the costs were high. Kathy explained in chapter 1 how you can create a website for results and thanks to technology it is also possible for you to utilize online video to reach a huge audience for a minimal investment. Keep in mind that in addition to the 1 billion internet users there are over 2.2 billion mobile phone users with the capability of receiving video. More than 52% of Internet content today is in the form of video. According to the Interactive Advertising Bureau more than 50% of the US population watches online videos. That is over 155 million people - just in the US!

So, what makes video the most powerful marketing tool in the world?

- **Video creates trust and credibility** - Video builds rapport with your potential customers. They get a feel for who you are; they begin to feel connected with you and to trust you.
- **Video makes your viewers look at you as an authority** - You shine through.
- **Video marketing produces results** - Online video can bring in new business. It can get the ball rolling on that elusive buzz marketing campaign.
- **Video creates desire for your product or service** – You can build excitement for the product or service being sold.
- **Video converts traffic into leads and leads into customers** - 64% of the respondents in a recent study commissioned by Google and AOL have taken action after seeing an online video, 44% went to the advertiser’s website, 33% searched for a product or service, 22% visited an actual off-line store, and 21% discussed the advertised product with friends or family.

- **Video marketing has a potential worldwide audience of billions** - The number of people with access to the internet is growing exponentially. Just think about the audience being introduced to the worldwide web in China. Imagine the growth resulting from the spread of computer technology to other developing countries.
- **Video marketing is cheaper, better and faster than conventional marketing** – Video marketing isn't exclusively for the large companies who have money to spend anymore. Regardless of whether you are a small business owner or just starting your business, you too can add the magic of online video to your website, your squeeze or landing page.
- **Video marketing never stops working** - A video properly launched on the internet lives on and on. Proper distribution of your video can gain you almost instant attention by the major search engines. It can continue bringing you leads long after you have forgotten that you even made the video.

When you put a video on the internet, you are once again that door-to-door brush salesman, but instead of walking for miles, knocking on doors, putting up with yapping dogs, having doors slammed in your face, potential customers are now inviting you into their homes. You make your pitch once, and your effort is repeated over and over again electronically. It's as if you sent an army of salesmen into the world—but it is just you on your one short video. Now, imagine the growth of your business if you put a second video out there, or 10 more, or 100 videos!

According to comScore, Americans watch over nine billion online videos monthly. In the Google/AOL study, 75% of respondents reported watching more video online than they did a year ago, and over half expect to watch more online video in the next year. 78% feel that online video ads provide as much or more of an opportunity to learn about a product or service than television, and 63% said they prefer video site advertising if it helps keep content free. The study also found that online video ads result in 32% of viewers describing the featured brand as innovative, 32% as creative, and 30% as fun. As technology attempts to play catch-up with consumers' appetite for edgy, informative, and relevant advertising, online video technology is poised to lead the race in delivering considerable revenue to forward-thinking companies.

Ok, you are convinced that video marketing is the way to go and you are excited to use it. How do you get started?

#### I. WHY: Know your Purpose

What is the message you want to convey? Do you want to share information to educate your audience? Or do you want them to buy your product or service to solve their problem?

*“Start with the end in mind.” – Stephen Covey*

#### II. WHAT: Identify your Categories and Niche

It is important to know who you are talking to. In the next chapter Nadia Gueorguieva Semerdjieva explains how to find your target market and how to communicate to them effectively.

#### III. HOW: Plan the details; decide on the content

What should you say on your video? Well, first of all you don't want to shoot from the hip. You need to have a script. The script should start by explaining to your viewer what you are offering, then move on to how it will help them, and then finish with a call to action—tell them what you want them to do next. That might be to fill in an opt-in form on the squeeze page they are watching, or make a phone call, or go to your internet site. Whatever it is, the viewer needs to be told precisely what you want him or her to do next—don't leave it to guesswork.

##### 1. Brainstorm on a good offer

It has been shown that the mere presence of video catches the prospect. Make them the right offer (something free always seems to interest the consumer) and you turn that prospect into a lead. It is the OFFER, not necessarily the quality of your production that converts your traffic into your leads.

##### 2. Find a good location

No need to spend large sums on lighting. Simple, decent lighting is okay. Natural lighting from the sun is best—sit outside or sit opposite a big window. The setting should be quiet, with no background noise.

### 3. Practice

Have an outline prepared and practice what you are going to say. Caution – you want your video to sound spontaneous, not scripted.

### 4. How to shoot the video?

You could spend tens or hundreds of thousands producing the perfect marketing piece. Then again, you can be more economical by just pointing a videocamcorder in your own face and recording yourself talking about your business or your product. For a longer video, consider having a friend or business partner interview you. They ask the questions and you provide the answers by talking about your business. A simple point-and-shoot video can be almost as effective as a an expensive video. Make sure the sound is clear and they don't get motion sickness from the moving image.

### 5. Ready? Take 1!

The most important thing to include is your personality. Be yourself. Phoniness comes right through the camera, and so do honesty and trustworthiness. You want to be trusted. Don't be an actor. Don't create a character. Be yourself. Smile. If you are a nerd, let your nerdiness come through. If you are the type of person that everyone wants to buy a drink, let that come through. Just be yourself. Talk to the camera as if it is a real person. Look the camera in the eye—when the video is played your customers' eyes will be where the camera's was.

*“Do not wish to be anything, but who you are and try to be that perfectly.”*

– St. Francis of De Sales

-----

## **The 10 x 10 x 4 Formula**

Michael Koenings, co-founder of Traffic Geysler, suggests what he calls “The 10 x 10 x 4 Formula: A Magical Traffic Magnet System that Attracts Customers Like CRAZY to Any Web Site.” He suggests you start by writing down the top ten frequently asked questions about your product or service. You also write down the top ten questions your potential buyer could be asking. Once those 20 questions are written, Koenings suggests you record 20 short videos answering each question. Each video has to be 30 seconds to 3 minutes in length. In addition you create 4 short “mini” videos titled:

“**To Get More, Go Here,**” which tells the viewers where to go to get all 20 videos and takes them to a Video Lead Page,

“**Enter Your Name and Email To Get All 20 Videos,**” which appears on your video lead page and renews your connection with the viewer and explains why they should sign up,

“**Thank You for Signing Up,**” placed on a thank you page and telling the person who just filled in your form that they will receive their video as soon as they click a confirmation link being sent to them in their email, and

“**Buy My Stuff,**” which you should place on your web page and on all outgoing emails.

-----

## **What do you do with your completed videos?**

You will definitely want to embed video onto your squeeze pages and your websites. But you also will want to put free-standing video out there to be picked up by search engines. Letting the established video sites, such as YouTube, host your videos is a great entrée into the search engines. And the search engines are what will drive the traffic to your business.

Video marketing owes a great deal of gratitude to YouTube. YouTube is a video sharing website where users can upload, view and share video clips. As of 10/31/09 there were 209,000,000 online videos uploaded to YouTube. This is amazing considering that it was only on April 23, 2005, that the first video was uploaded onto YouTube. That video was entitled "Me at the Zoo." YouTube is the dominant provider of online video in the US, with a market share around 43% and more than six billion videos viewed in January 2009. In addition to YouTube there are other several video sharing sites.

When you upload your videos onto hosting sites, it is crucial to have the right title and description (these should both start with the same words), file name, and tags attached to your video. Your description should be full of keywords, and your tags should pick up words from both your title and your description. This is how the search engines will find you and send traffic to your videos. It's a good idea to also search the hosting sites for videos from people in the same business as you. Post a video response to their video. This is great for building viewers' confidence in your expertise.

**Creating Traffic: Getting Your Video Seen.**

There are internet websites which allow you to upload your video and which then automatically distribute the video to whatever social networking/video sharing sites you choose. TubeMogul offers this service for free; others, like Traffic Geyser do it a little better for a fee. Choosing the right title, key words, and file name are all important in getting your video picked up by search engines.

**Getting More Bang for Your Buck**

Once you have made a video, transcribe it and post it as a page on your website. The search engines will pick up the words and direct even more traffic to your website or squeeze page. Let's talk a little bit about traffic. You need to get the public to your website. Accomplishing that is an art. Traffic is the term used for the volume hits on your site. Your goal is once people get to your squeeze page or website to get them to take the action you ask of them. The action might be giving you their email address, calling you, signing up for something, or giving you money.

**Search engines.**

Google is the number one search engine. Google provides a good experience for its users. Google loves to see words on pages, Google also like to have *video on pages*. To serve its customers, Google sends its spider programs to your site to look at the content on your page and figure out if what is on your page matches the searcher's interest. Therefore, the more words, the more videos, the more pages you have on line, the more traffic you will attract, and the more money in your pocket.

Online video marketing is the key business differentiator for web companies wanting to effectively communicate their product profile and benefits within the shortest possible time. There is nothing else that comes close to the effectiveness and persuasion power of a well designed video message. This doesn't mean that putting up a 10-min video tutorial on your site will automatically get you to double-up your conversion rate of new registrants or that you will instantly sell more of your products. There is more to effective video communication than just slamming some video content up on your web pages. Every video you create is an asset. The first 30 seconds will make you or break you.

**What are the trends and future of on line video marketing?**

Will the professional longer videos overpower the smaller 3-10 minute video? Opinions differ. Chris Tolles, CEO of the online news portal [Topix](#), thinks video will be increasingly important. He made the following predictions concerning the future of online video:

- **Increase in scale.** Video content and activity will increase in the local online space.
- **Production key to manage.** This is in regards to cost, time and project scale, which Chris believes will be more of a priority for local campaigns than for larger-scale audiences.
- **Very short format.** Successful local video campaigns will need to be very, very short. “There’s a cycle of 12 seconds (for online engagement) that’s sort of interesting.” Says Chris. “People may want a 5-second or 10-second video of something. They don’t want an hour.”
- **User-generated content will dominate.** Successful local video campaigns will be based around authentic audience-produced video as opposed to professionally produced videos. “Somewhere along the line, integration of video from an audience standpoint is going to come out. It’s going to be something where a video of a store or of the (customer) experience I think will be part of the process . . .”

In contrast to Tolles’s fifth prediction, ComScore, a marketing research company that provides marketing data and services to many of the internet’s largest businesses, already shows that the average video viewer can handle over three minutes of video before getting an itchy trigger finger. Grant Crowell, the Founder of Grantastic Designs, an online marketing solutions firm specializing in search-optimized, user-friendly web design and multimedia content also disagrees with Chris. “Production value also means good production quality, and one professionally produced video testimonial and review would not only be much more likely to have better influence and reach than a bunch of amateur-looking UGC videos, but also be more visible in keyword searches and social media sites – AND provide a level of influence over the message – which businesses desperately want and need.”

Either way, search traffic and engagement reports have already shown pretty well that people DO want video commentary, they DO want video reviews; they also want instructional videos, videos with interviews, videos of demos, videos of events – the whole gamut. Businesses that use video to showcase their personality and passion will be successful using video. Businesses that fail to incorporate video, or who make detached 10-15 second commercials, will be left behind wondering why no one is sharing or caring about their content.

#### **Where to get help doing this whole video marketing thing right?**

We make it easy by producing and positioning a winning video. Visit our website <http://www.videomarketingmakesyoumoney.com> and provide us with your contact information. We will get in touch with you and will help you to create a video presence that will increase your business. Are you new to video marketing or just too busy? We will help you prepare your script, write unique content to reach your target audience, coach your performance, record your “spokes-video” and upload your video into positions in YouTube and social networks, increasing your visibility to search engines such as Google.

#### **About the Author**

Nohra M. Leff is the founder of [www.videomarketingmakesyoumoney.com](http://www.videomarketingmakesyoumoney.com) She helps small business clients to establish a video presence on the internet and use video marketing to increase their revenue. Nohra has also held top leadership positions in her communities. Outside of work, Nohra is happily married and the mother of two children and the grandmother of three amazing grandchildren. She can be reached at [nleff@realhopes.com](mailto:nleff@realhopes.com)

## 5. What is your Marketing Funnel?

Marketing and sales are the soul of your business. As Loral Langemeier explains it “Marketing is about targeting people who have a need that you can address and getting them to respond to you. It is about engaging the customer or consumers. Sales is a way of finalizing that response through a transaction. Sales is about enrolling them.” You see, the marketing funnel can make a huge difference for your business once you understand it and create it the right way, because it will increase sales. Believe me, you want to know what Erica Lewis has to say -

*“The man who will use his skill and constructive imagination  
to see how much he can give for a dollar,  
instead of how little he can give for a dollar,  
is bound to succeed.”*  
– Henry Ford

Every business requires customers to buy their goods and services. Many new entrepreneurs believe that if they simply create a product or service and put it online, customers will search and find them. It’s not that simple. You need to take steps to identify prospective customers (generating leads) and then draw them in to actually purchase your product or service (converting leads into customers). All businesses – especially new ones – have to let people know three key things:

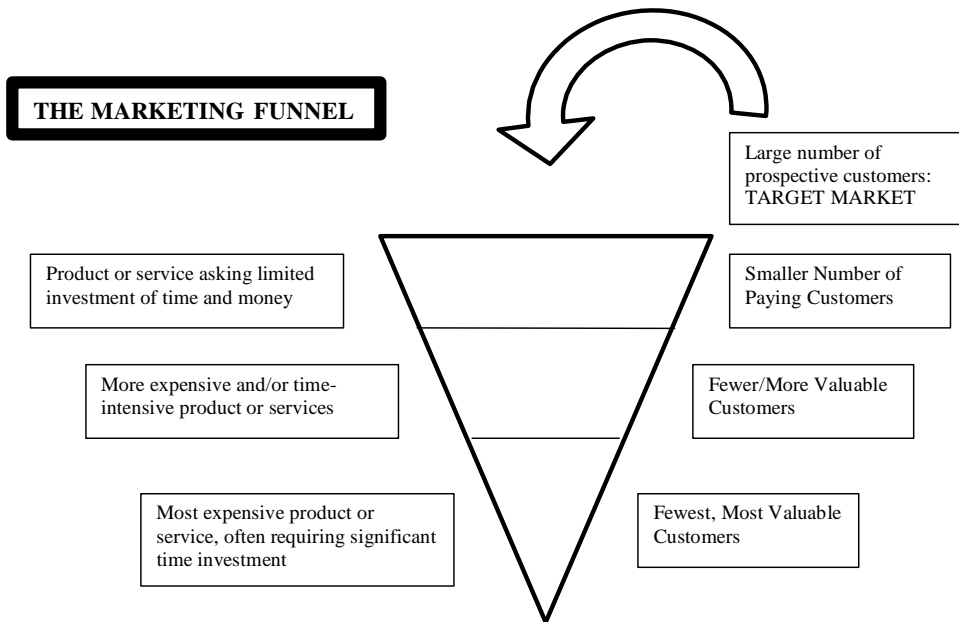
1. Your business exists
2. What you products and services you offer
3. Why people will want to do business with you.

A marketing plan allows you to identify prospective customers, what they need, how you will meet those needs one or more times, and how you will reach them. The most successful businesses are those that retain customers over a long period of time. It is often said that the hardest sale to a customer is the first one. Once they have purchased something from you, you have begun a relationship with them. These customers are more likely to purchase more of your product or services.

If you want repeat customers who stay with you over time, structure your business using a concept called the “**marketing funnel.**” The marketing funnel gradually moves people from being interested in your products or services to investing more time and money in your business because they derive so much benefit from what you provide. Behind the marketing funnel is the intent to engender trust and build a relationship with prospective customers, and convert them into customers and possibly advocates for your product or service. The purpose of the marketing funnel is to serve your customers’ needs – not to get the most money from them. Your intention must be to serve your clients and not take advantage of them. A powerful way to demonstrate this intent is always provide enormous value and outrageous deals.

The marketing funnel involves these basic components:

- The business builds a database of prospective customers and markets to this list, offering products and services to solve their problem.
- Many prospective customers are captured at the top of the funnel.
- A percentage of your prospective customers convert to actual customers when they first purchase an item, usually requiring a relatively low investment of money or time.
- Over time, an increasingly smaller number of them move down the funnel to purchase products and services of increasing value and requiring greater commitment of time and money.



### Identify your target market

It is both impractical and ineffective to market to every person who uses the internet. To maximize your efforts, define your target market. Who is your target customer? What are their demographics? What do they care about and need? Narrow your target market as much as possible so you can craft appropriate offerings and crisp messages.

Let's take one example. *Dr. Moses is a Board-certified cardiologist practicing in a large city. He often sees patients who have weakened their hearts and bodies through poor dietary choices and sedentary lifestyles. Although he often counsels his patients to eat well and exercise, he wants to work with people before they get to the stage where they need a cardiologist. He envisions a part-time practice providing preventive health tips and solutions to patients. His target market is urban residents who are at risk of developing heart problems but have not yet needed medical treatment.*

Here's a second example: *Coach Jenkins has been a high school track and field coach for the last 20 years. He was instrumental in the training and development of several track and field Olympic medalists. He now wants to create a business utilizing his skills to supplement and possibly replace his income. Coach Jenkins has a clear target market: children who aspire to make it to the Olympics in track and field.*

With a more defined market, you'll more easily identify ways to learn about prospective customers, also called **market research**. You will find single professional women by finding, learning about, and joining their most popular organizations, publications and websites. Learn more about your target by joining Yahoo Groups, Facebook Groups and other forums for your target market. Through this research, you'll become extremely knowledgeable about their problems and challenges. If you know your target market well, you can build a reputation by becoming their source of effective and valued services and products. Market research is essential for two reasons: you need to know how to find and communicate with your target market. You also need to know



what kind of products and services they consume. This will allow you to tailor your products and services to serve your target market well.

### **The top of the funnel – your potential customers**

Build a database of potential customers made up of people in your target market. Your database is your profit center and an invaluable asset. Identify massive numbers of prospective customers to whom you'll communicate about your product or service, because many of them will not convert into customers. The more people who might enter your funnel, the better are your chances of having a good number of customers.

You build your database by attracting people to your website and enticing them to give you their name and e-mail address ("opting in"). The most effective way to get people to opt in is by offering them something of value for FREE. You get something more valuable than money: permission to market to these potential customers *and* their contact information. Acquiring your database requires several different methods. You can create a new database, use lists that already exist, or both. Match the medium of communication to your target group.

### **Create a new database**

- Use the same groups, publications and websites you consulted for market research. They will be your best source of leads for prospective customers because they cater to your target market.
- Write your own blog, comment on other people's blogs who serve a similar market, build a Twitter following, enter discussions on Yahoo! Groups, Facebook, and LinkedIn, post informational videos on YouTube, write articles for digital and printed publications, network at industry events
- Use search engine optimization (SEO) techniques for your website and product.
- Advertise on the web, the radio and television, in publications, through direct mail or post card campaigns, and distributing flyers. Choose those that make the most sense for your target market.
- Create Google AdSense ads using keywords related to your product, directing people to your website; those ads will run on sites with similar products and services.
- Ask for names from your friends, colleagues, neighbors, and various communities to which you belong (town, school, clubs, hobbies, etc.).
- Publicize your expertise and products by going on radio shows, holding seminars and webinars, and speaking in your community (e.g. the public library).

### **Use existing databases**

- Rent lists of people who have purchased similar products or services; in fact, these are the people most likely to purchase your product or service, because they have already demonstrated that they face the challenge or have the problem you are addressing.
- Joint venture with other business owners where you use their list to market your products or services in return for giving them monetary consideration, use of your list later, or some combination of the two.

Part of marketing is trial-and-error. As you get experience using various methods, you can assess over time which most effectively attract people to your site, especially people who will purchase your product or service.

*Example 1: Dr. Moses can reach a local and a much broader target market. His strategy for getting prospective customers to top of his marketing funnel may include getting in front of organizations, writing a blog and monthly newsletter about preventive health methods, and writing articles. He can join groups on Yahoo! and Facebook, submit comments to health-related blogs, and contribute to websites that focus on cardiovascular health. As an expert, Dr. Moses can offer advice on radio, TV and internet talk shows, local and national. In all of these venues, he can discuss his offerings and advise people to visit his website.*

*To entice people to go to his website and give him their contact information, Dr. Moses can offer a free report: "Tips for Preventing a Trip to the Cardiologist." With the report, he delivers value well before asking anyone to consider spending money.*

*Example 2: Coach Jenkins could offer a free one hour information session at the local elementary and middle schools for parents who think their children have talent. This session could be videotaped and put on YouTube.*

*He could promote it on Olympic and other track-and-field sites. To get people to give him their contact information, he could offer a free report: "What It Takes to be an Olympic Medalist in Track and Field."*

### **Constructing the funnel**

Now it's time to plan exactly what to offer your customers, using the MARKETING FUNNEL concept. People will spend money to solve problems and alleviate pain. Which of your target market's problems will you address with your product(s) and services? How will you deliver your solutions? How do you plan to serve your customers over time? How will you deliver value and build trust and loyalty among your customers?

Before you can get a prospective customer in your funnel, you must decide:

- What products and/or services you will offer at every step of the funnel;
- When you will offer these to potential and repeat customers;
- Where you will offer your products and services;
- How often will you make offers to your target market;
- What value you will offer to make it irresistible for people to buy your products and services; and
- How often and through what media you will communicate with your customers.

### **Converting prospective customers into paying customers**

The most costly component of marketing is the "front end" or moving prospective customers into your marketing funnel through a purchase. New customers will invest only a little time and money at the top of the funnel because they lack a relationship with you and your business. At this point, the most important marketing task is to make it easy for potential customers to take the first step to becoming a customer. You will do this by offering something of ENORMOUS value to them for a very small cost to them.

*Example 1: One way Dr. Moses can attract his first paying clients is by offering in-depth webinars on cardiovascular health with Q&A on various topics for a small fee (say \$9.95 each). If someone buys all in a series, they could get a discount. Or he could offer live seminars on different preventive health subjects.*

*Example 2: Coach Jenkins could offer a reasonably-priced book on how to develop highly successful athletes, based on his coaching career. Or he could run a low-cost two-hour seminar or webinar that would give a point-by-point outline of what training and development is required to become an Olympic-quality track and field competitor, with bonus tips on how to assess your child's ability.*

### **Moving customers through the funnel**

Once customers are in your funnel, you have the opportunity to offer them more solutions to their problems. At every stage, a customer wants a good deal. Think of the first purchase as a first date. Most people aren't ready to commit to a long-term relationship with someone they've just met. Most customers also need time and repeated exposure to your business before they are ready to purchase another product or service from you.

When a customer's life improves because of your product or service, they are likely to want to continue buying from you. The rest of the marketing funnel contains products of increasing value to offer to your client base. The top of the funnel has the least expensive products, while the highest priced products or services are at the bottom of the funnel. Customers who purchase at the bottom of the funnel make a significant investment in your business, indicating great trust and loyalty.

**Diverse Products and Services:** When starting out, you may have just one product in mind. Build on that one product quickly so business doesn't depend on it alone. You want revenue from multiple items at the same time. If any one product or service stops selling, you have others to compensate. In the next chapter John Robinson will go more into detail how you create more products.

To give you an idea here are simple ways to create a diverse product line:

- Offer your expertise and information in many ways: through blogs, newsletters, periodic free reports, articles, webinars, live seminars, and one-on-one coaching.

- Convert your information from one format to another. Transform blog posts into a book that can be sold separately and at live events. Tape live seminars and webinars, packaging them as DVDs, audio programs and ebooks.

Not only will you serve your existing clients well, these information products will also establish you as an expert, build your credibility, and help you attract new customers.

*Example 1: In the middle of his funnel, Dr. Moses can offer day-long seminars with in-depth information and hands-on learning to help people take control of their health. At the very bottom of the funnel, Dr. Moses could work individually with people to do a personalized assessment and create a personal health improvement plan. This would include a continuity plan that would have him monitoring your health through quarterly or monthly visits. Because customers would get so much of his time and effort, they would pay more.*

*Example 2: As mid-priced offerings, Coach Jenkins can create a series of audio CDs and DVDs aimed at motivating athletes and providing coaching tips. Further down in his funnel, he could offer group coaching for kids with the drive and talent to potential become world class track and field athletes. Finally, he could offer one-on-one coaching for a high price to a few select kids with parents willing and able to make the commitment.*

**Massive Value through Bundles and Packages:** With a variety of products and services, you can deliver more value to your customers by creating bundles of products to offer to your customers. Bundled products deliver substantial value for a price that is far lower than if each individual item were purchased separately. For your business, packages and bundles are a fast way to increase profits by bringing in more revenue than from a single sale. It's a win-win scenario.

**Calls to Action:** At every stage of the marketing funnel, give your customer a clear and motivating call to action (BUY NOW!). Tell them you are offering a great deal and reward them for taking action.

A great way to spur customers into action is creating real limitations (limited quantity available, first come/first serve, limits on the number someone can buy, available for a specific time only), or an air of exclusivity (limited edition, first people to get offer). Customers must take quick and decisive action to get the product or deal. Remember: you must honor the limit to maintain trust.

Bonuses help to inspire action, especially if they are contingent bonuses. You can offer a lower price to the first 50 buyers, give a money-off coupon to people who purchase a certain amount of products or services, or provide a free gift with purchase.

#### **Filling out your funnel**

You know your products or services are excellent and that your customer can benefit from all of them. Whenever you have your clients' attention – whether at an event or when they receive a product – immediately offer them another product or service. You are more likely to sell them something else when you have their attention.

“**Upselling**” is when you offer customers a more value-laden product or service that asks for a greater commitment of time or money or both. If the customer does not buy that, offer a product equal or lesser in value to the thing they just purchased. This is called “downselling.” Other ways to support customers and bolster your relationship with them include:

- **Continuity programs** (an on-line fee-based community with exclusive material)
- **Customer loyalty programs** (e.g. buy 12, get the next free)
- **Affiliate programs** (customers get a percentage of purchases made by anyone they refer).

**Testimonials:** Get customer testimonials from people who have purchased things on each level of the marketing funnel. They are a powerful way to gain credibility with prospective customers and other customers. Expect your customers to communicate with other and prospective customers on social media. Because complaints travel fast, too, real testimonials and effective customer service are essential.

## **Testing your funnel**

Now that you have the basis of the marketing funnel, you can build one for your business. Test your funnel at various stages of the process. Evaluate how many customers are being converted through each strategy and tactic. Assess the effectiveness of your communication program in moving customers through the funnel. One of your goals is to turn your prospective customers to loyal customers through each contact. You can have great products and services but people don't buy because you have a weak call to action, confusing instructions, or unclear descriptions of the value of your products and services.

Your marketing funnel will evolve as your target market's needs and problems change. Stay current with your market research. Interact with your customers to assess whether your products and services are meeting their needs and if there are additional ways you can serve them. You also will grow and change and want to offer different products and services. Service is at the heart of the marketing funnel. If you build trust, provide outrageous value and great customer service, many customers will grow loyal to your business.

For more ideas and information relevant to growing your business, visit my website at [www.ericalewis.com/welcome](http://www.ericalewis.com/welcome).

*"Marketing is not an event, but a process . . .  
It has a beginning, a middle, but never an end, for it is a process.  
You improve it, perfect it, change it, even pause it.  
But you never stop it completely."  
- Jay Conrad Levinson*

## **About the Author**

Erica Lewis is an entrepreneur, speaker, trainer, coach and lawyer based in New York City. She grew up in an entrepreneurial family with parents and grandparents who owned small businesses for many years. She received a Bachelor of Arts in economics from Barnard College-Columbia University and a law degree from Harvard Law School. For articles and information on various aspects of entrepreneurship, visit [www.ericalewis.com/welcome](http://www.ericalewis.com/welcome).

## 6. The Power of Information

*How to Create and Sell Information Products Online*

For your business to grow online you'll need to have products to sell. Where do you start? How do you create the product to fill your marketing funnel? Especially if you offer a service where you get paid for your time, you will love John Robinson's chapter, because he will show you how you can create leverage by selling more than just your time. You can sell your knowledge! What do you know that can benefit others – your expertise, your life experience? Don't worry if you doubt whether you have knowledge that has value, just keep reading, you will find that you have more to share with the world than you thought. John will show you how to discover what it is and how to get that information out of your head and in a format you can sell –

*"We make a living by what we get,  
we make a life by what we give."  
- Winston Churchill*

### So, why create information products?

Well, as we learned in the former chapter about the Marketing Funnel:

- Initial acquisition of a marketing database of customers is a painstaking task
- Yet, the majority of your prospects will be captured at the top of your marketing funnel
- Offering something of value for FREE is one of the best strategies to get people to opt in to your list
- Creating a robust and dynamic line of products and services in your marketing funnel is often easily achieved simply by packaging information in different ways; and
- Establishing yourself as a credible expert in your market niche helps you attract new customers

The good news is that, once established, the content of your Information Products can be repurposed many times into new streams of revenue for your business. Let's explore where the content for these products can be found and how you can organize that content into cash-producing widgets for your business.

### The fortune inside your head

Where does the "information" in Information Products come from? Well, it comes from what you already know! Here is a recipe to unlock the veritable fortune hidden inside your head. As you review this recipe, always remember: *you are the undiscovered hero in your business. In fact, you already have everything you need to drive your business to unlimited success.*

So, here's the recipe:

1. Tap into your **Burning Desire** and use it as a source of inspiration as you identify your **Greatest Skill Sets**
2. Determine what it is you know about these skills that can be transformed into something of **Value**
3. Create an **Information Product** around that **Value**; and
4. Integrate that **Information Product** into your business to spawn unlimited streams of revenue

To access your Burning Desire, ask yourself what you want. Don't treat this trivially – really dig down deep and ask yourself what you *really* want. Now, imagine your life as it will be when you are already in possession of everything you want. *Where will you live? What will you do with your time? Who will you interact with on a daily basis?* At this point, you are expressing your true intent or life's purpose. Indeed, this is your Burning Desire.

You will probably not have much trouble identifying your greatest skill sets. Once that task is done, however, you need to determine what it is you know about the skills you possess that can be transformed into something of value. Value is most easily recognized when someone let's you know they would like to purchase what you have. For example, consider the computer guru who is always helping his friends resolve their computer problems but never accepts their gracious offers for compensation. When should this guru stop giving away this valuable

expertise for free and start charging for it instead? How often have you committed the same mistake? As an entrepreneur, the time to earn an income from the information you already have in your head is now!

### **Creating your information product**

Here are a few examples of the many forms your Information Products could take:

- An E-book or short report. E-books should be at least 30 to 60 pages in length and contain lots of photos or diagrams to create white space on the page and make it easier and more exciting to read; short reports can be as brief as one or two pages, but four to ten pages is an optimum length
- A newsletter
- Computer software
- An information-based webinar
- Audio recordings (typically recorded using the MP3 file format)
- Audio/Visual recordings typically recorded using the AVI, WMV, MPEG, or other file formats

To create your Information Product, you must exercise some discipline to organize your thoughts and reduce your ideas to writing. The following considerations are critical:

- Give yourself a realistic, time-bound goal that identifies when you would like to generate the first sale of your Information Product
- Identify when, where, and how you like to write or be creative and replicate those circumstances each time you sit down to begin work on your book or product
- Purchase a journal to help capture the ideas you have for your business and Information Product at the time of conception (otherwise, these ideas may become lost forever)
- Surround yourself with the sights, sounds, and smells that enhance your creativity and ability to write with comfort and ease; and
- Discipline your use of time by establishing a regular writing schedule that includes a break every now and then to relax, refresh your thoughts, and replenish your creative batteries

With these basic considerations in mind, it is now time to create your Information Product. Be sure to have an editor or peer reviewer evaluate your Information Product and offer constructive comments. Test marketing is the quickest way to ensure you have a viable product before investing significant resources into a major launch.

### **Making it digital**

In most cases your Information Product will be delivered digitally online. This means the customer receives the product within seconds of purchasing it. Consider some of the resources you can use:

- **Adobe Acrobat (full version)** - create Adobe pdf files (e.g., e-books or newsletters) that can be shared across various computer platforms
- **GoToWebinar ([www.gotowebinar.com](http://www.gotowebinar.com))** - host online webinars featuring PowerPoint presentations or other online demonstrations, the content of which can be recorded and repackaged into a downloadable Information Product
- **Free Conference Call Services** - deliver audio content to a group of listeners; these “teleseminars” can be recorded as MP3 files and sold as a standalone entity or included as part of other Information Products
- **Video Capture Devices** (e.g., Camtasia; Flip Video Camera) - capture presentations on the screen of your computer or create videos of live events that can later be uploaded to your web site, YouTube, Facebook, or other video or social media web sites
- **Computer Software Programming Language:** - write computer software applications which can later be sold for a profit. Microsoft Windows, Mac computers, and the iPhone are typical target platforms

### **Establishing your online presence**

In chapter 2 we have discussed how to register your domain name and create a website to sell your Information Products. (I recommend that you also registering closely-related domain names to protect your brand and online identity and drive more traffic to your site by.)

You will need to apply for a merchant account and choose a payment gateway service provider to enable your website to accept credit cards, electronic checks, or other forms of payment. When possible, only sell your

Information Product on your web site. If this is not possible, then at least have one page on your web site dedicated solely to your Information Product. Your prospect will be focused on your specific product and the exact steps to take to complete the transaction.

At a minimum, your web site solution should provide:

1. A Squeeze Page, which you use for marketing purposes to acquire names and email addresses of leads (usually for free) in return for offering them something of nominal value. If you wrote an e-book, this is usually where you offer a free downloadable chapter of your book. The last page of the free chapter should contain marketing ad copy that brings them back to your Sales Page (see below)
2. A Sales Page to which your leads (prospects) are directed so they can make a purchase
3. A Shopping Cart and Payment Gateway Service Provider to accept credit card payments
4. A Merchant Account which finalizes the transaction and sends the funds to your business bank account

You may still be asking the question: "How do I monetize this?" Driving traffic to your website as John Limbocker explained in chapter 3 is a great way. Yet one of the best (and fastest) ways to monetize a new product or a new business is through the use of joint ventures, which we will cover in the next section.

### **Leveraging Joint Ventures to drive massive revenue**

If you want more sales, you are a good candidate for a joint venture. To create a joint venture, you simply find another company who is already successful and whose clients are predisposed to purchase what you have to sell. Make sure your product does not compete with their product or service. Ideally your Joint Venture (JV) partner has a large list. Finally, your cost to get into the JV partnership should be a low point of entry.

Here are the top three strategies for creating the best joint ventures.

1. All Joint Ventures should be documented in writing in the form of an agreement
  - a. Those agreements not reduced to writing run the risk of falling apart over time with no option for you to claim what may rightfully be yours
  - b. Furthermore, without a written agreement, it's possible each party to the agreement may have a different perspective of what the compensation plan should be. You don't want to do all the work to get to your first pay day only to wind up arguing with your joint venture partner over the percentage he or you were supposed to get
2. If the JV involves the exchange of your intellectual property (which, in most cases, it will) you should also have a non-exclusive licensing agreement which stipulates the conditions of how the intellectual property will be handled between all parties
  - a. Anytime you give permission to allow your intellectual property to be used by another party, the licensing agreement should spell out the terms of that use. A separate Term Sheet can also be used to specify additional terms and conditions that will be applied to the agreement
  - b. For example, you may not want your JV Partner to materially transform your intellectual property in any way. If these terms are not spelled out, you may be surprised to find your product appearing in an altered form, in a different packaging display, or even under a different name. Such alterations of your intellectual property must never be allowed to occur without your knowledge and consent
  - c. Always seek a non-exclusive agreement so that your opportunities to create other JV relationships remain open
3. Use a Confidentiality Agreement (CDA) or Non-Disclosure Agreement (NDA) to further protect the confidential Intellectual Property belonging to each of the companies who are parties of the JV agreement
  - a. The CDA (or NDA) is intended to prevent your JV Partner from exposing your intellectual property to a third party without your permission
  - b. Part of the CDA will describe what the exceptions are to this type of agreement (e.g., information which is public knowledge or already known by the parties to the agreement at the time the agreement is signed)

Another type of joint venture is often referred to as Affiliate Programs. Under this scenario, the affiliate sends leads or clients in his/her database to a web site controlled by the person who has created and manages the affiliate program. Should any of these leads make a purchase while at that web site, the revenue is collected by the affiliate program manager and the person who sent the lead (the affiliate) earns a commission on the sale.

In the case of your Information Product, you can establish an affiliate program and invite other individuals to join your program as affiliates. These affiliates can now send their leads/prospects to your web site. The percentage per sale that you offer your affiliates will vary but it should be enough to readily entice affiliates to join your program while at the same time allowing you to make a decent profit on each sale. Conversely, instead of being the affiliate program manager, you can simply be someone else's affiliate and send members from your own database to someone else's website; now, when each purchase is made, you receive a portion of the profits.

Many people ask, "Where do I find good JV partners?" This is most easily accomplished by networking and constantly letting people know what you want. Not every JV partner you interview will be appropriate for a partnership with your business; however, you want to talk with several new JV prospects each week. Entrepreneurial member-based groups with online forums or regular monthly meetings are also excellent places to locate potential JV partners; you can locate such groups through Meetup.com. Kerrie will explain in the next chapter how you can use Meetup.com to grow your business.

### **Example**

Tom Powers is a real estate investor who has spent the last five years buying residential single-family homes and managing them for a profit (e.g., a consistent 20% return on investment in the initial year alone). One day while talking about what he does at a networking party, he is asked by ten people for more information about how he makes money investing in real estate. Realizing that what he knows about his greatest skill set (i.e., successfully investing in real estate) can be transformed into something of value, he decides to create a business that helps other beginning real estate investors duplicate the success he has experienced.

Tom spends three months writing a 150-page workbook entitled, "How to Purchase Your First Investment Home and Turn a Profit". The workbook covers such things as: getting organized; how to find your market; how to build your team in that market; typical mistakes investors make; and making your first offer to buy. Once the workbook is created, he spends another two weeks putting together a set of three audio CD's that focus on him teaching the content in the workbook.

He packages it all together and places it on a web site, where it can be purchased for \$29.95. During this time, he has assembled a list of 200 people who have become interested in what he is doing. He sends out an email to drive these people to his website. Out of those 200 people, 56 people open his message, five people click through to his web site, and none of them makes a purchase. Dejected, Tom is about to abandon his business when a friend suggests he talk to a business coach. Deciding to give it one more try, Tom finds a business coach and explains what he wants to do. Tom's business coach looks at his business model and explains what went wrong:

- Tom needs more products in his marketing funnel (up to now, he has built his entire business around a single product)
- The first time prospects enter Tom's marketing funnel, they are being asked to spend \$29.95 before they even have an opportunity to know more about what Tom does and how he can help them
- Tom needs a marketing plan designed to generate many leads that can then be marketed to over an extended period of time (typical of most businesses, Tom's prospects will need to hear or see his marketing message five or six times before they are ready to take action)

With this advice Tom goes back to the drawing board. He takes his original 150-page workbook and creates a shortened version of it. He reorganizes this information into a report "How to Avoid the Top Ten Mistakes in Real Estate Investing". This 10-page report is converted into a downloadable pdf file, which he now features on the home page of his web site. This page now becomes the squeeze page where Tom's prospects will first encounter his marketing message. When they arrive at the site, they hear a 30-second audio welcome message from Tom that encourages them to enter their name and email address in exchange for a **FREE** copy of the report that will help them avoid making costly mistakes when investing in real estate.



Because Tom hired out the development of his web site, he now has the time to expand his marketing funnel. While his web site is being built, he creates a plan to promote himself as a keynote speaker on topics involving real estate investing. He believes he can command between \$500 and \$2500 per speech, depending on the venue, and add back-of-room sales to that total.

Next he realizes that his 150-page workbook (which would be the item most people would purchase after hearing him speak or reading his free report) may still not be enough to give people the complete confidence they need to take the first step towards investing in real estate. Tom therefore decides to offer a 1-day boot camp for \$895 where he will go into exceedingly greater detail surrounding his workbook, and it will also feature one or two guest speakers as added value. Finally, he sees the opportunity for a flagship product: a 3-day Real Estate Tour to a selected “hot” market, where he could charge \$3995 and essentially walk his clients through the purchase of their first investment property.

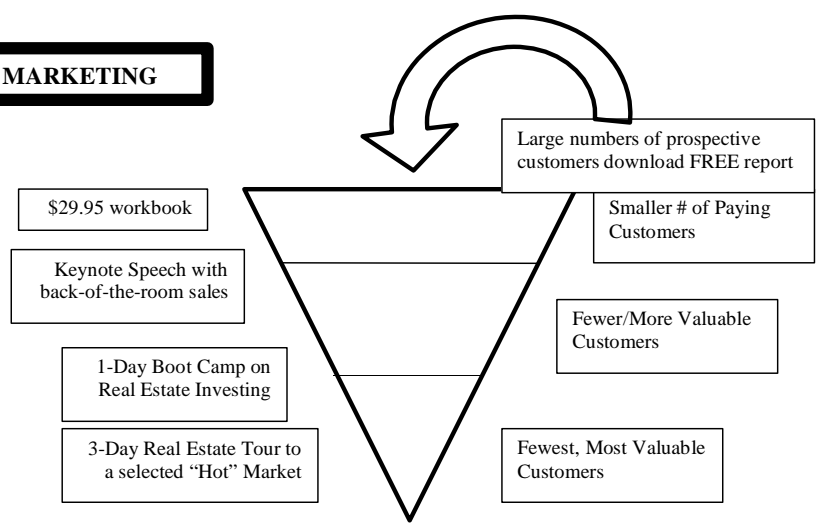
There are four real estate investment clubs within a one hour drive of Tom’s house. He contacts the president of each club and creates a joint venture with each of them. If they list him as a preferred trainer and information resource on their web site, he will give the investment club a percentage of all sales that result from that marketing exposure. Tom also knows two personal development speakers who have hundreds of thousands of people in their databases; however, neither of these two speakers offers their clients a real estate investment solution for creating wealth. Tom creates joint ventures with these two speakers by establishing them as affiliates.

Eighteen months after Tom almost quit his business, he now finds himself contacting 2000 new prospects each month and informing them about his business. Approximately 560 of these prospects actually click through to his squeeze page, where 60% of them (336) choose to download his FREE report. Nearly six percent of these individuals purchase his workbook (\$29.95) – that’s 20 sales monthly for \$599.

In addition, Tom delivers a key note speech eight times a year and averages \$4000 per appearance when back-of-the-room sales are factored in. He delivers three boot camps and three real estate tours a year, each of which are attended by 5 to 15 people.

Tom is in command of a business that grosses more than \$125,000 annually, and all of it is built on the pillars of a single Information Product that he created and joint ventures that he strategically leveraged. The beauty of all this is that there is virtually no limit to the ways in which Tom can continue to leverage his information into new products and/or services that can be sold to his clients. Tom’s marketing funnel is shown below.

**TOM'S MARKETING**



**About the Author**

John C. Robinson is an award-winning author and an in-demand speaker who has shared the stage with Bob Proctor and financial strategist Loral Langemeier. In 1979 John discovered his passion for the world of birds, nature, and the outdoors. Since then, he has written and published six books, led clients on natural history tours around the world, and authored the computer program code for nature-based software which has sold hundreds of thousands of copies in the international marketplace. For more resources and information on how to launch an entrepreneurial career using books or other information products, visit [www.earnprofitsfromyourpassion.com](http://www.earnprofitsfromyourpassion.com)

## 7. Understanding Your Target Market

Now you know how to create your information products, the next question is to whom are you going to sell it? The answer to that question is very important – you need to know your target market. Once you know, you can create tailor made products that fulfill their desires, meet their needs and solves their problems. Nadia Gueorguieva Semerdjieva will explain how to find your target market and what's more, how to communicate with them in their own language, so they want to buy from you -

*“Talk to people in their own language.  
If you do it well, they'll say,  
'God, he said exactly what I was thinking.'  
And when they begin to respect you, they'll  
follow you to the death.”*  
– Lee Iacocca

Let's say you are playing catch, do you turn around and throw the ball, in perfect form, to the nearby tree or just somewhere? I'm guessing you would aim the ball toward the catcher's glove. Well, at least if you want results, that's what you would do! If you are selling baseballs, you would make more money selling it to baseball players than to soccer players, right? How do you know who your ideal client or target market is? How do you know what they like? You put on your detective hat, and you survey your:

- Past customers
- Ideal future prospects, and
- People we do not want as customers

The next step to group them. The more detailed you can get the better. Segment them at least by:

- Gender
- Age
- Income
- Family Structure

I said it before, and yes, I'll say it again – The more detailed you get, the better. It's really that important. So, let's start with an exercise that will really help you to unleash your success:

- How old is your customer or client? Are they male or female?
- Where does he/she shop? What time of day are they most likely to shop?
- What type of food do they like? Do they cook or go out to eat?
- What's their level of education? What kind of jobs are they drawn to?
- What kind of family life do they lead? With whom do they like to hang out?
- **What problems keep them up at night?** (This is a BIG one)

Ok, you now know to whom you are selling, your ideal client! You have it figured out – you know gender, age group, life style choices, number of kids, car they drive, type of job they have, if married, widowed, or divorced.... you even have a picture (yes, nothing like really getting into it ;) representing that ideal client on your desk. Thanks to your market research you know exactly what their needs are and with the picture in front of you, you know to you are talking to when you create your material. Now, we move on to the 'how.' How do you "talk" to that ideal client? How do you phrase things in a way that your target market really gets that your product is for them?

You establish rapport. Rapport is the process of establishing a state with someone where the communication is uncritically accepted by establishing common ground on an unconscious as well as on a conscious level. What does that mean? You talk to them in a way they get it – remember, that's why you discovered your target market! © Speaking to your client authentically, from the heart, and in their "own language" creates rapport. I've studied this subject for years, and there is lots to be shared, this should get you started:

- I. Motivators of Humankind

- II. Inferential Listeners, and Non-inferential Listeners
- III. Favored Representational Systems (as per Advanced Neuro Dynamics)
- IV. Most Common Values in a Business Person Today
- V. In Closing

As you explore “who people are and what makes them tick”, you will enter the secret world of your clients and capture their desires much more efficiently. Yap, it also works with the opposite sex and kids (that’s why I got into it – it was exhausting negotiating with my kids! Soooo much better now! ☺)

I. Motivators of Humankind:

Since the dawn of mankind, we have been motivated by the same triggers:

- **Self-Preservation** – fear of losing something, survival
- **Gain/Greed** – emotional and/or physical
- **Social Acceptance** – approval of society
- **Higher Group Status** – having the finest, most luxurious things
- **Love/Sex** – attractiveness to the opposite sex
- **Duty/Guilt** – helping a downtrodden group

One reason why I love Spiral Dynamics so much, is because it literary zeros in to which ONE of those will be most important to your specific client, and just how to bring it out in them! HmMMMM, can you see the potential!!!! ☺ You could generate specific conversations for healing, selling, understanding another, negotiating, motivating, etc,

Furthermore, there are four basic, fundamental driving values that tend to excite people:

- **Recognition** – the acknowledgment of something as valid or as entitled to consideration
- **Security** -- the state of being free from danger or injury; defense against financial failure; financial independence; freedom from anxiety or fear
- **Freedom** -- the condition of being free; the power to act or speak or think without externally imposed restraints
- **People/Connections** - an arrangement to execute orders or advance interests of another

As one explores the traditional sense of motivators, values such as Security and Freedom, may originally appear to conflict; however, as you can see in the above definitions, those values can also be phrased in a way to complement each other. When you are working with your target market, you also want to consider whether your particular client is seeking those values because of a pull towards or push away. Furthermore, you want to be clear as to whether your use of values in your writing/script/copy conflicts another Predominant Value or complements it!

II. Inferential Listeners v Non-inferential Listeners:

The way some people think, they can infer a “conclusion” from what is being said, others, cannot. For example, if I say “I’m cold” a non-inferential listener would hear just that – a statement of fact that I am cold. Period. On the other hand, an inferential listener would get that yes, I am cold, and I desire to be warmer, so he/she would most likely offer me a jacket or ask if I would like the heat turned up higher. No, this is not due to social upbringing, although it can be refined through socialization; some people literally can not get something that is being inferred to them!

So how can you use this in your copy? Well, speak to the listener who cannot infer at the risk of boring your inferential listeners. The alternative would imply that you would write or speak inferentially to non-inferential listeners and completely lose them. Having said that, if you do know you target market well enough, then you may be able to deduct as to which one of the two listening is more predominant amongst your clients.

### III. Favored Representational Systems (as per Advanced Neuro Dynamics):

As information from the outside world reaches us, it goes through filters such as Time/Space/Matter, Language, Memories, Decisions, Meta Programs, Values and Beliefs, and Attitudes. That information is then perceived, organized, and given meaning. There are four favored representational systems (yes, each person has one primary and a secondary one, although, all of representational systems are contribute to the overall absorption of the information):

#### a. **Visual**

People who are visual often stand or sit with their heads and/or bodies erect, with their eyes up. They usually breathe from the top of their lungs. They tend to sit forward in their chair and tend to be organized, neat, well groomed, and orderly. They are often thin and wiry. They memorize by seeing pictures, and are less distracted by noise. They often have trouble remembering verbal instructions because their minds tend to wander. A visual person will be interested in how your program LOOKS. Appearances are important to them. What does that mean?

In order to captivate your visual clients, you want to communicate using visuals such as:

- “see”
- “check this out”
- “take a look at this”
- describing things as if you are describing a picture (colors, near/far, level of lighting, location, moving/still)
- use sight oriented words such as “opaque”, “sparkly”, “shiny”, “glossy”, “see-through”, “3-D”, “bright lights”, “crumbled”, etc.
- have a video playing
- a webinar will be much better for them than a teleconference

#### b. **Auditory**

People who are auditory will quite often move their eyes sideways. They breathe from the middle of their chest. They typically talk to themselves. (Some even move their lips when they talk to themselves.) They can be easily distracted by noise. They can repeat things back to you easily, they learn by listening, and usually like music and talking on the phone. They memorize by steps, procedures, and sequences (sequentially). The auditory person likes to be told how they are doing, and responds to a certain tone of voice or set of words. They will be interested in what you have to SAY about your program!

Thus, in order to captivate your auditory clients, you want to:

- have music playing
- have teleconferences (instead of long web pages that go on for miles)
- have a video playing – there is still sound there. Pay attention though to what tonality you are using in the video.
- describe things as if you are describing a song (direction of sound, loud/soft, fast/slow, high/low pitch, tonality, timbre, pauses, cadence, duration, uniqueness of sound)
- Use sound oriented words such as “loud”, “quiet”, “deafening”, “shrill”, “thunderous”, “screeching”, “blaring”, etc.

#### c. **Kinesthetic**

People who are kinesthetic will typically be breathing from the bottom of their lungs, so you’ll see their stomach go in and out when they breathe. They often move and talk verrrry sloooooowly. They respond to physical rewards, and touching. They also stand closer to people than a visual person does. They memorize by doing or walking through something. They will be interested in your program if it “feels right”, or if you can give them something they can grasp.

With a Kinesthetic, you want to allow them to experience things through your words (yes, they are more attracted to hand on things, workshops, retreats etc):

- use touch oriented words such as “rough”, “tick”, “dense”, “flaky”, “smooth”, “grainy”, “sandy”, “warm”, “heavy”, “sticky”, etc.
- describe the shape, size, weight, pressure...
- talk about actions such as “going”, “playing”, “running”, “lifting”, etc.

d. **Auditory Digital**

This person will spend a fair amount of time talking to themselves. They will want to know if your program “makes sense”. The auditory digital person can exhibit characteristics of the other major representational systems. This person is much more analytical and likes systems, sequences, and patterns. Usually slower to process things and tends to repeat things several times. They tend to be non-inferential listeners.

To connect with an Auditory Digital person, you want to allow them to:

- “understand things”
- “understand the value”
- see/hear/get (depending of what other major representational system is involved) that it “makes sense”
- organize things/events/information sequentially, methodically, and clearly
- present things linearly – think how you would talk to an engineer (I can say that – both of my parents are engineers, and I LOVE them! ☺)

*“If you talk to a man in a language he understands, that goes to his head.  
If you talk to him in his language, that goes to his heart.”  
– Nelson Mandela*

IV. Most Common Values in a Business Person Today

Since we cannot explore all the different Personalities and Styles in this chapter, lets focus on Orange Level Values as per Spiral Dynamics (similar to the Competitive Persona) - the most predominant business person today. Understanding, even a little, the Orange Level Values can explode your current business.

The Orange Level Person will be intrigued by trial-and-error experiments where success brings anticipated gains; competitive gaming with high-tech, high status tools and prestigious experts. Thus, if your ideal client has a Competitive Persona, you want to show case your experts and talk about opportunities for success and competitive advantage.

Imagine you are motivating a Competitive Persona, your copy will succeed with:

- “Be the first to get there!”
- “The first 5 sign ups will receive a free night in Maui!”
- “Only a few make it to the Platinum Innercircle, will you be one of them?”
- “Are you tired of your old \_\_\_, be the first to get the new and improved \_\_\_”

Hmmmm, what would entice an Orange Level? What kind of “job” will capture their interest? Here is what they would say about their perfect “job”: “I like a job where successful performance advances my career; I get ahead, reach my goals, and am well-compensated; and my work priorities are determined by my results, career plan, and the goals I set in my personal strategy to achieve the good things in life”

The Orange Level/Competitive Persona IS the enterprising self, the multiplist, materialist, and expresses the self to make one’s life better! Their operating system is based on experimenting with change and entrepreneurial alternatives to reach goals and improve self and others. There is no “it’s just how things are” – the focus is on “always better.” Their learning style is one of expectancy – trial and error experiments where success bring anticipated gains, competitive gaming with high-tech, high status tools and prestigious experts. Translated into usable knowledge – let them know how your product/service is high-tech, and what kind of experts you have for them that will take them to the next level in their careers - Easy! ☺

The management style is Economic – competitive and goal-oriented with perks for “winners” and rewards measured by productivity, political savvy, contribution or entrepreneurial skills. They want to be recognized as experts themselves – and they often are great experts. So, their motivational hot buttons are

- “opportunities for success”
- “progress and competitive advantage”
- “prestige”
- “bigger and better new and improved”

and to tie it in with the motivators in section I., to what do you think these guys would respond? You got it – **“Higher Group Status”**.

You get the subtle flare of their focus! If your ideal client is an Orange Level, a Competitive Persona, apply that in your marketing materials, services, and product. Talk their language, offer them value based on what they want (the high tech, high status, prestigious experts) and transform your business into a cash machine with lots of happy and satisfied customers ☺.

#### V. In Closing

Mind you, you could have a blog, and a landing page, and an article for each “type” of a client, and thus, you would have a very broad funnel and you would be able to bring in clients with some of each of the above mentioned characteristics, Representational Systems, Personas, Styles, etc. If you don’t choose that path, remember that you will need to find a common ground that will connect with almost everyone; to do that you really want to chunk up making sure that all Personas etc are represented by the same words. Ex: “take the hereby information and apply it in your blogs, articles, etc for a great result”

That is why you want to get to know your client. Know to whom you are talking. Knowing your client not only allows you to connect with him/her better because you would be talking “the same language”, it further allows you to spice up your communication by using descriptive words, using the different Representational Systems etc. If you know who your ideal client is, focus most of your efforts in truly creating an absolutely irresistible offer, specifically designed for them! As you learn and utilize this information in your videos, blogs, articles, and books, your conversion rates will increase, your articles will be read more often, and people will simply want to follow you on Twitter. You can even use it in ordinary conversations (yes, it can make a difference even with your kids, believe me, I know). I sincerely hope you will visit me and the rest of my expert team at <http://bit.ly/5OV0w7> .

In order to give EXCELLENT service, knowledge, and opportunity, membership is limited and it only opens a few times per year – get on the waiting list NOW, so you can be next in line when it opens. If you have an idea, product, or cause you want to get out in a big way, <http://bit.ly/5OV0w7> is your solution! See you there!

## 8. What is your Social Media Blueprint?

Once you understand your target market and you have a clear picture of what your ideal client or customer looks like, you know where they can be found - very likely they will be online. Social Media and Social Networking have become a very popular and successful way to connect, find solutions for problems or know what is going on. Many journalists are using social media to find news or interesting stories. Ninety percent of all people will "Google it" before they ever make contact with a business – has your business a powerful internet presence? Social media is an outstanding way to create a powerful internet presence, if you know how to do it right. But where do you start? Meredith Collins will explain how to be successful in social networking. This is very valuable information, because once you have the knowledge and have learned the skills you need to properly use social media - your possibilities are limitless!

*"I collect human relationships  
very much the way others collect fine art."  
– Jerzy Kosinski*

Relationships are very important in social marketing. This is one aspect of human behaviour that has not changed in thousands of years - the basic human need to belong. Wanting to be part of a tribe, to be connected, and to feel needed and valuable are innate human needs. The social networks, both on- and offline, to which you belong, are simply an extension of these theories of human connectedness—they are about belonging in the millennium.

### **Social Networking (and Marketing) = Building Relationships + Trust = Sales**

All social networking is built on the premise of building relationships, trust, and adding value, thus positioning yourself and your business as trusted, valuable, and the expert. This is often a difficult concept for small business owners and entrepreneurs to grasp as we are often driven by the need to make a sale. However, in social networking, the sale follows the building of the relationship. This can take a while to develop, or it can happen very quickly.

With these social media tools, you can create markets that may not have previously been available to you—all with minimal marketing costs. If however, you are a smaller enterprise and locally based, social media gives you the opportunity to effectively reach your market through a different channel and add to your marketing arsenal. Social media is exciting and is a worthwhile investment for your effort—and the only cost to you and your business is the time you invest in updating the content.

In order to help determine what you should be doing in social media, there are a few things to consider and make that decision easier.

- You can have a look at your competitors' websites and critique it. Do they use social media? How many followers or friends do they have? What are they doing well? Become their follower or friend, sign up for their blog and research what they are doing.
- What is your Unique Selling Point (USP) – what makes you unique and why do people choose your business. Carry that theme through into your social media. Don't create mixed messages for your market. Keep clarity around your business, your USP and what your market wants.
- Check other social media pages, such as Facebook Business Pages, Twitter and LinkedIn and see what makes a good profile stand out from one that isn't so good. Your profiles are important, because they represent you and your business. That is why we offer Social Media Health Checks. Bad profiles are just that – bad!
- Always keep your target market in mind. As Nadia recommended in chapter 7 keep a picture of your ideal client on your desk. What is his or her profile? They are most likely playing in social spaces and knowing your target market means you can better meet their problems and needs and scratch their itches! Their profile and demographic will determine which social sites most likely will appeal to them.
- Decide what it is you want to achieve through social networking. Do you want:



- To add customers and clients to buy your existing products?
- To add new customers who will buy new products and services?
- To retain the same customers but add sales revenue to each sale?
- To retain the same customers but add new products to existing markets?
- Is your product or service sold business to business, business to consumer, or both?
- Are you solopreneur (with some time once a day or week) or have a body that can work this marketing method often?
- What is your market looking for: information, offers or promotions, how tos, or education? How will you best serve your market using social marketing?
- How much time can you dedicate to this process? Do you know which sites/opportunities will give you the most value?

With answers to all these considerations you may find your strategy will begin to appear. Remember, this is about relationship building. You don't go to a party and sell someone the first time you meet. Instead, you build a relationship; discuss what you do, what they do, what you like, what they like, your hobbies, and so forth. From this initial conversation, you move into a position where you have rapport and the opportunity to offer solutions to their needs. Face to face, this process takes some time. In social networking, it can happen very quickly! Be prepared to be tenacious in building this presence.

When we are going to the masses, we need to be armed with a marketing funnel that offers them great value, positions you as an expert, and begins the process of creating relationships that you can eventually monetise. Your strategy for marketing must be clear and focused.

### Preparing Your Marketing Funnel for your Target Market.

In order to begin developing your relationships and increasing your attractiveness to your target audience, your marketing funnel needs to be in place. Loral Langemeier, also known as The Millionaire Maker, compares this with the dating game. The top of your funnel is like going on a first date where you are both testing out the waters. A well designed marketing funnel will make customers enter your database and a database is gold.

- What is free or of minimal cost to you but valuable to them? In other words, what might they want or need and be willing to exchange their valuable contact information for? This is often a “free gift”—and your “free gift” must be descriptive, such as a report, quiz, taster of something bigger, like the first chapter of a book (first date).
- What is your “first sell” – a higher cost item, that builds trust and rapport (going steady)?
- What can you up sell and continue to develop the relationship (engaged)?
- How can you maintain an ongoing relationship with them (get married)?

The bigger question becomes, “how does my business convey this through social media?” If social media is to fully take the place of a website (and it can), then you must keep in mind that social media is about relationships, but what other information is required? A blog, integrated into Facebook, with a LinkedIn profile can be very effective. Consider the following:

- Does the social media give the target market what they want? Does it tell them clearly what to do next? For example, if you want them to opt in and you send them an eBook, is it clear and directive the moment they hit your site?
- Is your landing page and/or video effective? Does it convey the right message?
- Can they easily opt-in to your database via your facebook site, blog, website or other opt-in measure.
- Does your website allow them to build rapport and develop a relationship with you and your business?

Another option to link into a main social media site, is to contribute to and develop a following on a niche site that pertains to your business and area of expertise. These sites are specialised, and people looking for information on your industry or business will go to these sites to gather information. In sum, marketing is a critical business function. This is worth spending time on creating, implementing, monitoring, evaluation, tweaking then monitoring again, and so it goes on. Creating an online social media following requires three things: time, tenacity, and execution of your marketing strategy.

### **Is there a Formula?**

Some say the magic formula is Twitter + facebook + LinkedIn + a niched networking site. Others claim it is facebook + blog + Twitter, or blog + social media/articles + facebook. For some business it may be as simple as a facebook page for business OR a blog. What the best formula is for you will depend on your target market, your business, your marketing strategy and your goals. When choosing your formula, ensure you have the expertise to maintain the formula and dedicate the time to doing so. Maintaining social networks takes time. If you can't create one good quality site of great value, don't create four bad, poor quality ones just so that customers will see that your business has a profile. Work out which sites and options will create the most value for you and your business and leverage every opportunity. For instance, a Wordpress blog will integrate into a LinkedIn profile and can also be integrated into Facebook – so every time you write a post, it will update your Facebook and LinkedIn profiles automatically.

There are two aspects to consider in developing a social media strategy. The first is the actual mechanics of creating a following, which touches on the posts, the profile, making videos, and more. The second aspect is developing relationships—adding value, which we have looked earlier.

### **Getting Started – Things to Remember**

Find the media that appeal to you and work for your business and learn to use them. Dabbling in social media does not work and profiles that are left untouched and incomplete will just hurt your reputation and prevent you from presenting a cohesive, polished, and professional image to your market. Start small. It's best to concentrate your efforts in one area, grow your presence, and then (and only then) move to the next area.

Video is a great option to build your brand and personalise your business for your market like Nohra explained in chapter 4. Video builds rapport with a disparate market more quickly than anything else. Some people may say "I can't do that" or "I hate the camera" – this isn't about you being a newsreader. People can tell, expect and accept the difference between a broadcast quality video and a video of an individual online, explaining about a product, a concept or something else. Video is a highly accepted part of social networking and it's worth investigating its application in your business.

Remember that the old adage "if you build it, they will come", doesn't work in social networking. Just because you build profiles through these social networking sites doesn't mean that people will automatically want to know more about your business. Unless you nurture your web presence and give more than you get, at least initially, you won't develop the following you want.

### **How much time can you or a member of your team afford to put into social marketing?**

This time has to be non-negotiable and a core function of your marketing efforts. Once your profiles are set up, a few hours a week will probably be adequate. It is important to stay focused on your outcome and your goals.

Anyone who uses social networking can tell you, it's easy to become completely absorbed and hours disappear! Whatever you do, discipline is critical so that other core functions don't move off the radar!

### **What Traits Should I Exercise in Using Social Media?**

You have information and knowledge that others will want and need—develop your reputation and look forward to reaching your audience. As you do so, keep in mind that nothing is as important in social marketing as your reputation. Protect it like you would protect your children or loved ones! If your reputation is damaged, you are left with tatters, and recovering your reputation is next to impossible!

Remember, what is posted to the Internet stays on the Internet, even when pages are removed. There is little that cannot be found again. So the following five points are a very important outline in developing and maintaining your valuable reputation whilst establishing valuable connections.

1. **Be Comfortable in Your own Skin.** Know who you are and what you offer. Be secure in your position as an expert in your field.
2. **Transparency—Be Open With Your Audience.** People like knowing what you are doing and how you are doing it. Share what needs to be shared to entice, interest, and engage and they'll learn to trust you.
3. **Be Positive For Positive Results.** Convey positive news, helpful information and be someone people want to interact with.
4. **Have Faith in Building Relationships and Your Reputation**  
A week won't do it; possibly a month won't either. So be patient and let it happen. You've got to let social networking play out, and then we'll take a look at your business a year from now. It is going to be tremendously different compared to where it is right now.
5. **Contribute and Converse at Least Every Other Day!**

Get involved in the conversation and be willing to give as much as or even more than what you're getting in return will grow your favourable reputation quickly. Work to position yourself as an expert in a specific task or specific industry. This means sharing your knowledge, building your reputation, and eventually, the money will come.

#### **How can you contribute to different forums and to groups?**

If somebody has a question, be one of the first people to answer without any sort of a sell attached. Don't tell them to buy your book: just answer their question. They will find your products if you give them value and offer solutions to their itch. Give people your input and encourage them to get better at what they are trying to do.

*"I am a little pencil in the hand of a writing God  
who is sending a love letter to the world."  
- Mother Teresa*

#### **Unspoken Rules of Social Networking**

In creating a following, there are a few simple rules of Netiquette to follow. Break these cardinal rules, and you'll forever be banished! They are simple and common sense—although often broken by those chasing a quick buck. Breaking social networking rules is what spamming is to e-mail!

1. **You must never include a direct link to a squeeze page or sales letter via social networking.**  
Anything you want to promote needs to be wrapped up in an offer or value adding content for them.
2. **Never give your market any reason not to trust you, and this means never send your list junk.** Send quality information and add value for them.
3. **Do not be a sales geek.** Never EVER pitch or sell in the first instance. Remember, this is like the person at the party who tries to sell you something even though he or she doesn't know you. Nor should you invite people to be part of your network and immediately leave a pitch on their site when they accept your invitation. Hard selling is not part of the social marketing space. It is a softer sell and you will find that your relationship with the market becomes aligned to your brand.
4. **Understand the concept of privacy.** Privacy and social networking do not belong in the same sentence. You must be careful about what you are posting and what you are willing to have on the Internet. There is a fine line between building relationships and keeping to the business end of things. If you wouldn't share the information at a face-to-face networking event, don't share it online.

5. **Be visible.** So, you haven't lost the 20 kg or had the Botox you've been threatening! It's okay. It's about being human, visible, and warm. If potential clients discriminate based on the way you look, who wants to work with them anyway!
6. **Walk the controversial line with care.** It's true, being a little controversial or making contentious statements can cause a stir and create interest. It can also split your market. You may make a statement that is neither right nor wrong and is merely "personal opinion". But if that statement causes 50 percent of your market to dismiss you because you have made a comment about politics, race, religion, or abortion, it's potentially a big price to pay. So, if you are going to make contentious statements, think carefully about your market's perceptions and not only how it can add interest, but how it can detract from what you want to achieve.
7. **Don't use the space to be frivolous or goofy.** If you are using the social space for business marketing, be aware of the message you send if you are "poking" someone on Facebook, twittering nonsense, or not adding value. Have some fun by all means and be witty and clever, but stick to the ethos of your business.
8. **On inviting others to connect with you.** If you know someone personally or have met them, by all means send them an automated connection invite. If you have never met them personally, or the relationship is distant, out of courtesy, write a short note explaining why you would like to connect and how you are connected. This is courteous and your invitation is far less likely to be ignored, if people are looking to create meaningful connections.

### Actively Build Your Reputation With Social Networking and Reap the Rewards

Approaching social marketing as a business activity that can be some fun and very satisfying will really help you to connect with others and expand your customer base—that's exciting! Social networking is really about the relationship. Dollars will come when you are of service to others. Connecting with and helping people will pay off. People will become loyal followers of what you do and in turn recommend you.

Serving, giving not taking, delivering massive value, and having a solid presence and security in who you are and what you and your business stands for—all of these are all critical aspects to being able to monetise your marketing efforts, both on- and offline. Social marketing using social media, networking, and video requires an investment of your time and probably a change in your business mindset. The rewards can be outstanding. Your interaction with a global community has potential to change the face of your business—are you ready?

### About the Author

Meredith Collins has many years experience in social networking and social media, having been an eLearning consultant and mentor for a major College network in NSW, Australia. Meredith now specialises in implementing, supporting and maintaining social media for business and is active on the main social networks. Honing the many skills and knowledge accumulated over the years she formed the company [www.videosocialmarketing.net](http://www.videosocialmarketing.net)

## 9. Let's be friends on Facebook!

"I'll send you a friend request on Facebook." You may have heard this sentence more than once. Are you on Facebook already? You may have set up an account and have some friends, but did you know Facebook is a fantastic tool to grow your business and generate traffic to your website? Meredith Collins will show you step by step how you can set up a business page allowing you to stay in touch with your clients and attract new ones. You can also join groups to research your target market. Best of all, it is a fun way to market your business and make new friends!

*"Friends are angels who lift our feet when  
our wings have trouble remembering how to fly."*

Facebook was initially a social network set up to help ex-college students find old friends. Today it is much more than that. However, the information you find here is NOT about "friends" or "socialising" on Facebook or finding old college friends – we are looking at Facebook as a tool for business. Social profiles are completely separate from Business Pages or Fan Pages so let's set the context for Facebook Business Pages – here are some facts about the fastest growing social network.<sup>1</sup>

- Facebook has 350 million active users and this is growing exponentially
- Average user has 130 friends on the site and sends 8 friend requests per month
- Average user spends more than 55 minutes per day on Facebook
- Average user writes 25 comments on Facebook content each month
- Average user becomes a fan of 2 Pages and is invited to 3 events per month
- Average user is a member of 12 groups
- The fastest growing demographic on Facebook is women over 55, followed closely by women over 35
- The largest represented demographic is currently the age group 18-29, followed closely by the age group 30-34

### What does this mean for business?

"Veterans" (those born prior to 1946) or "Gen Z" (those born after 1995) are playing on the periphery of Social Networking and every other generation is heavily using social networking spaces. This means that even the Veterans or Gen Z are there by proxy – their carers or people helping to make buying decisions for these two generations, are using social networking. Another consideration is that your business may be selling, educating or preparing for one generation to become the generation that your product or service serves.

Also important to note is that in January 2009 (the most recent stats I could source) indicate with this shifting demographic, comes a more affluent user generally. Around 50% of all Facebook users earn >\$60,000 (US) per year<sup>2</sup>. (Note: these statistics are US based, however my experience indicates that other western cultures are well represented by the US trends).

---

<sup>1</sup> <http://www.insidefacebook.com/2009/12/02/facebooks-own-statistics-show-content-sharing-increase-new-status-update-trends-and-more>

<sup>2</sup> <http://www.insidefacebook.com/2009/02/11/facebook-growing-amongst-older-wealthier-americans/>

## **What types of pages are available?**

### **Profiles - Personal**

Your profile allows you to share your interests, activities, and anything else you want to include with people you connect to on Facebook. Your Facebook profile is about representing yourself and sharing what's going on in your life with your friends, although to administer a Business Page, you don't need to complete the profile in detail. To set up a Business Page, you must have set up a personal profile to in turn set up a Business Page. Many businesses and individuals make the mistake of setting up their business or organisation as a personal entity – this violates Facebook's Terms of Business and Facebook have the right (and will) take down the profile without any notice or warning.

### **Pages – Business Fan Pages**

Pages are for organisations, businesses, celebrities, and bands to broadcast great information to fans in an official, public manner. Like profiles, they can be enhanced with applications or tabs, that help your business or entity communicate with and engage fans, and capture new audiences virally through their fans' recommendations to their friends. To create and manage a Facebook Page for your organization, you must do so from your personal account. Under the Terms of Business, only an official representative of an organization, business, celebrity, or band is permitted to create a Page on behalf of the business or organisation. We recommend ensuring that your Page is consistent with your branding and message and continue to promote, market and build relationships in line with your Unique Selling Point/Position (USP).

### **Groups**

Groups focus less on a person, brand or business and more on a shared interest. Unlike Pages, Groups have a 5000-member limit. Groups stand alone as opposed to tying into your brand or USP. Facebook Pages tend to work better for businesses while Groups do well for non-profits, interest groups and causes. A Group can be viewed or likened to a "Club", if it were in the offline world.

### **Considerations Before Setting Up a Business Page**

It is important to note that the beauty of a Facebook page is the structured, uncluttered format and it's your ability (maybe with the assistance and services of a Facebook Markup Language – FBML - programmer, such as the services we offer) to be creative and customise your page to maximise your social networking opportunities. The downside of Facebook is its structured, uncluttered format and page restrictions that can cause frustration for the user. Facebook has many anomalies. It is a dynamic site with changes occurring frequently and as users, we need to work within the parameters offered, and use artistic licence, utilising the flexibility we can create as users.

### **How Do I Set Up My Business Page?**

#### **Step 1. Creating Your Page**

Once you have set up your personal profile, at the bottom of your profile, there is a button on the bottom left hand side of the page, that says [Create a Page for My Business](#). Once this button is clicked, you will have an options page appear and as with Facebook personal profile set up, there is a wizard to take you through setting up your business page as below.

## Create New Facebook Page

Category:

Local:  
Other Business

Brand, Product, or Organization

Artist, Band, or Public Figure

Name of Page:

 Do not make Page publicly visible at this time. (You will be able to edit and publish later.)

By clicking the "Create Page" button, you represent that you are an official representative of the business, organization, entity or person that is the subject of the Facebook Page and have the necessary rights to create and maintain the Page.

[Create Page](#)

**Note:** Creating an unauthorized Page violates our Statement of Rights and Responsibilities. If you violate any of our terms or policies in any way, we may remove you as a Page administrator, remove the Page, and possibly disable your Facebook account. Please create a Facebook Group to establish an unofficial "fan page"

Pick the business category that best fits what you'd like to promote on Facebook. You may not be able to nominate a perfect fit for your business, but pick the closest match since you won't be able to change your category. You may need to choose "Other Business" and begin building your page from there.

The name you give your Page is permanent, so make sure it's the one your fans and customers will recognise. Note: The first Page goal, beyond publishing, is to reach 25 Fans – then you can apply for a "Vanity URL" or short URL, so naming your page well is very important. Finally, until we have finished compiling a page, we do not publish the page – ensure you tick the box to keep the Page unpublished until you have completed it.

## Step 2. Populating Your Page

Uploading a profile picture is a good place to start because the most important image or photo is the profile picture that Facebook users will see (as a thumbnail) in News Feed when their friends interact with you. We suggest you use your logo, business premises or even a group photo of your staff. We recommend that this image is one that people automatically identify as being your business or organisation. Make sure the image is still clear and displays properly when reduced to thumbnail size (start with a square image and this will make it more likely to display on the Wall correctly).

### Adding Information

You can now click "Add information to this Page" underneath the profile picture and enter as much basic and detailed information as you can. The fields available will depend on your Page type. The more details you can add about who you are, what you do, and when and where customers can buy your products, the more successful you will be.

There are two examples of how different business information may look. This is the info for the category of "Other Business":

facebook Home Profile Friends Inbox 47 Meredith Collins Settings Logout

**Warning:** This Page has not been published. To make this Page public, [publish this Page](#).

**Sandpit Test** [Become a Fan](#)

Wall Info Photos Discussions Reviews Events +

Edit Page Edit Information

Add to My Page's Favorites

Add information here and a clickable website. This information is indexed by Google. <http://www.videosocialmarketing.net>

**Basic Info**

Location:	5 Street Road Sydney, Australia, 2000
Phone:	(02) 1234 1234
Mon:	8:30 pm - 5:00 pm
Tues - Fri:	8:30 am - 5:00 pm
Sat:	8:30 am - 2:00 pm

**Information**

Location:  
5 Street Road  
Sydney, Australia, 2000

Phone:  
(02) 1234 1234

Mon:  
8:30 pm - 5:00 pm

Tues - Fri:  
8:30 am - 5:00 pm

Sat:  
8:30 am - 2:00 pm

This is the info page for a restaurant:

**Basic Info**

Location:	5248 Main St. Palo Alto, CA, 94301
Mon - Sun:	11:00 am - 10:00 pm

**Detailed Info**

Website:	<a href="http://www.MyRestaurant.com">http://www.MyRestaurant.com</a>
Attire:	Casual
Payment Options:	Accepts all major credit cards
Parking:	Street
Price Range:	\$\$\$ (30-50)

### Step 3. Choosing Your Tabs

Like user profiles, Pages have multiple tabs. Dependent upon the business type you chose, you will receive default tabs, which can be changed and added to – you will receive the following tabs no matter which page type you choose.

- Wall tab for you and your fans to share content,
- Info tab for you to share business information



You can add tabs, that don't have to be programmed, which are considered to be fairly standard Facebook tabs, such as

- Links
- Events
- Photos
- Notes
- Videos and more

Business also has the ability to program their own tabs using FBML – this application, known as Static FBML shows up as a “Boxes” tab and needs to be programmed and edited. I recommend this application and use this application to create custom landing pages for all clients. Using this application we highly recommend:

- Custom landing or opt-in pages (call to action)



Welcome to the Video Social Marketing Facebook Fan Page!

What is Video Social Marketing?

Video Social Marketing is a strategic, hybrid form of Marketing which combines the power of video marketing (such as putting a video on you tube) and the leverage of social networks and social media platforms.

Why become a fan?

Become a Fan for updates and tips on using social media for business profits.

How Can I Join?

Click above to Become a Fan.

Other possible tabs using Static FBML:

- About
- Testimonials
- Opt-in page
- Team
- And other useful information (particularly in the absence of a formal business website)

We also recommend that a Business Page integrates a Blog into their tabs, giving business the opportunity to write longer posts, which can add value for Fans and continue to feed into the Wall.

We recommend that business use a variety of static (informational) tabs and tabs that are dynamic and update to the Wall, such as photos and videos. This continues to add visual interest and rich content to your Page.

#### Step 4. Add Useful and Engaging Content

Ensure your page has some good information about your business, band or other entity, adding photos or videos, anything that will have the page looking rich and interesting. You can add more information later – that's the beauty of Facebook. It's a web presence that will continually change.

#### Step 5. Publish the Page

Click the "publish this Page" link to share your Page with the world. This is your website where your business has a public profile that has the power to let your fans or customers engage their friends on your behalf. You can optimise your Page's performance by clicking the "Edit Page", or "Settings" link and setting a variety of controls. For example, you can control the default landing tab for users who are not yet fans of your Page – this is where the custom landing pages come into play and calls potential Fans to action.

If you really think about it, someone opting in to become a Fan of your business, gives you permission to send out good quality, meaningful content, via your Wall, which lands on their Wall and their 120 friends can now see that good quality, meaningful information. It's almost the new form of email and database marketing. By allowing your Fans to contribute to and share in your Wall posts, photos, and more, your Page will be enriched with Fan interaction and this will support and increase its reach across Facebook.

#### Step 6. Update Regularly

Generally we talk to clients about updating their page around twice a week (or so), dependent upon the business. You want to have fresh content going out regularly and if you have a few Wall posts and a Blog feeding into the site, you can create interest and momentum without being intrusive, in our experience. You don't want your Page to be static and just "sit". Updating your Page regularly with fresh photos, upcoming events, and the latest promotions means will keep users coming back. Facebook users are used to getting information sorted by what happened most recently. If you keep your Page active more easily than ever, utilising mobile integrations and applications, you'll find that your fans are more engaged and more interactive.

#### How Do I Find Fans?

Good quality, meaningful and interesting content is king when looking to find and secure Fans for the long term, especially who are willing to interact and create a viral impact for your business.

There are a number of ways to find Fans and if you don't want to spend any money advertising your page, there are a couple of ways to organise Fans initially.

1. Use the "Suggest to Friends" link under the profile picture. You can utilise your existing friend connections to suggest to people they Fan a business (or yours in this case). If they do not respond to the suggestion, then you cannot ask them again. Facebook has been very careful to ensure that spam like activity is not able to take place with Business Pages.
2. Ask people to Fan your business who use your business and services already. They may be very happy to support your business and effectively, endorse it, being happy to connect with you on your business Page.
3. Add a Facebook logo and "call to action" on your website and at the bottom of your emails. "Find us on



Facebook" is a great logo to have advertise you have a Business Page on Facebook.

If you have a budget available, it is possible to advertise and if you know your target market, you can give the information to Facebook, including your budget and Facebook will work to advertise your business to your target market and budget, with you paying per click.

Remember initially, 25 Fans is the magic number – this is where you can apply for a custom or vanity URL, which is short and makes you more easily found, instead of having to have a long, ugly URL.

## Groups and Fan Pages

People using Facebook for business often ask “should I have a fan page or should I have a group?” Many people suggest that you should do both, however, if you have limited time to devote Facebook it is probably a good idea to choose one to start and once again, it will depend upon your market and what you are looking to achieve.

The information below should clarify the uses, although we rarely recommend clients utilise a Group over a Fan Page unless they have a very specific focus or reason.

### Why choose a Page over a Group?

#### Fan Page

- Fan pages are indexed by Google
- When someone finds your Facebook fan page from outside of Facebook, they can see the full page and all the information even if they are not logged in – this is why it can act as a website.
- Whilst a Fan Page is created via your personal profile, the two are not linked, which makes it easy to keep professional and personal pages separate if you prefer.
- A fan page is completely wide open to anyone who finds the page can join.
- If you are using your Facebook Fan Page as your website or primary means of communication, you will not want people’s access restricted, although if you don’t want someone as a Fan, you can remove them.
- Ability to customise the Fan Page (this is where you can have a Fan Page acting as your website, if you know how to have customisation implemented!)
- Once a Fan Page reaches 25 fans, a “vanity URL” can be applied for, meaning your ability to be found and promotion of your page becomes much more efficient, eg

#### Group

- Groups are not indexed by Google
- To find your Group, someone must be logged into Facebook.
- Groups are linked to your personal profile.
- Positively, you can invite personal connections to join a group you create.
- Negatively, it can become difficult to separate out your personal and professional profiles because the group will also be attached to your personal profile. This can reflect negatively on you if people “misbehave” within the Group.
- Groups offer the administrator more control over who can join.
- Groups can have one of three statuses:
  - completely open - anyone can join,
  - they can be open but members must first be approved by the administrator,
  - secret with those being specifically invited knowing the group exists.
- Limited ability to customise a Group Page beyond general Facebook tab offerings.
- Groups cannot have a vanity URL so you are always going to have a long and ugly, Facebook generated URL.

[www.facebook.com/videosocialmarketing](http://www.facebook.com/videosocialmarketing)  
or [www.facebook.com/yourname](http://www.facebook.com/yourname). This appears more professional and is much more likely to improve your SEO.

- Unlimited number of fans allowed and posting always takes place via the Wall or other dynamic tabs (ie photos, events etc). This update will show on their Feed.
- A Fan Page can utilise Facebook ads (a paid feature)
- Limited to 5000 members and members can be emailed directly from the Group. This message will appear in their Inbox.
- A Group can utilise Facebook ads (a paid feature)

### **What are my options for setting up and maintaining my Business Page?**

Make sure your page is set up properly and professionally. Most business people don't set up their own website and those that do, often have substandard results. Having your page set up correctly means that FBML pages, such as a custom landing tab, at the very least can be incorporated and that you have the ability to optimise the Facebook page. Additionally, there are different areas of a Facebook Page that are indexed by Google and by having your page set up by a professional, these aspects will be utilised and implemented, giving you a better result.

Alternatively, you can set the page up yourself, as we have outlined and demonstrated here. Many of our clients set up their own page and we then do the programmed tabs. If you have knowledge of HTML (internet language) then you will be able to program tabs, as outlined. We recommend posting approximately two to three times per week, or as your business and clients dictate if you are maintaining the page yourself. There is also the option of having someone maintain your site for you, as we do for many clients. We briefly talk to them or have email conversations and for a modest monthly fee, we maintain the Facebook Page and link the same to other social media sites, such as Twitter.

### **Conclusion**

Facebook can be a very powerful, business tool. As with all marketing strategies, it must be implemented and utilised well in line with your business' market position and brand. All too often I see business that appears to be confused about what they are working to achieve and a confused business will lead to confused customers. Well thought out and executed strategies in social networking and Facebook will see your business reap rewards and develop a customer base that is interactive and interested in what you do. I have developed a video training that will teach you "How to Get Traffic with Social Media". You can get it for free at <http://www.videosocialmarketing.net>

### **About the Author**

Meredith Collins mission is to educate and work with small to medium businesses to implement a social media strategy and optimise their avenues to market and works to ensure that the social mediums being utilised are optimised and target the appropriate market. She holds qualifications in Marketing, eLearning, Adult Education, Neuro Linguistic Programming and Management Communications – all of which are very useful when working with her market and social media. <http://www.videosocialmarketing.net>

## 10. You can Tweet for Cash



In April 2008 James Buck, a journalism student from the University of California-Berkeley, was arrested in Egypt, covering an anti-government protest. On his way to the police station, he used his cell phone to send a message to his followers on Twitter - "Arrested." Within seconds, colleagues in the U.S. and his blogger-friends in Egypt - the same ones who had taught him the tool only a week earlier were informed. They alerted the U.S. embassy and his college, which hired a lawyer on his behalf. Within 24 hours James was released. As he left the station he reached into his pocket to send another one-word message: "Free."

I'm not saying that your life depends on using Twitter, but it does show the power of your network and how technology can help you connect with them. In most cases Twitter is used in less urgent situations. You can use Twitter to update friends and family, but if you want to know how you can use this high-tech and low-cost tool to interact with customers, reach new markets and increase sales, let me introduce you to Terza Ekholm -

*"Some people come into our lives and quickly go,  
some stay for a season and say goodbye;  
they leave their footprints in our hearts,  
and we are never, ever the same."*

Twitter is a social medium that allows you to join the largest party in the world. It's anywhere and everywhere and lasts 24 hours a day. Twitter is fun. Twitter is now. Twitter is annoying and it's social, but can you make any money? Businesses of all sizes all over the world participate in this extraordinary medium for marketing, sales, recruiting, feedback, support or just to connect. If you want to partake of business online in any way, then you must include this tool in your toolbox. A Twitter page adds credibility to your business.

Twitter is a social media platform where members converse in 140-character messages called 'tweets' via the Twitter website, as well as cell phones, email, IM, and even through Facebook. You create conversations or you join them. You follow people who interest you, and people who find you interesting follow you. Following (and unfollowing) is completely dynamic, much like in-person conversations at a networking event or party. To create cash, you will want loyal followers. To learn to create loyal followers, you will want to follow people you like and trust, and who dominate a niche similar to the one you are creating.

Let's get started with the step-by-step process:

- I. **Create your account.** If you don't have an account yet, go to [Twitter.com](http://Twitter.com) and click on sign up now. If you already have an account, ensure you have the following items.
  - Add a photo of yourself to your profile, preferably just your face, with a smile on it. You know how you feel when someone genuinely smiles at you. You want people to feel the same about you.
  - Put the address to your webpage or marketing site for the web address. A link to your blog or video blog is best.
  - Unless you live off planet, enter something real for your location.
  - Create a bio that says something about you or what you do in 160 characters or less.

All of these items are important for creating a set of reference points about you that people can identify with and connect to you. Not only do first impressions count in this medium, the first impression may be all you get. Twitter is immediate, and twitter users will not wait around while you are designing the perfect bio and posing for the professional headshot. When someone follows me, I look first for their profile photograph, then their web address. I also look for their latest tweets. If any of these are absent, or their tweets are only about getting the greatest number of followers, or only about them or their product, then they are probably spammers, or not your target audience.

A creative background is great for getting you noticed, but is only window dressing if you don't have the other items in place. Get Twitter working well for one income stream before starting a new one. Unlike Facebook or other social media, you can have many different accounts.

- II. **Connect, connect, connect.** Invite your friends to follow you. Add your existing business relationships. An easy tool to use is Search on twitter.com. Give it permission to use your contact list from your email accounts. It will present the list so you can decide whom to invite. If you are already in other social media, such as MySpace, Facebook, LinkedIn, Plaxo, Ecademy and others, you can invite people already linked to you to follow you on Twitter. There are many tools to use to increase the number of your followers, but beware, most of those tools won't get you the type of followers that will bring you business, unless you are in the business of getting paid to generate lists of spammers and looky-loos.

Note that Twitter has a limit of 2000 people you may follow. It is the intention of the creators of Twitter that you use this medium to create and develop quality relationships numbering 150-200. I have not found this number to be realistic for generating business, however, this may change with their new list functionality. (More about that later.) Past the 2000 limit, you may still follow people, but at a reduced rate of not more than 120% of the number of people following you. The key to this metric is to create as many reciprocal relationships as possible. You follow me and I follow you, because we both believe that we will benefit from the relationship.

Before reaching the 2000 limit, you could still be halted by Twitter, if it appears that you are massively following others without them following you back. This could get you labeled a spammer, and your account could be locked out. So proceed with caution and deliberation.

III. **Start tweeting.**

Here are some tactics for your tweeting strategy to create a quality followers:

- **Get tweeted about.** If you are interesting, and are genuinely interested in others, you will be tweeted about.

- **Retweet others.** This is known as RT for retweet. If you like what someone says, or find a link they've posted interesting, by all means retweet it to others. Your followers may find it interesting. You may be publicly thanked by the original tweeter. Remember to thank those who retweet what you've tweeted.

Use this format: RT @(name of tweeter) followed by what you are retweeting. There is also a retweet button that looks like a gray recycle symbol that becomes visible when you hover your mouse over a person's tweet. Sometimes, something is popular enough that a number of people have retweeted it already. If you still wish to retweet, remove all but the original @tweeter to still give proper credit.

- **Share pithy statements or items of information of interest to you.** You will attract people who share tastes and ideas similar to yours. These people are more likely to be interested in what you have to sell, or will know someone else who is. It is ok to tweet the same message once in a while.

- **Tweet sparingly about your product or service.** Lean towards inviting people to subscribe to your blog or better yet, your video blog. Video excites the attention of most people, and they will click on one out of curiosity.

- **Create a fundraiser for your favorite charity or cause and invite others to join.** Be sure to set a deadline. An outstanding example of this was when Ashton Kutcher (@aplusk) decided to be the first to get a million followers, and in so doing, raised both funds and awareness about Malaria No More!'s mission to eliminate malaria in the world (@malarianomore). Another excellent example of this was @DeniseWakeman's contest to raise \$5000 for Kiva.org for her 50<sup>th</sup> birthday, in which I participated. Not only did I get to know Denise better, but I met more interesting people in the same cause. When I decide to run a similar fundraiser, she has already pledged to support me by contributing funds and retweeting my efforts.

- **Create a contest.** People love to win and will eagerly sign up if you have interesting prizes. I won a hand-poured Key Lime Pie scented soy candle from a company named Things That Make Scents by way of @LaughTub, who generates daily and weekly humor to promote his websites and his affiliate websites.

- **Follow well-known tweeters**, particularly those who are in your industry or your target market.

- **Use hashtags** to follow people in your target market. Engage them in dialogue, but do not try to sell them.

- **Thank people for following you.** Take time to visit their Twitter page and if possible, retweet something from there. This will cause them to notice you as you begin to build your reputation as a team player and helpful person.

- **Twitter Lists.** You may create lists of your own, and make them public or private. This allows you to organize your followers and watch streams of only their tweets. If your list is public, others may subscribe to your list. It makes grabbing followers for the sake of large numbers obsolete as you may add someone to your list without actually following them. Create one of your lists to include the leaders of your industry, and add their top followers. Not only can you learn from whatever they are tweeting about, you can retweet useful items of information to your followers.

- **Gather information about your industry, product, service, and competitors.** This is often an overlooked tool. Twitter is a treasure trove of up-to-the-moment information. Type a word or phrase or even your own business in the Search box on the right hand side of your Twitter home page and click on the magnifying glass. This allows you to see conversations and comments in real-time. This is better than a party, because you can look in on conversations before deciding to join in.

### III. **Grow your database**

Ask people guiding questions to determine what they need. When you tweet about what you have to offer, invite people to your website to learn more. Once there, invite them to sign up for your free newsletter, or to subscribe to free feeds of your blog. People love free things, especially useful information. Now you can use both your newsletter and your tweets to build your database. This is where your gold lies.

### IV. **Build credibility**

These days, the most successful authors, speakers, show producers and writers, are successful because they are inviting their audience to participate in the creation process. Create a list of the best people in your industry, and retweet their information to your followers. By borrowing off the credibility of those more successful than you, you are building your own credibility. People know they can trust you, because they know that if you don't have what they need, you know who does, and can refer them. Not only will the leaders thank you, they will engage you in mutually profitable ways.

- V. **Track for customer service and listen, listen, listen.** Comcast was known for unfriendly customer service. Under the twitter name of comcastcares, the Senior Director of National Customer Service of the company didn't tweet about the benefits of Comcast, he began actively listening and responding to what consumers had to say. You can do the same. Listen to what your customers or clients have to say. Their feedback can help you improve your product or service.

V. **Create strategies and track your results.** For example, use a service such as bitly.com to shrink the links you post. Bitly is useful because you can track the number of hits to your site via your contracted link. This can assist you in determining how well your strategy is working.

VI. **Have fun! Make money!** The potential is limitless.

Twitter works as well as it does, because we have made the shift from pushing data onto people to interacting with them. Transparency is also part of this new shift in our culture. Companies have literally changed customer perception of them overnight using Twitter like Comcast did.

An overlooked aspect of Twitter is access to other's databases. Get your **customer's** twitter names, and tweet your positive experiences about them, being sure to include their twitter name. They will retweet your comments to their followers along with your twitter name, thus bringing more interest to you. This is a mutually winning situation you will want to take advantage of, as long as both of you are sincere in your comments.

As with any method of communicating on the internet be safe and discreet. While you are certainly branding yourself and getting noticed all over the world, remember that there are those who will take advantage of your display of information and steal your identity if possible. Also, be appropriate about what you say, and what information you pass on. What gets put on the internet will forever stay on the internet, as long as the internet continues to exist. Every tweet you make is stored forever and can be accessed any time in the future.

Be aware of your time. A pitfall for many is distractibility. There are many interesting tidbits of information, and the ability to dive deep into a topic of interest, or to skitter from one interesting conversation to another. It is not unusual for someone to resurface after many hours, feeling exhausted and irritated because they didn't accomplish anything, and their head hurts from an overload of useless detritus. It is helpful to tweet a few times a day, but don't overdo it.

There is an incredible set of tools available to you to enhance your basic experience as well as take advantage of the more advanced features. Some are offered by the Twitter Team, and many more are offered by the users themselves. Many are free, some of these ask for a donation, and some of the more advanced features are available for your purchase. Some of the ones I have found useful are: Hootsuite, Tweetdeck, Seesmic, and Tweetie. I also like Tweepi.com for intelligently choosing to follow or unfollow those who have not followed me back. As this is a rapidly shifting landscape, listen to what others say. New tools are arriving all the time. On your twitter home page, for example, you will see some of these in the right hand column, looking something like an entry in the dictionary. It is also a live link to a blog that describes the tool.

There are those who strongly advocate automating your tweets using a tool such as Tweetlater. I'm not one of them. I prefer tweeting in real-time. As I expand my operations around the world, I may change my mind. I also do not recommend auto DMs (Direct Messages). A Direct Message is a tweet directed only to a person, not the public stream. Spammers and Bots have given auto DMs a bad name, so many people won't even respond to a DM. You can only send a direct message to someone who has followed you. You will see this option in the far right column of their twitter page, if they accept DMs, under Message <person's name>.

Also, there are wonderfully knowledgeable people on Twitter. My favorites are Mashable, MariSmith, Teresa Clark of Very Direct Marketing, Chris Brogan, Nathan Hangen, Robert Scoble, and Kim Sherrell, to name a few. You can follow them on Twitter to continue your learning process.

Twitter, Facebook, LinkedIn, etc are great to stay in touch online and emails are a quick way to communicate whether it is with your clients, you daughter upstairs or somebody on the other side of the world. But when is the last time you received a card in the mail? Do something unexpected; make someone's day and send a personal card. I believe in offline marketing just as strongly as online marketing. That is why I use a powerful system of



sending thoughtful and heartfelt message in the physical form of a card that people receive in the mail. The company I represent, SendOutCards, makes this easy, affordable, and unique. From any internet connection in the world, you can send a card in your own handwriting and even include digital photos. So you won't have to walk up and down the card aisle for that perfect card or stand in line at the post office for a stamp and it has a reminder system that never lets you forget a birthday or anniversary. New or existing people in your network, existing or potential clients, friends or family, each one of them will enjoy the experience of knowing that someone genuinely cares about them. It's all part of relationship marketing, just like Twitter is.

*“A friendship can weather most things and thrive in thin soil;  
but it needs a little mulch of letters and phone calls and small,  
silly presents every so often - just to save it from drying out completely.”*  
– Pam Brown

#### **About the Author**

Terza Ekholm has been online from the very early days of the Internet. After 18 years in the high-tech industry, she decided to become an entrepreneur. She lives in Colorado, USA, with her husband who continues to work in high-tech. They have 4 grown children, and 7 grandchildren. She loves the outdoors, loves to read and travel, and looks forward to an exciting and profitable future. Follow her on Twitter and become her fan on Facebook @TheTerzaFactor.

## 11. The Best of Two Worlds

– *How to synergize online and offline marketing*

As you have been reading about Facebook and Twitter you may be wondering ‘Does that make the ‘traditional’ ways of marketing useless?’ ‘How can I best promote my business in this changing market place?’ Good questions and believe me you are not the only one struggling to figure it out. The world is clearly evolving on the way products and services are being marketed today. The secret is to use the best of both worlds. Jackie McCarthy is an expert in networking and she will show you how you can accelerate the growth of your business and put more cash in your pocket by synergizing your online and offline marketing.

*“The ability to form friendship,  
to make people believe in you and trust you,  
is one of the few fundamental qualities of success.”*  
– John J. Meguirk

At first sight it may look complicated, but if you look deeper, you will find that there is a clear resemblance. Before we go into that, it’s helpful to know the difference between the generations so you can market more effectively to them. What are their interests? How do they think? What are their values? How do they communicate?

**The Forgotten Generation or Traditionalists** (1935–1945) value traditional morals, safety and security. Conformity, commitment and consistency are important to them. They prefer brick-and-mortar educational institutions and traditional lecture formats to online, web-based education. In the legal workplace, they favor conventional business models and a top-down chain of command. This generation is generally technologically challenged.

**The baby boomers (1945 – 1964)** are retired or heading for retirement. They are starting to sell off their big house and are restructuring their life now that the kids are off to college and have left the nest. They like to travel and are into healthy lifestyles. If you want to connect with this generation, think about the places where you can find them. Radio, websites and e-mails are good ways to communicate with this generation, but also magazines that have their interest are great to advertise in. Even though they were brought up to believe that you work until you are 65, they are still fully engaged in life. Many are starting their own businesses.

**Generation X (1965 – 1994)** grew up in an era of two-income families, rising divorce rates and a faltering economy. Women were joining the workforce in large numbers, spawning an age of “latch-key” children. As a result, Generation X is independent, resourceful and self-sufficient. This generation is comfortable using PDAs, cellphones, e-mail, laptops, Blackberrys and other technology.

**Generation Y (1994 – 2009)** had a cell phone before they could walk, texting their parents that they were hungry ;-) This generation is very comfortable with all the widgets on their cell phone, ipods, online learning and are often logged in 24/7.

Your target market is likely more specific than the generations mentioned above, but this basic understanding can guide you in choosing the right approach. If you are one of the baby boomers feeling overwhelmed by technology and internet marketing, you can sit back and relax once you see that, in essence, it is the same as what you have been doing for years.

Where do you start? Well, by being an active member of your community people will come to know you, like you and trust you. This makes the next step, to buy from you, much easier. This principle applies to both the online and the offline world. Where we build relationships online is in Yahoo Groups, forums, etc. In the offline world we go out and meet people. A local networking group is now called a Facebook or LinkedIn group.

**How to be a successful networker/social networker?**

Networking can be a lot of fun – if you do it the right way! You can find a local networking group, attend the Chamber of Commerce or you can find a Meetup Group that shares your interest. (In the former chapter Kerrie Espuga explained how you can start your own Meetup Groups.) Remember that the purpose is to help each other and not to get immediate gains. The key is not just in the number of people in your network or with Twitter, the number of followers –It is the quality of the people!

Think about it, would you rather have a thousand people in your network or one hundred individuals who continually refer business to you? Your business is like a tree that either grows along a ledge with the roots exposed to the surface or in the forest with deep strong roots. A good strong wind that comes along will blow the tree with shallow roots right over, while the tree with deep roots will stand strong. Isn't that what we see when we look around? The true professionals are still standing strong making money, while the individuals who were riding the wave have been blown out of the industry.

Whether you meet in person or online, if you apply the following tips, **you will be successful in building relationships and business:**

- **Be yourself. Be genuinely and sincerely interested in the other person.** People will sense this. Networking events are to qualify potential clients. Ask questions about them and you will find out everything you need to know. This is the perfect way to qualify a person to determine if they are a potential client. Remember to turn off the WIIFM (What's in it for me?) radio station in your head. The more talking you let the other person do the more information you'll have about them and their needs and you can determine if you are possibly a solution to their problem. Online the same rules apply. If you join a group or a forum, 'listen' to what others are saying. Focus on giving, offer suggestions, be involved.
- **Be a professional and wait for the right moment to offer your expertise.** If you are at an in person event this means that you only provide your business card when asked for it. Believe me, it will happen. (When you prematurely pass your card, you are selling; when asked for it, the person is buying; this will separate you from the 95% of other people at the event and will have everyone gravitating to you at future events....) In the same way you don't want to tweet your website all the time - it shows that you are only interested in yourself and what you can sell.
- **Stay in touch.** It takes at least 6-8 contacts before someone feels connected to you and possibly wants to do business with you. You can invite people you meet online or offline to join you for another networking meeting the following week. Create synergy by using your online social network to make the 6-8 contacts faster if you have met somebody at a local chamber event. Or break the ice at a local business event in great way by asking "How's your dog feeling?" remembering his tweet a few days ago that his dog was sick dog.
- **Use the power of team networking.** When Kathia says that Nohra's videomarketing is great, it will have much more impact on a potential client than when Nohra says it herself. You can apply this technique at local events, and you can also make an effort to find contacts on LinkedIn that can give you a recommendation or ask clients to give you a referral.

*"People don't care how much you know  
until they know how much you care."  
- John C. Maxwell*

**Be a leader.** You can start a group with one of the social networks online and you can take a leadership role in an activity or project in your local community. People will see that you care about your community and the people in it. By contributing and affecting their emotions, you have a powerful ally on your side of the court. An example of the human spirit at work is a Habit for Community Project. You are doing something good in the community and are involving other business owners, builders, plumbers, electricians, real estate agents, local retailers, etc. Extreme Make Over has taken this to the extreme. Millions of people across the nation love this show. Just imagine how effective it will be in your local community. People love to spread the love, just give them a reason.

**Become an expert by writing articles.** Keep John Maxwell's words in mind 'People don't care how much you know, until they know how much you care'. Let the articles you write show that you really care and want to help people with your expertise – free of charge. Local publications and professional journals are always looking for good content. The knife cuts on both ways, you add value for their readers and they give you the unique opportunity to reach a targeted consumer group through an educational approach and the opportunity to set yourself apart from your competitors.

The fun part is that you can use the same article to submit to ezinearticle.com and other article directories. Include your bio and a link to your website. You are giving away the right to reproduce your article in its entirety. Writing and submitting articles is a great way to get readership and traffic to your website. "How To" articles are the most effective. People like to read your articles if you show them how to do something or what to look for while making a decision. You have now become the solution to their problem No doubt your articles will be successful. This method may take a bit more time, but it has real staying power. And remember you don't necessarily have to write the articles yourself. In chapter Peter and Dianne Ivett explain how you can find the right person to do this for you.

### **The #1 Marketing Tool**

The most powerful marketing tool of all time is, and probably will always be word of mouth. Do you remember the rumor mill when you were in high school? Talk about a wild fire spreading. A friend telling you about his outrageous copywriter who increased the sales from his website has much more impact than any other form of advertising. You trust your friend, so now you are likely to trust his copywriter. Use this same marketing tool online and have your friends and colleagues send out an e-mail, to their data base for you, with a testimonial or a message you would like to get out into the community.

When you send out an email or a tweet – make it interesting, hilarious, inspiring. Make it buzz worthy. At the bottom you can have your link to your website and add "Forward this message to your friends" or "Pass the word."

### **The power of the press.**

Inviting the local press to an unveiling ceremony can create immense publicity. Keep in mind that this is not a "press conference." Press conferences are tricky at best and often unsuccessful at attracting the press. An unveiling ceremony is a community event and as such, residents and business owners should be invited to attend. This approach lends a better angle to the story, which in turn does a better job of attracting the media's attention.

### **(Blogtalk) radio**

Host a weekly local radio show.....now podcast and yes post it to You Tube. When hosting a radio show about current issues going on in your area of expertise, let people call in and ask you questions. You will become their trusted advisor. This gives credibility and legitimacy to what you're selling. People typically believe what they see in the news or hear on the radio and this will build in a trust-factor that validates your claims. You can invite other business owners in the area as a guest, giving them the opportunity to be a trusted advisor and is a great way for you to build relationships. If there are no available time slots available for you to host a show, connect with other hosts and ask to be a guest on their show or volunteer to be a guest host should they need someone to fill in. If you are a guest, make sure you put the questions together in advance, that you would like the host to ask you. Go ahead and push the limit or be a little controversial. When hosting a radio show be entertaining. Challenge people and make it interesting.

### **Local advertising**

Especially if you own a local business, you want to use both legs, online and offline marketing – you will run much faster! You can choose to set up a Google Adwords campaign that will only show up in your area. You can also take advantage of online directories. The Yellow pages used to be the reference book to find a product or service. Now we wonder how people ever managed to find something without Google. Make sure your website is listed with Yellow Pages and see if you can find local directories or directories for your industry where you can be listed.

Yet despite the fast growth of the internet, local 'printed' advertising is still a powerful way to get more customers in the door. There are many different options. How do you determine what is best for you? The average consumer is willing to drive two miles toward and one mile away from town in order to buy at any particular store. No one is willing to drive past five drugstores, for example, to get to the sixth, so pay attention to where you're ad will be delivered. If you are advertising in a magazine, keep your target market in mind and the value of the magazine for the reader. Your ad can be delivered to 25,000 households, but it won't serve you if the magazine, with your ad, is considered junk mail and hitting the trash before it gets into the door.

One form of local print advertising that has been very effective for many business owners is Coffee News, a weekly publication filled with fun facts, trivia, jokes, horoscopes and up beat good news stories. The huge advantage of advertising in a publication like this is that people enjoy reading it while they may be having a drink in a coffee shop, are in a restaurant or a hair salon or any other business place where they have to wait, such as a doctor's office. Plus it's local, and flexible. You can change your ad every week. In exclusive - you are the only business in your category. It's fresh - every week there is new content and the ads are rotated, and you get great results for the dollars spent.

*"How can you go wrong when you are spreading good news and love?"*  
- Bill Buckley, President Coffee News USA

Keep in mind though, that just like going to the gym once, you will not get you in perfect shape, one ad will not grow your business. Repetition is the key word for success. If you use your complete advertising budget on one big ad, you are wasting your money. It's much better to choose an inexpensive publication that allows your business to have the continuous, repetitive ad exposure that establishes recognition, and drives sales.

The secret is the same online and offline; Be a magnet attracting people to you. If you are genuine and show people that that he or she is important, you make people want to do business with you. To become a stronger magnet every day, fill your mind with an empowering "Quote to Action" by signing up at [www.successfullives.com](http://www.successfullives.com)

For example:

*"You cannot live a perfect day without doing something for someone who will never be able to repay you."*  
- John Wooden, College Basketball Coach

Your action for today is to make a donation or do something nice without anybody knowing out you did it.

#### **About the Author**

Jacqueline McCarthy is a Principal of Successful Lives LLC and holds the license to publish and distribute Coffee News in Massachusetts. She has been an Associate with Winfree Business Growth Advisors, increasing client's sales 2 to 3 times their current levels. Jackie was also the BNI Assistant Director in the SE Mass/RI Region for several years. Find more Advertising, Networking and Fun 'n Business Tips and Facts at [www.coffeenews.com/coffeefax.html](http://www.coffeenews.com/coffeefax.html) or contact her at [Jackie@CoffeeNewsMass.com](mailto:Jackie@CoffeeNewsMass.com).

## 12. Attract Success & Use Meetup.com

How do you become a magnet that attracts people who want to do business with you? According to Jim Rohn the secret lies in the person you become. How do you become that person? In this chapter Kerrie Espuga will share her experience with you how she started on her path of growth and personal development. In the former chapter you have read how you can create synergy with online and offline marketing. Kerrie will show you step-by-step how you can create that synergy with Meetup.com to grow your database and build your business -

*“Success isn’t something you achieve,  
it’s what you attract by the person you become.”*  
- Jim Rohn

There I was sitting at yet another meeting in corporate America: same old topics, same old discussions, with the same people. These thoughts crossed my mind repeatedly:

- There has to be more to life than sitting through meetings all day.
- I really should be following my passion for a living.
- I know I should be making more of an impact in this world.

Ever wonder what you were put on this planet to do? Ever imagine making as much profit as possible, so you can spend time doing what you enjoy? Imagine six months from now, when all the hard work of your small wins, result in more and more substantial wins... and there is this “never-before felt” confidence of knowing you are on the right path to success! If you see that vision and feel those benefits, you are halfway there!

As I contemplated leaving corporate America, I thought, “What’s hot today? What will be hot tomorrow?” Everywhere I turned and everything I read was about “Web, Web, and Web.” Then I thought, “Wait a minute...how can I start a business on the web, let alone make money on the web, when all I know how to do is search on the internet and buy on eBay?” I had always been successful in Corporate America and I thought “How hard could it be?” I will figure it out. I realized then, how much I did NOT know about running my own business. Here is one of my favorite quotes:

*“It is what you learn after you know it all, that counts!”*  
- John Wooden

Knowing that most businesses fail within the first two years, I wanted to be well prepared to succeed. Then I thought of the most successful businesspeople I knew. Why are they so successful? How did their profits soar? Is it because they simultaneously ran multiple businesses? What were their secrets to communicating and inspiring so effectively? Who were their mentors? Whom did they follow? How did they learn these sound business skills, which seem like a natural art for them? I realized the one thing everyone had in common was that they all had help. Successful people reinforced the fact that no one can do it alone. They all had a team (not necessarily employees), but a team of individuals to help them succeed.

Then I thought, “I need a coach.” Then I replaced that with “I need a lot of coaches.” I need business planning skills, marketing skills, networking skills, accounting skills, etc. I decided to learn from world leading authorities. I joined Brian Tracy’s new company to learn from the experts, while getting paid. These videos keep me inspired, while learning strategies on for example how to start a business, negotiation, building relationships, finding balance in life, success psychology and wealth building from luminaries who have already made it (Mark Victor Hansen, T. Harv Eker, Stephen Covey, John Gray, etc). There are not enough hours in the day to teach ourselves everything to be successful in business. (I learned that the hard way). Why not take the shortcut and learn from world leading authorities who have already proven to be successful? One of my favorite quotes is:

*“The top 10-20% earn more than the bottom 80%, because they continue to learn personal and business skills which separate them from the pack. Period.”*

- Brian Tracy

Here are some valuable tips I have learned:

- **Imagine a do-over:** Take an honest approach to your business. If your business would burn down today and you could re-open across the street, what strategies would you repeat? What approaches would not be used at all? What clients would you call? What clients would you not call? What employees or partners would you take or not take with you? This is called the “across the street” approach which makes us look at our business from the “outside- in”, so we get a more objective analysis.
- **Eliminate time-wasting habits:** Most entrepreneurs spend 90 minutes per day or less selling or promoting (this includes speaking to clients/prospects in person or on the phone). We need to massively increase the amount of time spent selling/promoting and outsource (or remove all together) the tasks that are not **directly** related to sales or promotion. Find a virtual assistant and start building your team as Janice, Peter and Dianne explained in the former chapters. We often spend so much time in the business (busy details) versus on the business (growing sales). Let entrepreneurs do what they do best: **Sell!** Monitor how your time is spent for a few days and you will quickly understand this reasoning. (I monitored myself for a few days. Whew, was that an eye-opener☺)! Do not let the time-wasters take your profits away from you! I quickly learned to outsource what was time consuming and important. I also eliminated those tasks, which I did not enjoy. Selling more often works!

In fact, I recently saw wealth expert, Loral Langemeier who said, if, at the end of the day you’re wondering why sales are not higher, think “How many people did I speak with today?” and “How many people did I ask for the business?” (There is a direct correlation to results). I shared her quote with a class today, and the participants all nodded in agreement. Again, ask yourself, “How many people did I speak with today?” and “How many people did I ask for the business?” Make time to sell, and your profits soar!

- **Ask thought provoking questions:** Often times we learn business success tips when we are not in a business meeting. If you get one-on-one time with someone you admire, ask thought-provoking questions. Being inquisitive will enable us to understand what strategies to use or not to use, entrepreneurial skills, selling skills, etc. If you read an interesting article, email the author, compliment him or her, and ask if you could meet for a coffee. Comment on someone’s blog. The quickest way to get noticed is by complimenting someone else. Take a moment to step back and honestly be interested in others’ success strategies and your success will follow. It’s simple:

*“You can get all you want in life  
if you help enough other people get what they want.”  
- Zig Ziglar*

- **Make your prospect imagine his/her future:** There’s a lot to be said about the imagination. Say to your prospect “Imagine six months from now when you \_\_\_\_\_(insert benefits of your business).” If prospects can visualize and remember the potential benefits, they will most likely go with you. I recently had a client who absolutely dreaded public speaking. We asked him to practice visualizing that he was at lunch with friends (while speaking in front of the group in the class). Then he visualized getting awards from the leadership team, because of how impactful he was on stage! He ended up nailing his real speech, and said he felt like a celebrity because everyone was coming up to him afterwards, wanting one-on-one attention with him.
- **Use your client’s words:** Use real dialogue when telling stories to have more impact. For example, when you are sharing a testimonial with a prospect, use your client’s words (as it was originally said at the time). Any businessperson’s credibility is enhanced when actual dialog of a third party is used. There is an old adage with sales training: Ask what they need, then use their words to clarify. Then offer a solution of your products, to meet those needs specifically (their words).

Okay, so I’m on the right track. I’m learning from experts on demand 24/7. How do I grow mybusiness? How do I find the right targeted people locally? What are the secrets to marketing on line and meeting off-line? That’s when I found Meetup.com. Meetup.com is an effective tool to increase your profits. Meetup.com’s mission is to connect people on the internet with the goal of connecting them in person at a local Meetup group. Since the internet has dehumanized some aspects of communicating, Meetup.com values bringing back the culture of community, where people can feel more connected and fulfilled. As you have read in **chapter 11** it is very powerful to synergize online and offline marketing.

Did you know Meetup.com already has the database of local people interested in hundreds of topics? If you are targeting small business owners or individuals, chances are, they have already visited Meetup.com and have entered which topics interest them most. Then, when an organizer creates a Meetup group for that person's interest, that person will be notified! It is that simple! You get instant access to the database of interested prospects.

#### **Meetup Organizer Set-Up:**

Decide on topic (e.g. your business) for your local Meetup group and go on Meetup.com. Search for your particular topic in your area for two reasons: First to see your competition's approach and second, to see how many of those groups exist already. Is the local market saturated with many groups for this topic, which would dilute attendance at your meetings? Is forming a partnership a better idea? On the flip side, perhaps no organizer has begun this particular kind of group yet. Is that due to no demand (failed attempts) or that an organizer has not taken the initiative to form one? Perhaps a strong leader was needed to keep the group active. If all looks good, create an account. Sign up as an "Organizer."

After you set up a group, Meetup.com will automatically ask if you would like an announcement to be sent to all Meetup members who have shown interest in this (your) topic. With one click, local **interested** members are notified of the new group and then they can choose to join and/or RSVP for your first event. That is the best part about Meetup.com. They already have the targeted people waiting for groups to start. Take advantage of their database! Also, take advantage of the Organizer's forum to learn best practices. There is no need to reinvent the wheel. Learn from others who have been running successful events.

#### **Meetup Fees/Subscription:**

The fee for the Organizer is nominal and includes creating 1-3 groups. For example, I run two "Conquer Fear of Public Speaking" groups, one in NJ and one in NY, for Members' convenience. After signing up as an Organizer on Meetup.com, follow all the prompts to make your group's page stands out to attract Members: Use creative name, creative background (e.g. photo), set up first event, choose venue (venue ratings available on Meetup.com). Choose fee for Members to attend your event. I would highly recommend charging a fee for admittance. My first event only had one person since it was free. Ever since that failed attempt, I have been charging \$10-\$50 per meeting. Think of this charge as a small first step in building them into loyal clients. **(This is the top of the marketing funnel you read about in chapter 6.)** Ever since members have been pre-paying on-line, I have not had to worry about attendance. When people pay in advance, they feel more committed to attend. If it is free, they do not feel obligated to show up. People value what they pay for.

#### **Venue for Meetup Group:**

Call the venue directly to reserve room. Take into account noise volume. Is it a private room? Is there a room charge? Is it convenient and close to the main highway? Confirm the day prior.

#### **Meetup Member Communication:**

Whenever someone joins, send a personalized welcome, from either you or your assistant organizer. Whenever someone RSVPs, send a personalized message. The more personal attention they get, the more excited they will be about your group, and the more likely they will RSVP. You can set up automatic events and automatic reminders. Just make sure you are not manually reminding Members at the same time as the automatic ones go out. Nobody likes "spammers."

#### **Checklist for Event Logistics:**

- Assistant organizer sends reminders to all Members (those who have and have not RSVP'd).
- Take digital camera and video camera. Remember chapter 7 talked about creating information products? This is a great way!
- On sign-in sheet, ask for their name, email ("free e-newsletter"), and phone # ("free consultation") for next steps & to follow up later. Obtaining this info on site is critical for increased revenues later.
- Arrive early to set up chairs/tables/water, etc. (Arriving at the same time as Members is a sign of disorganization).
- Hang up Meetup signs w/your topic and name, to facilitate the Members' finding you.



- Videotape your events. The videos can later be used to create a product, such as a link for promotion of future events, or DVD w/5 events in one.
- Always expect a few people not to show up and a few people to be late. One idea is to have an Assistant who can greet as the late ones arrive. That way you will not be constantly interrupted. The Assistant can also be in charge of the video camera, sign-in sheet, etc...
- If you have a product to sell, allow for extra time at the end. It is crucial to understand that if you provided value, participants WILL want to know next steps.
- Get 30 second video testimonials from people who truly appreciated the session. They will be happy to share their sentiments. Upload testimonials for promotion on your group's webpage. Upload photos as well (so those who did not attend can see what they missed and be more apt to join and attend next time). My Meetup videos have gotten about 500 views (with zero advertising dollars).
- Follow through with all attendees via email and better yet, call them to set up time free consultation. Remind them of next steps, to take their \_\_\_\_\_ (input your business here) to the next level. Think of this transaction as the second step to building them as a loyal client.

Meetup.com is an effective way to meet like-minded individuals locally. The forum is very conducive to network with targeted clients. Meetup.com already has prospects just waiting to be contacted. Start with small steps for your introduction by offering a small incentive to connect with you. What can you offer to them for free (or nominal fee)? What do you do well? What could you teach them? Meetup.com is an alternative way to build a following, based on the value you are offering. Then once you have built that trust, offer the larger packages, to eventually build them into long-term clients.

Utilize resources such as meetup.com and <http://briantracy.myilgsystem.com> to grow you and your brand. Why take the time to learn it all alone? When you can get 24/7 online access to \$4 million of training content delivered by top experts in the world. Apply their proven concepts and the sky is the limit. You'll be well equipped with everything you need to be very successful personally and professionally. Join Brian Tracy and the distinguished faculty and watch your profits soar just by helping others! Take a moment and think "What is my calling?" Take action now. Instead of just going through the motions, start living. Go for it! You deserve to make that sought-after global impact by changing lives, including your own!

*"Twenty years from now, you will be more disappointed by the things you didn't do than by the things you did do. So throw off the bowlines. Sail away from the safe harbor. Catch the trade winds in your sails. Explore. Dream. Discover."*  
- Mark Twain

#### **About the Author**

Kerrie Espuga is Founder & Managing Director of Corporate Trendsetters, LLC, a New York professional training firm. She is known for her expertise in training Public Speaking and Sales/Management workshops. In the Sales arena, she won three Annual National Winner's Circle Awards and as a Sales Manager, led her team from last in the Nation to #2. Often referred to as the "Funenergetic" Trainer, she enjoys keeping groups engaged and entertained to enhance the learning! Get free public speaking tips at <http://highpowerpres.com/sq>

### 13. A Virtual Assistant makes you Time

It's weekend! Your friends have invited you to go to the theater and dinner. They are going to see that great Broadway Show and then to that fabulous restaurant in the city. You know the one; with the fancy linen tablecloths and the wait staff that pampers you as soon as you walk through the door. What a great way to start the weekend! But, you are going to miss it. Why? As a small business owner you have obligations to your clients; job tasks to complete, deadlines to meet. On top of that, you need to do your own paperwork – billing, invoices, and meeting confirmations. Feeling overwhelmed? Are you asking yourself where the rewards are for being a business owner? Did you imagine being buried in your own paperwork? It this feels like you, there are opportunities to lighten up your workload. I have good news for you! Janice Clements enjoys educating clients on the value of Virtual Assistants, team concepts, and team leadership and she is here to help -

*"Until you value yourself, you won't value your time. Until you value your time, you will not do anything with it."*  
– M.Scott Peck

A Virtual Assistant can help you with your work overload so you can concentrate on growing your business – retaining new clients, offering more services, dedicating more time to individual clients, and generating more revenue.

**What is a Virtual Assistant?** Let's start with the definition of a Virtual Assistant. "A Virtual Assistant (VA) is an independent entrepreneur providing administrative, creative and/or technical services. Utilizing advanced technological modes of communication and data delivery, a professional VA assists clients in his/her area of expertise from his/her own office on a contractual basis."

Virtual Assistants are entrepreneurs just like you. Owning their own businesses, they work from their own offices and utilize today's technology to deliver their services and communicate with their clients. Working remotely from their client's premises, they can effectively provide the same level of service and output provided by an in-house administrator. You can hire them on an as-needed basis, or on a retainer – with a specific amount of committed hours per month. They structure their own operating standards, practices, and policies, determine their own rate, and are responsible for paying their own self-employment taxes.

**Specifically, What Do VA's Do?** There are a myriad of services that Virtual Assistants can provide to entrepreneurs, small businesses, not-for-profits, and many other business sectors as an outsourcing solution. Examples include: managing administrative tasks, providing business and/or technical support, conducting marketing activities, communications, customer service tasks, or specialty services.

**Why Hire a Virtual Assistant?** The business environment is more competitive, more global, and more demanding. By having a Virtual Assistant on your team, you can concentrate on growing your business – increasing the customer base, and, ultimately increasing the business profits.

#### **Business Benefits -**

- **Business Development.** Hiring a Virtual Assistant gives the business owner more time to concentrate on the core business, take on more work, and generate more revenue.
  - o Let someone else do the administrative tasks of typing, phone calls, billing, etc. Trying to do it all is costing you revenue, and your sanity! More free time allows for more networking, increased business contacts, and an increased customer base. More business for you!
  - o A specialty Virtual Assistant can carry out specialized tasks such as fundraising, project management, or event planning. Again, this allows you to concentrate on your core business, while executing special events for the business.

- **Cost Effectiveness.** You don't have to pay for payroll taxes, vacation pay, sick days, workman compensation, and employee benefits such as health, dental, and insurance benefits.
  - o Once you have agreed on a charge rate, there are no other hidden rates. The Virtual Assistant is responsible for all other costs, which eliminates the entitlement mentality of staying on a job for the benefits.
  - o You don't have to pay an overtime premium. The Virtual Assistant charges an hourly rate, and only charges for the work and time applied to specific tasks.
  
- **No Professional Development Expenses.**
  - o The Virtual Assistant has a vested interest in keeping his/her skill set current. The better the skill set, the more opportunity to attract and retain clients. A good Virtual Assistant will continue with his/her education, training, and certifications.
  
- **Lower Overhead.** You don't have to purchase additional office space or equipment, or invest in upgrades to computers, software, phone systems, desks, lighting, and other essential requirements that normally are needed for employees.
  
- **Redirect Your Energy.** Life can be stressful. Trying to be all things to your business, family, and friends can create an overwhelming sense of emotional and physical strain. It is far smarter to let someone else help with the repetitive, essential, and specialty tasks that need to be fulfilled to support your business.

<i>Virtual Assistants offer savings in time, money, and frustration.</i>
--

### **How Can I Use a Virtual Assistant For My Business?**

Virtual Assistant services are varied and available. The following is a *partial* list of business services they can provide.

Appointment Confirmations	Desktop Publishing	PowerPoint Presentations
Answering/Voicemail Services	Email Management	Project Management
Bookkeeping	Event Planning	Real Estate Support
Billing and Invoice	Graphic Design and Editing	Research and Development
Blogging	Language Translation	Resume Writing
Business Plan Writing	Legal and Paralegal Services	Sales Support
Calendar Management	Mailing Services	Spreadsheet Design
Collection Service	Marketing and Advertising	Template Creation
Computer Training	Medical Billing Service	Transcription Services
Concierge Services	Meeting Planning	Travel Arrangement Services
Copywriting	Newsletter Publishing	Website Design and Maintenance

**What to Look For In a Virtual Assistant** First, start with yourself. What is needed to effectively run your business? What do you need help with? Identify the tasks that are prohibiting you from growing your business. Once you clearly understand what you are looking for, you are then prepared to hire a VA whose skill set and character match with your requirements. When hiring a Virtual Assistant, there are two things to consider – business skills and personal traits. Hire the correct skill(s). Once you have found a potential candidate, proceed with a phone interview or one-on-one consultation. Most Virtual Assistants will provide a complementary consultation to assess business needs and determine if there is a proper fit. Remember, this is a business relationship with the goal of completing work in a timely fashion at the highest quality and professional level.

Types of questions to ask to ascertain legitimacy:

- Number of clients, years of service, and types of services offered.
- What are the credentials?
- What is the business structure? Is it a legal entity?
- Does the business have the required insurance, licenses and permits?
- Inquire about client names for reference checks.
- Inquire if portfolio is available of past clients and the work performed.

Types of questions to ask about traits:

- What is the requirement with regards to task lead-time, turn-around time, and rates?
- Are they willing to take on “emergency” tasks? How does he or she manage an “emergency request”?
- Is he or she willing to work with you to assist, seek understanding, and fulfill task requests? If emergency tasks are a repeat pattern, a good Virtual Assistant will help you to become more organized.

A serious minded Virtual Assistant will have business agreements as part of their business portfolio and is willing to sign a confidentiality agreement. How the VA runs their own business can be an important insight into the detail and attention they will give your tasks. Of course you want to hire somebody who is skilled, organized, trustworthy, respectful, and communicates openly and honestly. Remember, they are working for you. Make the most of your investment.

#### **Where Do I Find a Virtual Assistant?**

The best way is word-of-mouth. People are always willing to share their experiences. Ask small business owners, entrepreneurs, friends and family if they can refer a Virtual Assistant. Check out your local Chamber of Commerce and other local businesses that support business referrals. Trade journals, business groups, professional seminars, job fairs, and classified ads are another way of searching for Virtual Assistants.

We are in the business of helping small businesses and entrepreneurs. Our services are sectored into three categories: administrative, social media, and specialized. Virtual Administrative Assistant is committed and dedicated to their clients to help them succeed in business [www.myvirtualadministrativeassistant.com](http://www.myvirtualadministrativeassistant.com).

#### **About the Author**

Janice owns and operates a virtual assistant service located in Upstate, New York. Her specialty is project management, event planning, and fundraising. Janice also understands the importance and value of building business relationships. She is a certified project manager (PMP) and has provided training to corporate clients in project management, process management, and software quality assurance. Her years of experience lead her to the Virtual Assistant sector. *We can all use a little help!* For more tips, information and links, visit her website [www.myvirtualadministrativeassistant.com](http://www.myvirtualadministrativeassistant.com)

## 14. How to Build a great Team

How often do you say to yourself 'I am so busy' 'I don't have time'? But, you have the same amount of time as every person on the planet – 24 hours in a day. The challenge is that there are so many things we want or have to do in those 24 hours. In this book you have learned many ways to grow your business online and you may feel a bit overwhelmed, wondering where to find the time to implement it all. An athlete doesn't make it to the Olympics by himself. He has a team behind him to help him perform at his best. If you want to be at your best, you can not do everything yourself either. By building a great team you will leverage your time, capitalize on other people's knowledge and experience and can enjoy life more! Let Peter and Dianne Ivett show you how -

*"Live is not measured by the breaths we take, But  
by the moments that take our breathe away."*

There is a lot involved in building and running a successful business: growing your data base, generating traffic for your website, setting up your video presence, creating the information products for your marketing funnel, finding JV partners, networking on Facebook, Twitter and other sites, meeting new people at live networking events, being active in your community, writing articles for the local newspapers, your blog, etc, maintaining customer records, track sales, manage debtors and creditors and the list goes on.

Ask yourself these questions:

- As an entrepreneur focused on building my business is it the best use of my time to do all of these things myself?
- Do I have the skills and desire to do all of these things?
- By doing it all myself what am I sacrificing in terms of speed to market and competitive advantage?

You need to decide if you are going to remain a one-person small business struggling to cope with all the tasks or whether you are going to build a highly successful and profitable business to take on the world, in which case you must build your team to work with you. In the end it comes down to three things: time, cost and quality.

- Time: - Is this the best of use of your time? Do you have sufficient time or can someone with specific expertise do it faster?
- Cost: - Do you have sufficient funds to invest to explore alternatives, educate yourself, experiment and correct to get the outcome you want? If you do why not pay someone to do it?
- Quality: - Can you achieve the quality you require within the time and budget available? Finally, are you playing to your strengths?

Most people end up trading off time, cost, or quality, or all three, feeling stressed and frustrated on top of that. The right team delivers quality outcomes that enhance competitive advantage, aids speed to market and extracts greater value from your budget allowing you time to focus on what is important.

### **Where do you start in finding the right team?**

People cite reasons such as trust and inability to find the right people with skills and experience for not building a team around them. To build a successful business you need the support of the right team. This means you have to discuss with potential team members what you want to achieve and to understand their motivations for wanting to be part of your team.

Have clarity around these three key elements before you start building your team:

- **Have a Vivid Picture** – your vision or plan that paints a clear picture of what your business looks like at an agreed future point of time - at least three years from your starting point.

Your Vivid Picture can feel somewhat paradoxical. On the one hand it conveys concreteness – something visible, engaging, tangible and believable. On the other hand, it involves a time yet unrealized – with its

hopes and aspirations. Make sure to write it down as a descriptive narrative, no bullet points. If your Vivid Picture is not written it's merely a dream. Describe in detail in the present tense the products and services you offer, who buys your offers, your pricing, what volume you sell each year, how you deal with competitors, how you develop, market and sell your products and services, and how much profit you generate. Write with passion, emotion, conviction and commitment, and make your picture or image so real that it inspires and engages the people you want in your team.

This is what Henry Ford painted very early in the twentieth century for his bankers when asked why they should provide finance for his fledgling enterprise.

*"We will build a motor car for the great multitude. It will be so low in price that no man making a good salary will be unable to own one and enjoy with his family the blessing of hours of pleasure in God's great open spaces. When we are through, everyone will be able to own one, and everyone will have one. The horse will have disappeared from our highways. In achieving this we will create the opportunity for a large number of men to be employed at good wages."*

Who wouldn't want to be part of his team?

- **Be clear about your core Values.** If you have not yet done so, define your core Values. Core Values are unshakeable principles about "something" which is important to you.

Often called the "deal makers" and "deal breakers" your core Values are small in number, about 5 at most, simple and easy for everyone to understand. They do not change in response to fads or trends, shift in response to changing market conditions or are compromised for financial gain or short-term expediency. Values are essential in helping you select who should be on your team. You want people on your team who share similar, but not necessarily exactly the same, core Values to you.

Let's imagine one of your core Values is *Independence* and someone you are considering for your team has a core Value of *Conformity*. These Values are at odds with each other, neither of you is wrong, you simply use different values to guide your behaviour. You need to know this before you begin working together, not after. When Values clash like the one above it can limit potential and in some cases derail business ventures. As part of your due diligence have a serious discussion with potential team members about core Values; yours and theirs. Find a list of values on the internet and start with those that appeal to you. Some examples are: Integrity, Intuitive, Co-operative, Resourceful, Spiritual, etc.

- **Have clarity on your business model.** It is pointless to search for people to your team if you can't clearly and easily explain to them the model for your business.

Your business model sets out how you are going to create, deliver, and capture value. It is a description of your business, that includes mission, strategies, infrastructure, organizational structures, products and/or services, trading practices, and operational processes and policies. Some examples of business models are: franchises, direct sales, multi-level marketing, on-line, collective resources, value-added reseller, subscription and loyalty models.

This is important to:

- Form the basis for meaningful discussion between you and your potential team members about possibilities and focus them on clarifying future direction and address concerns they might have;
- Help ensure you get the most appropriate advice and guidance. People are not left to 'second guess' what you are trying to achieve;
- Save you time and money because you are not evolving your thinking about your business on the run.

## **How do you determine who needs to be part of your Team?**

It depends on a number of factors:

- What skills and experience do you have?
- How much time do you have?
- What budget do you have?

Write down all the tasks that need to be done in your business and start creating your dream team on paper. In an ideal world, who would you like to have on your team? You may know specific people you would like to hire or you may just write down 'copywriter'. Once you have a complete picture, decide based on your own skills and your budget who you can hire and what you will have to do yourself for now. As your revenue grows, you can continue to outsource more and more tasks that you prefer not to do yourself.

## **Where Do You Find Potential Team Members?**

There are no hard and fast rules about where you find team members, what is important is to have clarity about what skills and experience you are looking for. The key is whatever source you use you must do your own due diligence. Also, with the power of technology your team members can be in other cities, states or countries. Even if your financial resources don't allow you to hire somebody yet, your 'dream team design' will help you to identify potential team members. So that by the time you can afford it, you already have a list of candidates available.

Here are some sources we have used to build our team:

- Personal recommendation/referral;
- Networking Groups e.g. Business Networking International (BNI);
- Seminars and Workshops e.g. Cash Machine Workshop;
- Professional Associations e.g. US Internet Industry Association;
- On-Line and Mainstream advertising;
- Chambers of Commerce;
- High School and University Alumni Groups;
- Telephone and Business Directories;
- Chambers of Commerce;
- Community Noticeboards.

## **How the Right Team Helps You**

Here are three stories of how the right team has helped us accelerate development of businesses in Australia. When Dianne settled on the approach for her on-line business she knew she needed a website. Using seminars, personal recommendations and networking groups she realized that to have a professional website she needed specialist skills she did not have. She built an expert team, starting with a marketing strategist and a web strategist both sourced from the USA, then website designer and builders, a social media strategist and assistance with search engine optimization all sourced from Australia. It took three months for Dianne to develop her team. That's relatively quick considering she believes it saved her nine months of "trial and error" and prevented her from wasting several thousand dollars.

Our second experience demonstrates the importance of a clear business model. After a three year search we finally have a certified practicing accountant (CPA) on our team. Frustrated with our second CPA in as many years we reflected on why we were not getting the quality of advice we were seeking. We realized it was because the CPA at the time had no interest in understanding our business or goals. One of the first questions our current CPA asked when being interviewed by us was '*Could you explain your business model please?*' – we knew we'd found the right person.

The last story relates to me. Having invested several thousand dollars in time and diary management programs I went from being dreadful to just plain awful at it. I realized that scheduling is not my strength and I needed to adopt a different approach. Someone suggested a scheduling assistant – why didn't I think of that? Since July 2009 I have been working with Amanda, a wonderful assistant. The results of adding this new team member are; my anxiety levels around having enough time to do things have halved, my effectiveness has improved by using

my time more efficiently and resulted in revenue increasing on average \$10,000 per month, more than covering the investment in maintaining Amanda's services.

### **I need a team but how do I pay for it?**

What if you are just starting out and resources are limited? Well, if you make \$50 per hour it makes a lot sense to hire a Virtual Assistant to help you with administrative work for \$25 per hour instead of doing it yourself. You can focus on what you love to do and you will make more money. But if your budget doesn't allow it and you have the skills to work on your search engine optimization, you may want to wait before you hire that \$150 per hour seo expert.

When funding is limited start with networking and seminars to find likely team members. Yes, it means that you are doing the work, but you are achieving two clear outcomes:

- The key to successful networking is your starting mindset: you are building a valued network for mutual benefit. You are not networking for what you can gain, rather what you can contribute to other network members. Using such an approach ensures that you derive valuable knowledge as people willingly engage with people who are genuine contributors.
- Attend seminars that enhance existing knowledge and skills or that help close knowledge and skill gaps. Be selective and use your network to find those that offer value and return on your investment.

Alternatively, find a mentor who can act as sounding board and provide initial guidance. Your mentor may be a family member or a close family friend. If funding is sufficient you may engage the services of a business coach to provide initial guidance. Visit [www.pivotal-thinking.com.au](http://www.pivotal-thinking.com.au) to see an example of coaching services available.

If you need certain people on your team now but have limited funds available, first prioritize who you need and why. Do you need to employ them as an internal team member or can you buy in those services from an external provider? If you don't have the funds to pay for services consider creative alternatives. These approaches motivate some people to deliver the results you require as they see the upside of sharing some of the risk with you.

- Pay a small retainer plus offer an agreed share of profits based on success achieved.
- Offer a bonus instead of salary that multiplies in line with agreed targets being achieved or exceeded.

Don't despair if you can't hire your dream team right away; Jeff Bezos founded Amazon.com in his garage in 1994, in 1995 Pierre Omidyar founded E-Bay in his living room in San Jose, and Larry Page and Sergey Brin brought Google to life in September 1998 when they were still students. As their businesses expanded all of these on-line wizards build their team.

### **How do I maximize the value from my team?**

Let's look first at people who are employees (internal team members).

- Have a clear role description for each person that covers:
  - The purpose of the role – why the job exists
  - Key Results Areas
  - Activities involved in the role
  - How performance will be measured
  - Limits to their authority
  - Agreed performance objectives for the year
- They need to have "some skin in the game". Some part of each team member's remuneration needs to be incentivized based on performance. It is important that any performance payment is not based just on what was achieved (the task). Any incentive needs to have a task achievement component and a people management component. By people management component we mean how well they lead and manage people and/or how well customers' needs were met.
- All roles, agreements and contracts need to be in writing and reviewed at least annually by both parties.

To maximize value from external team members there are some hard and fast rules:



- Know why you are engaging the person and what outcomes you want from the engagement. Know this at the start, working it out on the way through can be very costly.
- Irrespective of what services you are seeking “check out” potential team members even if they are recommended to you. First and foremost check for core Values alignment, ensure they understand your business, and ask for references and samples of recent work. Take the time to talk to the people they provide as references, not just about their work and its quality, ask what they are like to work with and what they are like under pressure.
- Whether it is a designer, an accountant or a lawyer, provide a written brief of your requirements as this provides an agreed base on which to review work and it reduces the risk of misunderstandings or loss of valuable time and money while misunderstandings are clarified.
- If possible, meet with your key external team members face-to face.
- Be honest about your budget. Often people do not provide budgets because they believe the consultant, accountant or designer will spend the budget. It comes down to trust, if you don't trust them with your money why do you want them on your team? And, of course they will spend to your budget. If they are any good they will deliver outstanding value for the budget you have entrusted to them.
- In response to the brief you have provided wherever possible negotiate an agreed fee before work begins. Wherever possible avoid paying for work based on an open-ended hourly rate. If an hourly rate is the only option, cap the number of hours and insist on regular progress reviews.
- Put important decisions, agreements and other communication in writing, it protects everyone involved and saves precious time and money.

Know your strengths and your limitations and prioritize who you need on your team and when. Whether it's you and one other person, or a huge team, remember, it is not about building a team of stars it is about building a highly effective star team that will enable you to maximize the value and returns from your on-line business. To support you in growing your business, I have written a free article for you 'Steps to Building a Vision Statement'. Please download it at [www.pivotal-thinking.com.au](http://www.pivotal-thinking.com.au).

If you want to know more about building your team explore:

- *Built to Last, The Successful Habits of Visionary Companies* by James C. Collins & Jerry I. Porras
- *The Millionaire Maker's Guide to Creating a Cash Machine For Life* by Loral Langemeier; or even better attend Loral's *Cash Machine* workshop.
- *Developing Business Models for eBusiness* by O. Peterovic and C. Kittl
- *Place to Space: Migrating to eBusiness Models* by P. Weill and M. R. Vitale
- *The Wisdom of Teams, Creating the High Performance Organisation* by Jon R. Katzenbach & D.K. Smith

#### **About the Authors**

A director of Pivotal Thinking Management Services, Peter Ivett and has over thirty five years experience in sales, marketing, advertising and communication, organisational development, and strategic planning. Peter has extensive managerial and leadership experience. He is available for coaching and mentoring entrepreneurs with start-up and established businesses. Contact him at [peter@pivotal-thinking.com.au](mailto:peter@pivotal-thinking.com.au) or +61 418 834 584 for more details.

Dianne Ivett has wide experience in senior marketing and sales roles in FMCG industries and has established and run several successful businesses in marketing and strategic management consulting. Capitalizing on her many years experience in the wine industry she is currently establishing her own on-line business in this field and has experienced first hand all of the challenges, opportunities, joys and frustrations of all that is written about in this article! Contact Dianne at [dianne@pivotal-thinking.com.au](mailto:dianne@pivotal-thinking.com.au) or call +61 419 239 886 for more details.

## 15. Protect Your Most Valuable Asset

The purpose of every business is to make a profit. In this book experts have shared with you their insights on how you can use the internet to create leverage – allowing you more time, money and joy in life! To live by design means more than that, because it doesn't matter how fantastic your business is going, if your doctor tells you that you only have a few more months to live, you suddenly have a completely different perspective on your life and your business. We often don't pay attention to the subtle hints. Why wait until it's too late? Theresa Giampapa will show you how you can make little changes every day that will lead you on the road to optimal health and well-being. As a small business owner you are the CEO of your company, the CFO, the CIO and much more. You are the center or the spine of your company, so taking care of yourself is the highest priority for you and your business – you are your most valuable asset!

*“Take care of your body with steadfast fidelity.  
The soul must see through these eyes alone,  
and if they are dim, the whole world is clouded.”*  
– Johann Wolfgang Von Goethe

Do you sometimes feel you don't have the energy to get everything done? Do you have headaches regularly? Discomfort? These are all clues that your body is asking for attention. You could take drugs that minimize the complaints - until it gets worse or you can start listening to your body and make simple changes that will have a tremendous effect on how you feel. You can have great ideas and plans, but if you're too tired, you can't follow through. Many people come home from work, eat, watch some TV and go to bed. In the morning you wake up sleepy and turn off the alarm 3 times as if that really is going to make a difference.

It's easier to say we need to keep balance in our lives than it is to consistently achieve it. Yet, if we neglect ourselves, we forfeit that wholeness in body, mind and spirit, which is essential for optimal productivity. An entrepreneur with a 9-5 schedule is a rare specie. So I understand if you are saying "I would like to take care of my health, but I'm so busy, I just don't have time." If that is you, you simply can't afford not to take care of your health. Especially when you are busy, you need to make sure you can continue to function on this high level. You will be surprised how much more effective you can be by taking care of your mind, body and spirit.

The first step is to acknowledge that you are a priority and that it is possible to make empowering changes in your life. Make a commitment to take good care of yourself. Create the right mindset by letting go of your limiting beliefs that are telling you 'don't bother, I have tried this before and it didn't work', 'my situation is different' or 'I really am too busy.' Challenge your beliefs to find out if they are supporting you or are holding you back to live your best self. Look for creative solutions by asking yourself how can I do it instead of telling yourself why you can't do it. We too often put ourselves last. It's the way that we are "wired." One way that you can rewire yourself is to get somebody to clean, cook and do your food shopping. You may think that you can't afford it. The truth is you can't afford not to. In the time you save, you can go for a walk in the park. When you get back you will be so much more productive and have more clarity of mind.

### **Mind**

A positive directed mind is essential for optimal health. This may be surprising to you, but keep in mind that everything is connected. Every single thought and feeling has an effect on the chemistry of all our glands, hormones and nervous system.

*“We are the only creatures on earth  
who can change our biology by what we think and feel.  
If you want to change your body,  
change your awareness first.”*  
- Deepak Chopra MD

Masara Emoto has published several books with pictures of the 'Messages from Water'. His experiments consist of exposing water in glasses to different words, pictures, prayer and music, freezing it and then taking pictures of

the crystals with microscopic photography. In his books you can see how positive words, like love and joy, create beautiful water crystals, where water exposed to negative words would form no crystals. Even though some claim that his research is not scientific, it is fascinating to see the effect of positive energy, regardless if it is music, prayer or words, on water. Taking into consideration that your body consists for a large percentage of water, ask yourself ‘What am I saying to myself? Am I treating myself with love and kindness, even when things don’t go well?’

You may have problems, financial difficulties or personal dramas that can cause tremendous anxiety. Just remember, worrying doesn’t help. It only hurts you. The best way to deal with any and all of these troubles is number one: to stop worrying and pursue peace of mind. Disappointments can be a challenge, yet by keeping a positive attitude you’ll be better capable of dealing with it. There’s an old hymn with the lyrics “Clear my mind, Lord, Clear my mind. Let my thoughts be only of the purest kind.” Peace of mind leads to incredible creativity and solutions you didn’t even think of may present themselves. A positive directed mind will direct you out of your maze of inadequacy, self doubt and anxiety. In my heart-rending time of loss when anxiety, fear, and devastation came near to me, I received incredible comfort by accepting the circumstances rather than denying and resisting them. When disappointment is met with acceptance, it opens the door for peace, quietness and clarity.

*“Be anxious for nothing, but in everything by prayer and supplication  
with thanksgiving let your requests be made known to God.  
And the peace of God, which surpasses all comprehension,  
shall guard your hearts and your minds in Christ Jesus.”  
- Phil 4:6,7*

### **Body**

Unless we are having serious complaints, we often take our body for granted. Think for a moment about the marvelous functions it performs – Isn’t it amazing how your eyes capture light and colors for us to enjoy beautiful sights? Or our ears how they transform sound waves in beautiful music? Or how about our digestion? Did you ever consider putting a soda or juice in your car instead of gas? Everybody knows that you would not get anywhere. Yet our body has the ability to adapt, even if we put in the wrong ‘fuel’, it continues to function... for a while, because sooner or later we will pay the price. It’s no coincidence that cancer, diabetes, and heart disease are rampant in our society. What can you do?

Let me share with you 5 simple things you can do, even if you don’t have time:

1. **Deep breathing.** When we are busy or stressed we tend to breathe more superficial. Breathe deeply as often as possible - Fill your lungs consciously with fresh air and blow out completely. You will notice that you’ll have more clarity if there is more oxygen going to your brain and your body will feel more energized.
2. **Drink more water.** Did you know that water makes up more than half the weight of the human body? All cell and organ functions depend on water, so it’s no surprise that without it, we would die in a few days. How much water do you drink on a daily basis? No, coffee, sodas and black tea don’t count. Ideally you would drink half your body weight in ounces. If you weigh 180 pounds you should be drinking 90 ounces of water every day. Have a bottle of water next to your bed, so you can start drinking water first thing in the morning. This is when you are most toxic and dehydrated. You can squeeze some lemon juice in it to make it tastier plus it alkalizes your body.
3. **Give your body the nutrients to stay healthy and happy.** Isn’t your body way more valuable than your car? The difference is that your car stops working immediately, while your body may take several years before it starts acting up. Did you know that it’s estimated that eight out of the top ten causes of disease in America today are directly related to food? Food has an incredible influence on our emotional, mental and physical states. Eating healthy, high-quality food is one of the easiest and most powerful ways to create a better life. It’s not a restricted diet where you feel you’re missing out on life. Learn more about the importance of alkalizing foods and regular cleansing of your body. Get a live blood test done. Eat more

organic fresh vegetables, fruits and nuts and cut back on the crappy processed foods like cakes, sweets, and white products. Create healthy habits: Have some almonds instead of M&M's. Take an apple instead of a donut. Eat a few days a week fish instead of red meat or even have a meatless day. It is easy. Give it a try!

4. **Find a sport you enjoy!** It doesn't matter if it is dancing, yoga, running or blading. Just make sure it is something you look forward to and not another thing on your 'to do-list.' Schedule exercise at least 2-3 times a week. To make it easy you could start with taking a 30-minute walk twice a week – even if it is just around the block. In the beginning it may take a little effort to get yourself to do it, but once you have developed the habit, you will love it!! You will notice how great it makes you feel!! Plus, you will be more productive. So instead of getting less done, you are getting more done in less time.
5. **Cut back on unhealthy addictions.** Once you have made the commitment to take care of you, decide what changes you can make to support your body. Nobody has to tell you that smoking is bad for you, right? There are many ways to help you quit. Maybe you want to start with little changes, like only drinking alcohol during the weekend or reducing the amount of coffee you drink. It may not seem a big deal, but over a period of time, it can make a huge difference.

There is another very important, yet very simple thing you can do for your body – protect it against Electromagnetic Fields (EMF's). Day in and day out, you may be exposing yourself to this toxin called electro pollution that could be compromising your health simply by using your cell phone, PDA or Bluetooth headset, etc. Well-known and respected experts are more concerned than ever that our growing use of these kinds of devices, especially by children, is putting our health and wellness at great risk.

An eminent British physicist, Dr Gerald Hyland, wrote in an article about the effects mobile phones can have in people "To deny the possibility yet admit the importance of ensuring electromagnetic compatibility with electronic instruments by banning the use of mobile phones in aircraft and hospitals (a prohibition driven by concerns about non-thermal interference) seems inconsistent." In other words, if cell phones interfere with aircraft and hospital electrical equipment, even at quite a distance, how can we think that it won't interfere with the electrical equipment of our brain, which is recognised as an electrical organ, when held right next to it? Recent studies suggest a risk as tumors tend to occur on the same side of the head where the patient typically holds his cell phone, especially for children the use of a cell phone is said to be dangerous.

In an article in the New York Times (June 2008) three prominent neurosurgeons were quoted that they did not hold cell phones next to their ears, because they want to keep the microwave antenna away from their brain. Even though some may dispute the danger, why take the risk? Of course we understand that as a business owner in this time and age you can't just get rid of your cell phone. The good news is that you don't have to. Bio Pro, a leader in the field of bioenergetics, has introduced a chip for your cell phone and several other products that offer a very effective solution to deal with today's electronic environment. The science, which led to this patented technology, came from a Russian scientist studying the affects of the nuclear disaster at Chernobyl. To find out how you can protect yourself and your loved ones, please go to [www.hopeleland.com](http://www.hopeleland.com) to claim your free video. When I started to use the product – I actually felt "a wellness" that was remarkable.

Every aspect of one's body is critical, inside and out. When I mentioned to my niece that I would be going away on a business trip, she suggested that I would buy a new suit and get a personal shopper to assist me. She knows that I wouldn't think about my wardrobe on my own. I set an appointment with a very fashion conscious friend and we went shopping together. Those new clothes made me feel more confident and ready to conquer the world.

### ***Spirit***

In our busy lives there is always something that has to be done. If we don't schedule time for ourselves it is unlikely that it is going to happen. Make a conscious choice to take time out for you! For those who believe, start your day with prayer. If you have never prayed, sit in the morning before the day gets underway. Ask, "God, if you exist please show me." Even ask Him to help you plan your day. As you become more in touch with your inner self or your spirit, you will notice that it gets easier to listen to your intuition and to go with the flow of life.

*“All who call on God in true faith, earnestly from the heart,  
will certainly be heard, and will receive what they have asked and desired.”*

– Martin Luther

**Enjoy nature** – Take a walk in nature, whether it’s in the mountains, a forest or at the beach. There is an energy in creation that quiets the mind and brings you in touch with your self. Spend time in nature every week and you’ll notice how much more peaceful you’ll become.

**Embrace silence or meditate** – It seems that there is always sound and noise around us. When you’re living in the city it’s seldom completely quiet. Often when we come home we turn on the radio or the television. Welcome more silence in your life. When you’re silent, great ideas can bubble up from your subconscious mind that will help you achieve your goals. Meditation is a fabulous way to become silent. Some meditate on the psalms in the bible if that’s easier. If you feel meditation is not for you, just enjoy the silence or become quiet by prayer.

You can create time for yourself by delegating tasks. Get a Virtual Assistant and a team as you have read in the former chapters. To keep up with my share in our family get-together dinners, which I love, I hired a phenomenal friend who shopped and cooked for me. The family loved it. It was a typical old-fashioned Neapolitan Sunday dinner. It was so worth it. This kind of balance allows me to be my best. Distractions and self-centered thinking interfere with the flow and inspiration. Replace habits that create negative thoughts and feelings with trust, gratitude and appreciation, so you feel love and joy every day. Your immune system will be stronger when your body flows with love. If you feel hatred, guilt, fear or anger, you are undermining your immune system.

Be aware of thoughts or beliefs that are just excuses in disguise. Don’t tell yourself ‘One day...’ or ‘Some day..’ Now is the best moment to take action! Decide and commit to create one new habit at a time. Even if it just getting your free video at [www.hopeleland.com](http://www.hopeleland.com) to protect yourself against electro pollution, drinking more water today or scheduling a walk on the beach – Do something!

As you pursue that wholeness of body, mind, and spirit you will reach your goals if you take action. It is written SEEK and you shall find - Much success and joy in your entrepreneurial venture!

*“To succeed... you need to find something to hold on to,  
something to motivate you, something to inspire you.”*

– Tony Dorsett

#### **About the Author**

Theresa Giampapa is committed to improve the well-being of youth – on physical, social, emotional and spiritual level. One of the ways she does this is by raising awareness of the danger of Electromagnetic Fields (EMF’s) and offering solutions to protect our youth. She is the founder of Hope Leland LLC, originally born almost a decade ago to encourage Hope in people’s hearts. Even though this was primarily through a weekly bible study called ‘One Hour of Hope,’ fostering hope has remained the center of her activities. [www.hopeleland.com](http://www.hopeleland.com)

## 16. Take Action today!

*“Some people dream of success while others wake up and work hard at it.”*

Congratulations! You have taken the first step in taking your business and life to the next level. Taking new steps for your business can be a bit scary. If you are starting a new business it can even be a frightening and sometimes paralyzing experience, especially if it is in uncharted territory and requires a big commitment of your time, money or resources. If you have experienced this, then you are not alone. Everybody, at some point in their business reaches this crossroad and must take the necessary steps to get into the game or possibly stop moving. Let's face it, we are all in this game to move forward so there is no reason that you should allow fear or inexperience to stop you.

*“I learned that courage was not the absence of fear, but the triumph over it. The brave man is not he who does not feel afraid, but he who conquers that fear.”*  
– Nelson Mandela

Some people experience this fear several times throughout the day and need to have a strong self-talk that will motivate and encourage them to get over that particular obstacle. I find that reading encouraging quotes or scriptures help me to stay the course. Don't get caught up in the highs and lows that will occur. Have the courage to keep forging through the murky distractions and use your instincts and self discipline to stay on track. Instead of giving yourself reasons why you can't, think of all the reasons why you can. Make sure you have a clear vision and that your decisions are in alignment with that vision, before you step into something that may take you into the wrong direction. If you have not already established a vision then you should take some time to do so. Loral Langmeier's program *Building, Leading and Protecting* is a great resource to get you started and establish the gap between where you are and where you want to be.

*“All successful people men and women are big dreamers. They imagine what their future could be, ideal in every respect, and then they work every day toward their distant vision, that goal or purpose.”*  
– Brian Tracy

My children and I are fortunate to live in a city that is surrounded by the Sierra Mountains and we are very avid snow skiers. I would like to parallel the experiences that I have had with this family activity and what is necessary to get into action in this chapter to help you get into the action of making money on the internet, which may seem like a mountain to you at this time. Making the commitment to buy our ski passes is the easy part, we already know that this is an intricate part of our lifestyle, but determining which mountain to buy our passes requires all of our input and agreement. There may be others who will need to buy into your decision to move in the direction that you are thinking of taking, it is important to get their input and ideas so that when it is time to get moving they are on board and ready to go. As the leader of your business, being committed to your next course of action is necessary for its completion and success. Whether you will be delegating to employees, subcontracting or completing these tasks yourself, without your commitment and follow through to the process there will be no drive to succeed. You will need to talk about your vision and plan. You will need to continue to be excited about the goal, always looking at what the intended end result will be. You need to live the dream out loud so that you will not allow the negative thoughts and people to get in your way. You will continually be reminded of past failures but as you talk about what you are doing and stay committed to your goal you will overcome the negativity. Those who are not enthusiastic about the direction and plan will bring you down and prevent you from success, so be mindful to select a team that understands your direction and is as committed as you are.

*“The only thing worse than being blind is having sight but no vision.”*  
– Helen Keller

Making the financial commitment will give you the motivation to forge on, keep moving in the right direction and stay on course. You certainly don't want to lose money or throw it toward something that will not yield the results that you are going for. When I buy my ski passes I am committed to stay with the decision that I have made to ski one particular mountain. This does not restrict me from exploring the entire mountain or even going to another mountain, but I will stay with this mountain for the entire season, I will continue to improve my capabilities and familiarize myself with the terrain and trails of one particular mountain.

**Initiate a plan of action and get organized.** Remember that even though this may not be a new role for you, it may not be the exact role that you have mastered. It will take you longer to get things done because you are testing new waters, doing and researching new things. You will need to take baby steps and be ready for a few obstacles. In fact, you may feel completely out of place and incompetent, the things that you are used to being in control of will suddenly feel out of control or confusing. Figure out what steps are necessary to get from one side of the room to the other. Write them down and prioritize them. As you begin to establish this plan you will be able to see the big picture. Use a journal to note your action items all throughout the day.

There will always be research and preparation before you can begin, so use the resources that you have to establish the necessary steps that will be required to get the ball rolling. For some this may be as easy as load up your equipment and go, but for many you will need to determine the necessities for getting started. When we are going skiing we need to start with the right equipment and clothing. We make sure that our skis are properly tuned and in good working order. You will need to determine what kind of tools that you will require (a computer, new software, a web site) and make sure that they are fully operational. We dress appropriately for the weather conditions. Do you need to protect your hard drive or server? We also wear helmets to protect ourselves from any unforeseen falls. Are you prepared to protect your assets?

Deciding which lifts to go up and what part of the mountain to ski will depend on our combined skill set and capabilities. This is where you will need to determine what you are capable of and who will need to be on your team to fill the gap so that you can take your business where you want it to go. And while being mentally and physically challenged, it is likely that you will learn from your mistakes and that of others. When I first started skiing I can remember going down those intermediate and advanced runs for the first time, I couldn't even count the number of times that I would fall only to get back up and point those ski's downhill again. Many times I would have to count on a more experienced skier to guide and direct me down that mountain, let's face it there is no other way to get to the bottom. Remember that you are not the first person or company to take this path, so you should seek out others who have experienced this challenge and learn from them.

**Execute the plan** even as you are formulating it, this will help you weed out the things that won't work or are not applicable. Don't think that you need to have it all figured out to get into action, if you have to break each step into baby steps then this is better than not making any steps at all. Action can be defined as a way or manner of moving, so as long as you are doing something to move toward the goal, then you will eventually get there. How fast you get there is dependent on your motivation and desire. Many times one step will just flow into the next and will not require forethought. Once you build momentum you will instinctively make the next step. To continue with my parallel to skiing, when I'm standing at the top of the mountain looking down at the terrain below, it is imperative to formulate a course and push off from the edge. Once I build momentum and begin turning around and over the large moguls I may not necessarily take the exact path to the bottom of the slope that I had planned from the top, but hopefully make it there with little or no major fallout. I will instinctively stop along the way to reevaluate the path that I am on and the direction that I wish to go. I practice my form, speed and accuracy and redirect if necessary. When we accomplish the goal whether we achieve complete success or not, at least we can look back up the mountain completely spent, exhausted and exhilarated and say "I did it! Let's go again!"

*"You are not here merely to make a living.  
You are here in order to enable the world to live more amply,  
with greater vision, with a finer spirit of hope and achievement.*

*You are here to enrich the world,  
and you impoverish yourself if you forget the errand.”  
– Woodrow Wilson*

First Impressions Business Solutions is committed to helping business owners express themselves through website design and content. Please feel free to visit us at [www.careerrevelations.com](http://www.careerrevelations.com)



## GLOSSARY

All truths are easy to understand once they are discovered; the point is to discover them.  
–Galileo Galilei

<b>Term</b>	<b>Definition</b>
3G	3G is the third generation of telecommunication hardware standards and ge technology for mobile networking. It operates at a higher bandwidth, givin user experience over mobile phone experiences, e.g., the iPhone.
archive	A repository for previously recorded media or documents.
article-based sites	Online repositories for articles written by subscribers for subscribers in a n different categories. Peer reviews and ratings are available.
auto responder	A computer program that automatically answers e-mail sent to it.
backlinks	Links from other pages that refer back to your page; the number of backlin website is beneficial to search engine optimisation.
blog	Contraction of the words “web log”- an online medium used to record expe observations, and experiences.
Boxee	A cross-platform freeware media centre software with a three metre user in and social networking features designed for the living-room TV.
building rapport	Developing a relationship of mutual understanding or trust and agreement b people.
bundle	A marketing strategy that involves offering several products for sale as one combined product.
buyer’s remorse	An emotional condition whereby a person feels remorse or regret after a pu is frequently associated with the purchase of higher value items which coul considered unnecessary
CAN-SPAM Act	On December 16, 2003, the CAN-SPAM Act established the United States’ national standards for the sending of commercial e-mail.
cloud computing	A style of computing in which dynamically scalable and often virtualized r are provided as a service over the Internet. Users need not have knowledge expertise in, or control over the technology infrastructure in the “cloud” tha them.
Content Management System (CMS)	A software platform that aids in the management of content on a website.
Cross sell	Recommending additional products or services to customers who are plann something from you.
Customer Relationship Manager (CRM)	A system that maintains the processes a company uses to track and organiz contacts with its current and prospective customers.
Digital Stories	Refers to using new digital tools to help ordinary people to tell their own re stories through the use of images or videos, married together to create a vid

double opt-in	An e-mail subscription practice that requires the confirmation of new e-mail subscribers to be added to an e-mail distribution list for promotions before the subscriber actually receives the information.
eLearning	Learning conducted via electronic media, especially via the Internet.
e-mail campaign	One or more (marketing) e-mails sent to a group of recipients who have opted in to an e-mail list.
embedded	Video or multimedia that sits within a website, rather than having a link off the website.
Flickr	An image and video hosting website, web services suite, and online community platform.
future pace	The process of mentally rehearsing oneself through some future situation to help ensure that the desired outcome will occur naturally and easily.
HubPages	A website designed around sharing advertising revenue for high-quality, user-generated content.
Hulu	A website that offers commercial-supported streaming video of TV shows and movies from NBC, Fox, and many other networks and studios.
keyword	An index term, subject term, subject heading, or descriptor, in information retrieval; a term that captures the essence of the topic of a document.
lurker	In Internet culture, a person who reads discussions on a message board, newsgroup, chatroom, file sharing, or other interactive system.
match	Adopting parts of another person's behavior to establish or enhance rapport.
marketing funnel	Describes the pattern, plan, or actual achievement of conversion of prospects into marketing and sales, pre-enquiry, and then through the sales cycle. So-called because it includes the conversion ratio at each stage of the sales cycle, which has a funnelling effect. Prospects generally enter the funnel at a lower value sale and progress to high value purchases as they pass through the funnel.
mirror	Matching portions of another person's behavior, as in a mirror image.
no-follow link	An HTML attribute value used to instruct some search engines that a hyperlink should not influence the link target's ranking in the search engine's index. It is intended to reduce the effectiveness of certain types of search engine spam, thereby improving the quality of search engine results and preventing spamdexing from occurring.
on demand	Video/audio or other data that is transmitted anytime to the end-user upon request.
open-source	An approach to the design, development, and distribution of software, offering practical accessibility to a software's source code.
opt-in form	The form completed when one agrees to receive e-mails from a particular company, group of companies, or associated companies, by subscribing to an e-mail list.
organic search listings	Listings on search engine results pages that appear because of their relevance to the search terms, as opposed to their status as paid advertisements. In contrast, non-organic search results may include pay-per-click advertising.
plug-ins	A software component that adds features to another application.

Kristin P. Walinski 2/1/10 10:09 AM  
**Comment:** Is this a term you should identify?

podcasting	A podcast is a series of digital media files, usually either digital audio or video, that are made available for download via web syndication.
poking	Poking is a feature on facebook that can be used for a variety of things. For instance, you can poke your friends to say hello.
RSS feeds	Most commonly translated as “Really Simple Syndication” of web feed formats used to publish frequently updated works—such as blog entries, news headlines, audio, and video—in a standardized format.
scrolling or static banner	Sometimes referred to as a “marquee”. A moving or static banner used on websites or video footage to give further information or for branding purposes.
search engine optimisation	The process of improving the volume or quality of traffic to a <a href="#">web site</a> from <a href="#">search engines</a> via "natural" ("organic" or "algorithmic") <a href="#">search results</a> , based on key words, meta tags and more.
segment	A group of people or organizations sharing one or more characteristics that cause them to have similar product and/or service needs.
social bookmarking	A method for Internet users to store, organize, search, and manage bookmarks of web pages on the Internet with the help of metadata, typically in the form of tags.
social networking	The interaction between a group of people who share a common interest in an online environment.
social networking badges	Icons or logos that are readily identified as belonging to a social networking website.
spamdexing	The practice of deliberately and dishonestly manipulating <a href="#">search engines</a> either to increase the likelihood of a <a href="#">website</a> or <a href="#">page</a> from a website being listed near the beginning of the results returned by the search engine or to influence the category to which the page is assigned
spamming	The abuse of electronic messaging systems (including most broadcast media and digital delivery systems) to send unsolicited bulk messages indiscriminately.
Squidoo	Squidoo is a community website that allows users to create pages (called lenses) for subjects of interest.
streaming video	Multimedia that are constantly received by, and normally presented to, an end-user while being delivered by a streaming provider. The name refers to the delivery method of the medium rather than to the medium itself.
triggers	E-mail messages sent out based on actions taken by a recipient.
tweets	Text-based posts on Twitter of up to 140 characters displayed on the author’s profile page and delivered to the author’s subscribers who are known as <i>followers</i> .
up sell	A sales technique whereby a salesperson attempts to have the customer purchase more expensive items, upgrades, or other add-ons in an attempt to make a more profitable sale.
values (personal)	Beliefs of a person or social group in which they have an emotional investment (either for or against something).
VIEW Index	d Web Index, or VIEW Index. The VIEW Index will give insight into the companies and how they are using it.

viral	A video, image, or text spread by word of mouth on the Internet or by e-mail for humorous, political or marketing purposes.
viral marketing	Refers to marketing techniques that use pre-existing social networks to increase brand awareness or to achieve other marketing objectives (such as product sales) through self-replicating viral processes.
Web 2.0	The second generation of the World Wide Web, especially the movement away from static web pages to dynamic and shareable content and social networking.
web conferencing	Used to conduct live meetings, training, or presentations via the Internet. In a web conference, each participant sits at his or her own computer and is connected to other participants via the Internet. This can include video as well as audio connection.
weblog	A blog. "Blog" is the contraction of the word weblog.
wiki	A collaborative website that anyone with access to it can directly edit.
YouTube	Video sharing website on which users can upload and share videos.