



Develop Expertise

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Become a Recognized Expert

- Step 1: Pick a narrow specific topic (the narrower, the better)
- Step 2: Acquire massive expertise (see below for examples)
- Step 3: Present yourself as an expert (internet provides opportunities)

Notes

Explore Article Directories

- Put your keywords into an article directory. <http://www.ezinearticles.com>
- You'll find 1000s of educational articles written by your competition.
- Read them to learn new secrets and see what your competitors are doing.

Find Podcasts on iTunes

- Put your keywords into iTunes Music Store. <http://www.itunes.com>
- Find podcasts in your field, sort by Popularity and subscribe to the best ones.
- Download & listen to these podcasts while at the gym or commuting to work.

Watch Videos on YouTube

- Put your keywords into YouTube.com. <http://www.youtube.com>
- Watch videos your competitors make to demonstrate expertise & build trust.
- Subscribe to their channels to stay up-to-date on the videos they produce.

Notes

Demonstrate Your Expertise

- Internet marketing is all about demonstrating your expertise to prospects.
- Provide value first. Build trust second. And only then, ask for the sale.

Notes



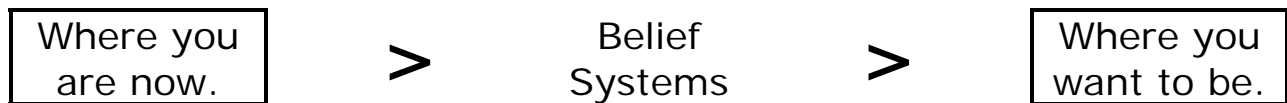
Belief Systems

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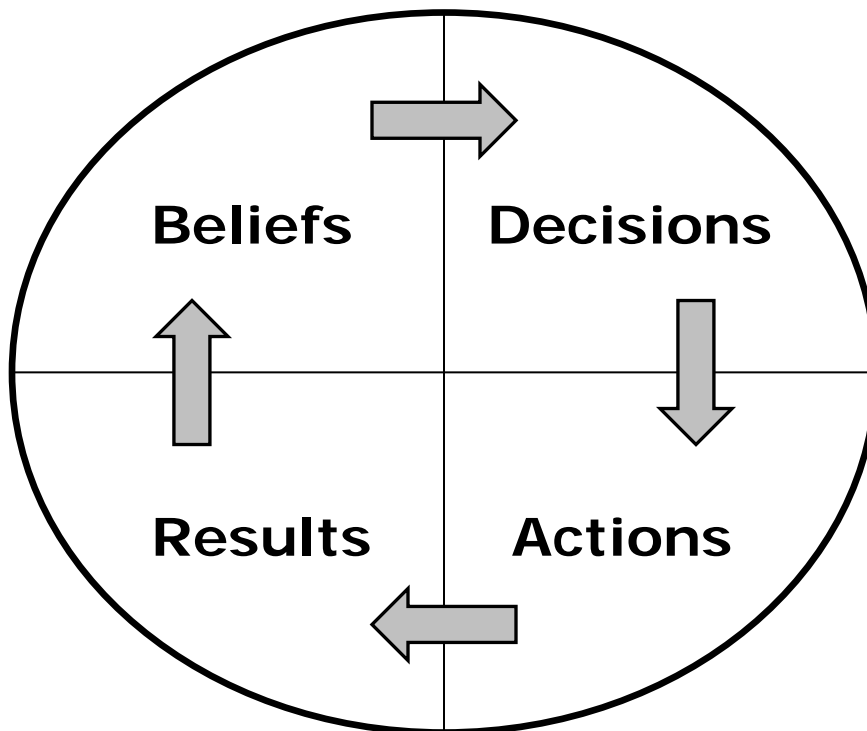
Belief Systems define what's "possible".

- First in history, Roger Bannister broke the 4-minute mile on May 6, 1954.
- His record was broken only 46 days later. The underlying belief changed.



How to adjust your Belief Systems

- You can start in any quadrant you like, as long as you go in the right direction.
- Take "baby steps" to ensure a pattern of success, building your confidence.



Manifesting Your Own Success

- If you start in the **Beliefs** quadrant, begin visualizing your success now.
- If you start in the **Decisions** quadrant, make that critical decision today.
- If you start in the **Actions** quadrant, map out a detailed action plan.
- If you start in the **Results** quadrant, be careful because you risk more.
- Focus on your desired outcome, as if you had already accomplished it.



Problems + PAIN = Profit

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Identify the Problems in Your Field

- What's missing? What doesn't work properly?
- What are people always struggling with? What makes them angry?

Notes

Define the PAIN the Problems Cause

- Describe how the problem causes real PAIN for people.
- Identify those people. Where are they? What do they have in common?
- These are the people who will spend money on your product or service.
- This is your target market. Define it as specifically as possible.

Notes

Introduce your Product or Service

- Develop your product or service to solve the problem and alleviate the PAIN.
- Focus product or service development on the PAIN more than the problem.
- Think about new solutions that would do an even better job than current ones.

Notes

Calibrate your Marketing Message

- Describe how your product or service alleviates the PAIN – specifically.
- List the features your product or service has and the benefits for customers.
- Build your marketing message on the benefits your product or service delivers.

Notes



Value Proposition

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What do you sell?

- Think beyond your product or service.
- How does your product or service change the lives of your customers?
- What are your customers trying to accomplish when they buy what you sell?

Notes

Define the PAIN in terms of Emotions

- Describe the emotions people experience as a result of the PAIN.
- Describe the emotions people experience when the PAIN is gone.
- Describe the experience your customers have with your product or service.
- Redefine your business in terms of those emotions. You sell those emotions.

Notes

Refining your Marketing Message

- Don't focus on features. Don't even focus on benefits. Focus on emotions!
- Your marketing message should describe how you touch and change lives.
- People are not motivated to buy with logic. They're motivated by emotions.

Notes

Rethink your Value Proposition

- Your value proposition defines what VALUE you deliver to your customers.
- Define that VALUE as large as possible (i.e., the emotional experience).

Notes



Elevator Pitch

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Defining the Objective

- Concisely describe what you do in 30 seconds or less (75-90 words).
- Get people to *know* what you sell, *want* what you sell and *buy* what you sell.

Sentence #1: Identify Yourself

- This sentence lays the foundation by telling people exactly who you are.

My name is ...	and I am a(n) ...
specializing in ...	

Sentence #2: Describe Your Specialty

- Identify the problem and the PAIN, and describe how you provide the solution.

What specifically do you do ...

Sentence #3: Differentiate Yourself

- What makes you better? Why are you different? Set yourself apart.
- Establish credibility, build value & provide social proof (testimonials).

Why you're the best at what you do ...

Sentence #4: Call-To-Action

- Tell them what to do. Be specific. What do you want them to do? Say it!

How do they get started?



Target Market

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Google Keyword Tool

- The publicly accessible Google keyword tool is free to use and very powerful.
 - Enter your primary keyword to find related keywords people are searching for.
 - Make sure to check the 'use synonyms' box to find other related keywords.
 - Sort the results by Average Search Volume and review both lists.
 - See exactly what your target market is searching for on Google.
- URL: <https://adwords.google.com/select/KeywordToolExternal>

Notes

Find Relevant Communities

- Find online forums and bulletin boards where your target market spends time.
 - Be sure to search for your potential prospects, not your competitors.
 - Look for groups on Facebook, LinkedIn, Meetup, Yahoo Groups and others.
 - Find "thought leaders" by searching for top bloggers on Technorati.
- URL Big-Boards: <https://directory.big-boards.com/>

Notes

Search Google for Top Keywords

- Enter the top keywords from the keyword tool into a standard Google search.
- Note the websites that come up at the top, who they are and what they sell.
- Note the paid advertisers on the right and what they're trying to sell.
- Use this exercise to understand how others are reaching your target market.

Notes



List of Prospects

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Building a List is Essential

- Do not launch your business before you have a list of prospects to contact.
- List building is tedious but it's important and you only have to do it once.

Online Yellow Pages

- Search for your keywords on Switchboard.com or Yellowpages.com.
- Enter the ZIP codes of the locations you want to accumulate data for.
- Refine your search by selecting an appropriate category for your market.
- Copy and paste the listings into Excel and then organize into columns.
- Excel also has lots of great tools to clean up the formatting of your new list.
- Import the information into your Customer Relationship Management tool.

Notes

Leverage Your Local Library

- Libraries are a tremendous and underutilized resource for building lists.
- Ask the Reference Desk for directories that may exist in your industry.
- Ask about ReferenceUSA and the available options for accessing it.

Notes

Search Google for Directories

- Google your primary keywords plus the word "directory" to find resources.
- There are lots of industry-specific directories you can use to build your list.
- Search for associations in your industry and see if they have directories.

Notes



Email Distribution Lists

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Email Your Own List

- Building your own list is the most difficult but also the most valuable.
- Once you have a large email list, you can act as a Joint Venture for others.
- We'll talk more about this in Chapter 19 about Email Marketing.

Notes

Email to a Joint Venture (JV) List

- Joint Venture partners are those who already have large email lists.
- Find the information marketers in your field who already have large followings.
- They may send out an email to their list promoting your product for a fee.
- JV partners generally make a percentage of your sales revenue.
- You'll only get the contact information of those people who accept your offer.
- Offer a cheap frontend product and a more expensive backend product.
- JV partners generally make a larger percentage of the frontend product.
- Fees are variable (you pay nothing if you make no sales).

Notes

Email to a Distribution List

- Google your primary keywords plus the words "email distribution list".
- Large fixed-fee email distribution lists exist in most industry segments.
- There are also a bunch of generic email marketing companies with huge lists.
- Fees are fixed (you pay a set fee whether you sell anything or not).
- Don't sell anything. Give something away for free to build your own list.

Notes



Write a Business Plan

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Test for Proof of Concept

- Focus on generating as many ideas as possible, reserving judgment for later.
- Don't waste time writing a fancy business plan for an untested idea.
- When you get a new idea, identify the fastest and cheapest way to test it.
- Expect at least 50% of your ideas to deliver disappointing results at first.
- When you get traction, test it again to see if the results can be repeated.

Notes

Ideas Which Tested Successfully

- If the idea tests successful twice, start planning how to grow the strategy.
- Continue to calibrate the strategy as you accumulate more results data.
- Ensure all the participants have incentives pointing in the same direction.
- Write a concise plan for every idea that tests successfully and has potential.
- Go to Amazon and search for "The One-Page Business Plan" by Jim Horan.
- Consider buying a copy to help you structure an efficient and effective plan.

Notes

The One-Page Business Plan for ...

- The Creative Entrepreneur
- Non-Profit Organizations
- The Professional Consultant
- Women in Business (pick the one best for you)
- Financial Services Edition
- The Busy Executive
- Spanish Edition with CD

Notes



Google Codes & Alerts

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Maximize Google Usage

- The Google search engine offers tons of options most people never use.
- Visit Google.com and click "advanced search" to the right of the search field.
- Play with the options (for your own business) to see how specific you can get.
- Go back and try different combinations, making note of the results delivered.

Notes

Learn Google Codes

- There are a variety of codes you can use to refine search results on Google.
- Search for your keywords plus "filetype:pdf" to find PDF reports posted online
- Search for your keywords plus "filetype:ppt" to find Powerpoint presentations.
- Search for your keywords plus "site:.gov" to find government websites.
- Search for your keywords plus "site:.edu" to find educational institutions.
- Use the format "-keyword" to exclude search results you don't want.
- Put quotation marks around multi-word phrases you'd like to search for.

Notes

Leverage Google Alerts

- Search for "google alerts" on Google to find the Google Alerts platform.
- Create a Google Alert for your name (add extra keywords for common names)
- Create Google Alerts for your competitors' names (to keep tabs on them).
- Create Google Alerts to help you identify leads or business opportunities.
- Select "daily" delivery to start, allowing you to calibrate the results quickly.
- Use the codes above to refine your search results to precisely your target.
- Don't give up. Refine the keywords and codes until you get the right results.

Notes



Keyword Ideas

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Ideal Keyword Phrases

- Begin by writing down your ideal keywords or keyword phrases

Ideal Keywords	

Identify Competitive Websites

- Use Google to search for the keywords or keyword phrases listed above.
- Make note of your competitor's websites that rank high for those keywords.

#1	<i>http://</i>
#2	<i>http://</i>
#3	<i>http://</i>

Steal Competitor Keywords

- Visit each of the websites listed above, right click and select View Source.
- Find the line of code that includes the Meta Name = "Keywords".
- Make note of all the keywords you like in the space provided below.

Ideal Keywords	



Keyword Research

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The Long Tail (mortgage example)

- Someone searching for "mortgage" is not a buyer. They're just kicking tires.
- Someone searching for "mortgage jumbo refinance California" is a buyer.
- Targeting specific 'long tail' keyword phrases is the key to online success.

Notes

Keyword Research Tools

- You want the phrases that have good search volume but low competition.
- Pick four or five keyword phrases that you can target on your website.
- Google Keyword Selection Tool: <http://adwords.google.com>
- The Google tool gives search volume approximations and PPC competition.
- WordTracker Free Keyword Tool: <http://freekeywords.wordtracker.com/>
- The WordTracker tool estimates daily search volume of words chosen.
- Tactical Execution > Resources > Useful Links > Keyword Research**

Notes

Keyword Selection

- Fill in the phrases you find that have low competition but good search volume.
- Put each phrase into Google with quotation marks to see total # of listings.
- Phrases with fewer total # of listings will be easier to target and rank high for.

Long Tail Keyword Phrase	Search Volume	PPC Competition	Organic Competition



Positioning Statement

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Exploit the "Sitting Duck" Keywords

- List the lowest competition keyword phrases that you'd like to target.

Keyword Phrases	

Write your 15 to 25-word Positioning Statement

- Include the above phrases into a statement summarizing your Elevator Pitch.

Positioning Statement

Put your Positioning Statement in these places:

- Homepage** Display positioning statement on your homepage.
- Meta Tags** Include it as your meta tag site (and page) description.

Notes

Use your Keyword Phrases regularly

- Run each of your keyword phrases through the Google keyword selector tool.
- Create a page with your targeted keyword phrases at the top in BOLD.
- Pick other related keywords you like and include them on the same page.
- Print the page and post it on the wall beside your computer screen.
- Every time you produce new website content, reference your keyword sheet.
- Get in the habit of using keywords (particularly targeted keywords) regularly.

Write a keyword-rich Title Tag

- The title tag is limited to 65 characters and shows up on the SERP.
- It describes the page to the search engine user. Every page should have one.
- Be sure to saturate all title tags with your targeted keyword phrases.

Title Tag



Website Sales Function

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Questions your website must answer in 5 seconds:

- Why am I here?** 15 to 25-word positioning statement.
- Where do I look?** Qualify your visitors with a few clear choices.
- What do I do?** Always tell your visitors what to do next.

Notes

Why am I here?

- Visitors need to understand immediately if you have what they're looking for.
- Include your Title Tag and Positioning Statement right on your homepage.
- Explain clearly and concisely what problem you solve for customers.

Notes

Where do I look?

- Most website homepages have far too many choices. It's confusing for visitors.
- Your homepage needs to quickly navigate visitors into the bowels of your site.
- Give your website visitors a few clear choices to learn more about you.

Notes

What do I do?

- Your website visitors are in a receiving mode. You control what they see.
- Always tell them what to do next. On every page, give them a call-to-action.

Notes



Cornerstone = Focus

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Pick a narrow focus.

- Select an area of expertise; a super narrow focus to dominate on your site.
- Plan to become THE trusted authority within that narrow business focus.
- Don't mistakenly believe this focus will detract from your other services.
- Mention other products or services on your website, but only peripherally.

Notes

Do the Keyword Research before you begin.

- Use the keyword research process outlined in Chapter 11 at the beginning.
- Effective keywords will affect everything including your domain name.
- Every aspect of your website should target your ideal keyword phrases.
- Be sure to target 7 or 8 keyword phrases and include related words as well.

Keyword Phrase #1	Keyword Phrase #2
Keyword Phrase #3	Keyword Phrase #4
Keyword Phrase #5	Keyword Phrase #6
Keyword Phrase #7	Keyword Phrase #8

Important for Humans and Search Engines

- Focused websites rank higher on the search engines like Google.
- By targeting narrow keyword phrases, you will attract your perfect customers.
- Keyword phrases can be 3, 4 or 5 words each. Target the "long tail".
- Ensure at least 80% of your website is about your primary keyword phrases.

Notes



Cornerstone = Depth

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An Inch Wide and a Mile Deep

- Once you find your narrow focus, build a LANDSLIDE of content around it.
- Search engines reward large quantities of unique relevant content.
- A website with 400 pages generally ranks higher than a website with 4 pages.
- Make sure your targeted keyword phrases are used regularly throughout.
- Use related words as well, optimizing for infinitely more search queries.

Notes

Creating Your Own Content

- Write an outline of all the topics you could cover BEFORE you get started.
- Break down each topic into multiple sub-topics, stretching your expertise.
- Each time you write a new blog post, cross it off your list to topics.
- Follow other top bloggers in your field to get ideas on the hottest new topics.
- Write short 500-word posts offering specific narrow advice about one topic.
- Try to add images and embed videos into your blog posts whenever possible.

Notes

Getting Content from Others

- Visit EzineArticles.com and search for articles using your targeted keywords.
- Re-publish those articles as long as you include the author resource box.
- Offer clients and colleagues the opportunity to write guest posts on your blog.
- Incent them to contribute by allowing them to link back to their own website.
- Hire young college graduates to write relevant blog posts for you.
- Pay them per post as well as commissions based on the traffic generated.

Notes



Cornerstone = Value

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Build Your Audience

- Objective #1 – give your website visitors a reason to come back to your site.
- Objective #2 – give them a reason to tell their friends about your site.

Notes

Updating Content

- Information listed on your website that naturally changes over time.
- Examples include interest rates, stock quotes, blog posts and horoscopes.
- There are a lot of widgets you can find that will update content for you.

Notes

Value Items

- Things of real value people can get on your website and nowhere else.
- Examples might include white papers, instructional videos or how-to manuals.
- More sophisticated examples could include themes, ring tones or templates.

Notes

Resource Tools

- Web-based functionality tools that help your visitors accomplish some task.
- Examples might include mortgage payment calculators or calorie counters.
- More sophisticated examples could include BaseCampHQ and online banking.

Notes



Website Conversation

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What do you want them to do?

- Describe exactly what you want your website visitors to do while on your site.

Notes

What do you want them to learn about you?

- Write specific statements you want your website visitors to learn about you.
- Put those statements into a logical order. What should they learn first?

	Specific #1
	Specific #2
	Specific #3
	Specific #4

Plan the Conversation

- The first thing they need to learn should be on the homepage.
- Each time they click something, you learn more about what they are seeking.
- Each subsequent page should teach them more information about you.

Notes

Interaction = Trust

- Encourage interaction on each page as visitors learn more about you.

Notes



Cornerstone = Value

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Own the Frame

- Introduce the revenue model (what you sell) early and with confidence.
- Take your most expensive product and multiply the price by 5 or 10.
- Create something (a new product or service) you can sell for the higher price.

Low Price		Mid Price		High Price
\$	>	\$		
\$	>		>	\$

Describe the New Expensive Product or Service

Define the Frame

- Identify the personal goals and aspirations of your ideal customers.
- Give them a way to achieve their goals within the context of your business.

Customer #1	Personal Aspiration
Customer #2	Personal Aspiration
Customer #3	Personal Aspiration

Expand the Frame

- Brainstorm ways to “expand the frame” (think bigger) of your business.
- Display that larger vision (expanded frame) with confidence on your website.
- Feature your most expensive product or service right on your homepage.

Expanded Vision #1
Expanded Vision #2
Expanded Vision #3
Expanded Vision #4



Categorize Your Content

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Organize Your Expertise

- Write an outline of your knowledge, similar to an outline for a book.
- Spend an hour a day for one week to flesh out the details of your expertise.
- Organize your knowledge as either beginner, intermediate or advanced.

Notes

Beginner Content = Trust

- Give it away for free. Use it to construct a Massive Online Identity.
- The purpose of your beginner content is to build trust with your audience.
- Leverage your beginner content by repurposing it on different platforms.

Notes

Intermediate Content = List

- Give it away for free, but only in exchange for their email address.
- The purpose of your intermediate content is to build your list.
- Over deliver. Your email list is the most valuable asset in your business.

Notes

Advanced Content = Revenue

- This is where you make some money! Sell your advanced content for a profit.
- Package your advanced content into clearly identifiable business solutions.
- Price your advanced content according to the value delivered, not your time.

Notes



Beginner Content = Trust

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Step 1: Publish a Blog Post.

- Write a valuable 500+ word how-to post and publish it on your blog.

Notes

Step 2: Bookmark Your Post

- Tag your new blog post on two or three of the social bookmarking platforms.

Notes

Step 3: Submit to Blog Carnivals

- Submit your blog post to any upcoming blog carnivals with appropriate topics.

Notes

Step 4: Publish as an Article

- Modify the post and publish it as an article on iSnare.com & EzineArticles.com.

Notes

Step 5: Create a Free E-Book

- Make it punchy with bullet points and upload it to the free e-book directories.

Notes

Step 6: Record it as a Podcast

- Read the post into a microphone, create an MP3 file and publish as a podcast.

Notes

Step 7: Upload a Video to YouTube

- Discuss the topic in a short video and upload it to your YouTube channel.

Notes



Intermediate Content

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Develop Intermediate Content

- Develop a value-added report or white paper that will benefit your customers.
- People love lists – the 7 biggest mistakes – the 15 best strategies – etc.
- Include your branding and a strong call-to-action in your intermediate content.
- Shoot for a 15 to 20-page PDF document, something substantial.

Notes

Employ an Email Autoresponder

- Use a service like Constant Contact or Aweber to build your email list.
- Register for an account, create a sign-up form and embed it on your website.
- Write your welcome email on the platform and attach your PDF report.

Notes

Website Infrastructure

- Ensure the page on your website where people can sign-up looks exciting.
- List the questions answered in the report and the juicy secrets included inside.
- Build a 'thank you' page where subscribers land once they sign up.

Notes

Build a Sales Funnel

- Plug your intermediate content in your beginner content along with a link.
- Ensure consumers of your free content know exactly what they're missing.

Notes



Advanced Content = \$\$

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Package Your Advanced Content

- Define precisely what you do and how it benefits your prospective customers.
- Never charge by the hour. Always sell packaged solutions, priced on value.
- Advanced content can be anything, including a product or consulting services.

Notes

Support the Sales Funnel

- Make sure all your beginner and intermediate content plugs your advanced.
- Every single piece of content you publish should have a strong call-to-action.

Notes

Build Confidence

- It's difficult to sell your own products or services for the first time.
- Build confidence as your email list grows and you receive positive feedback.
- Never underestimate the passion of your audience. Some love you already!

Notes

Understand Who Benefits

- Most people see themselves as the only beneficiary of selling their products.
- Think the opposite way. The buyer needs to benefit MORE than you.
- Expand the frame! Multiply your most expensive price by 10 and sell THAT.
- Always offer terrific value but think BIGGER about the solutions you provide.

Notes



Killer Sales Copy

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Step 1: Get Their Attention

- Make a shocking and/or specific statement or ask a provocative question.

Notes

Step 2: Identify the Problem or Need

- Address the prospect, not the product. Identify the problem as it affects them.

Notes

Step 3: Position your Product as the Solution.

- Explain how your product solves their problem. Stress the benefits they get.

Notes

Step 4: Differentiate Yourself from Competitors

- Present your USP (unique selling proposition) to show how you're different.

Notes

Step 5: Establish Credibility and Build Value

- List experience & guarantees. Show the product is worth more than the price.

Notes

Step 6: Provide Proof (Statistics & Testimonials)

- Answer the instinctive question, "Why should I believe you?"

Notes

Step 7: Close with a Call-To-Action

- Ask for the sale. Be specific explaining what you want the reader to do next.

Notes



Website Development

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Focus & Keyword Selection

- Identify the PAIN your business alleviates as well as your ideal target market.
- Research your online competitors and make a list of their targeted keywords.
- Use the following tools to expand the list and isolate the most efficient ones.

- Google Adwords Platform: <http://adwords.google.com>
- WordTracker Keyword Tool: <http://freekeywords.wordtracker.com/>

Notes

Decide on a Foundation

- Post an ad for a web developer on Craig's List and see what quotes come in.
- Research template-based platforms from Microsoft, Google or your web host.
- Consider building your new website on one of the open source CMS platforms.

- Joomla Open Source Platform: <http://www.joomla.org>
- Drupal Open Source Platform: <http://www.drupal.org>
- Wordpress Open Source Platform: <http://www.wordpress.org>

Notes

Make Your Website Valuable

- Map out the conversation you want your website to have with new visitors.
- Identify the value items, resource tools and updating content you can offer.
- Lay out a detailed site map and always tell your visitors what to do next.

- Free Google Analytics Platform: <http://www.google.com/analytics>
- 3rd Party Website Traffic Monitor: <http://www.alexa.com>

Notes



The Blogosphere

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Create Your Own Blog

- Blogs and websites can look similar but are organized very differently.
- All of the latest technologies revolve around blogs and blog functionality.
- Blogs rank much higher on search engines than traditional static websites.

Primary Search Engine Ranking Criteria

- The quantity of unique relevant content. [blogs often become huge]
- The newness or freshness of that content. [bloggers update regularly]
- The link structure surrounding the website. [bloggers link to everything]

Notes

WordPress Open Source Platform

- WordPress offers a powerful option to build a website and blog at no charge.
- There are two options for setting up a WordPress website / blog, as follows:

WordPress.com

- URL is http://xx.wordpress.com
- Files are hosted at WordPress.com
- Traffic surge won't overwhelm site
- No technical knowledge required
- Upgrades occur automatically
- Access to limited theme options
- No access to plugins
- You cannot modify the code

WordPress.org

- URL is http://www.xx.com
- Files are installed on your host
- Traffic surge could overwhelm site
- Requires more technical knowledge
- You have to upgrade manually
- Access to more custom themes
- Access to countless plugins
- You can modify the code directly

WordPress Resources

- WordPress Theme Directory – select a look and feel from 100s of options.
- WordPress Plugin Directory – plugins add functionality to your website / blog.
- Here are some recommended plugins Tactical Execution uses regularly:
 - Akismet (comment spam)
 - All-in-one SEO pack
 - CommentLuv
 - Global Translator
 - Google XML Sitemaps
- cforms (custom online forms)
- Twitter Tools (Twitter integration)
- ShareThis (social bookmarking)
- Related Posts (based on tags)
- WordPress Event Calendar



Negative Comments

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Don't Fear Negative Comments

- 85% of the reviews on Yelp are positive: either 3, 4 or 5 (out of 5) stars.
- Most people don't write negative reviews online unless it's REALLY deserved.
- Trust that ALL the reviews together will reflect the reality of your business.
- Trust that ultra-negative comments are quickly identified as aberrations.
- Encouraging comments (good and bad) makes your business look authentic.
- Online comments and reviews about your business build trust with prospects.

Notes

Interpretation and Reaction

- Negative comments offer the fastest path to improving your business.
- Critical feedback is far more valuable than meaningless positive affirmations.
- Always wait 24 hours before reacting or replying to a negative comment.
- If possible, always reply after that initial waiting period.
- Write your reply 5% for the commenter and 95% for others who read it later.
- Explain how you will fix the problem identified in the comment.

Notes

Encouraging Comments

- Include a link to Yelp (or an alternative review platform) on your website.
- Add a link to your email signature, inviting people to read your online reviews.
- Print an insert encouraging feedback and include it with product shipments.
- Always allow (and encourage) comments on your business blog.
- Look into Facebook Comments as an alternative to regular blog commenting.
- Claim your profile on all 3rd party review websites relevant to your business.

Notes



Keyword Saturation

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Factor #1: Primary Page Heading and H1 Tags

- Include the same keywords in your on-page title, also known as the H1 tag.

Notes

Factor #2: Page Title Tag and Meta Description

- These HTML tags speak directly to search engines and display in SERP listings.

Notes

Factor #3: Domain Name and Page URL Extension

- Domain names and page URLs extensions represent valuable real estate.

Notes

Factor #4: Internal Link Structure and Anchor Text

- The internal link structure is a powerful indication of website subject matter.

Notes

Factor #5: Body Text (particularly in 1st paragraph)

- Try to maximize the use of keywords early in your body text content.

Notes

Factor #6: ALT and Title Tags on Images

- Search engines look at image ALT and Title tags to evaluate subject matter.

Notes

Factor #7: Consistency of Keywords Throughout

- Use consistent keywords across all SEO efforts for every given page.

Notes



Inbound Links

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White Hat Inbound Links

- Write 500+ word articles and publish them on article directories.
- Submit blog posts for inclusion in related-content blog carnivals.
- Write press releases and distribute them on platforms like PRweb.

Notes

Leverage Web 2.0 Properties

- Build "feeder" sites on web 2.0 properties to link to your primary "hub" site.
- Ensure your feeder sites have unique keyword-rich related content.
- Point keyword optimized text links to target pages on your hub site.
- Ensure feeder sites all link to each other as well, creating a net for crawlers.

- | | |
|---|---|
| <input type="checkbox"/> WordPress.com | <input type="checkbox"/> Weebly.com |
| <input type="checkbox"/> Blogger.com | <input type="checkbox"/> Webs.com |
| <input type="checkbox"/> Squidoo.com | <input type="checkbox"/> Sites by Google |
| <input type="checkbox"/> Angelfire by Lycos | <input type="checkbox"/> Geocities by Yahoo |

Notes

Maintain Feeder Sites

- Do not use duplicate content on your feeder (or hub) websites.
- Use software like DupeFree Pro and WordFlood to modify content if necessary.
- Keep them fresh by periodically adding some new content (never delete).

Notes

Notes on Google PageRank (PR)

- Brand new domains are penalized resulting in the "Google sandbox".
- Links from PR5 websites are worth more than links from PR2 websites.
- Maintained websites (either feeder or hub) gain strength over time.

Notes



Surrogate Homepages

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Understanding Google Algorithms

- Google slices and dices internet content according to search query.
- Google has no inherent preference for a website's primary homepage.
- Result: every page on your website needs to function like a homepage.

Notes

Homepage Mentality

- How many homepages does your website have? As many as you like.
- Build a separate optimized webpage for every targeted keyword phrase.
- Welcome visitors to that page as if it were your homepage.

Example Website Architecture

- <http://www.DomainName.com/> (primary homepage)
- <http://www.DomainName.com/contact/used-ford-f150-truck-parts/>
- <http://www.DomainName.com/contact/garbage-removal-in-berkeley/>
- <http://www.DomainName.com/contact/catering-services-in-emeryville/>
- <http://www.DomainName.com/contact/surgical-lasers-for-prostate-bph/>
- <http://www.DomainName.com/contact/foreclosure-properties-in-oakland/>
- <http://www.DomainName.com/contact/marketing-consultant-in-bay-area/>

Notes

Internal Link Structure

- Create "content pages" (like definitions) that link to your "target pages".
- Ensure content pages include keyword-rich related content.
- Google loves sentences and paragraphs (avoid bullet points and hidden text).
- Add keyword optimized text links (anchor text) pointing to your target pages.

Notes



SEO Diagnostic Tools

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Google Webmaster Tools

- Verify ownership of your website (easy to do – Google provides instructions).
 - Check for broken links, indexing errors or crawling restrictions on your site.
 - Monitor when Google visits your site and how many pages they indexed.
 - Configure your robot.txt file to help Google crawlers navigate your website.
 - Select your preferred domain format (with or without the “www”).
- Direct URL:** <http://www.google.com/webmasters/tools/>

Notes

The SEO Browser

- See what the search engines see when they visit your website.
 - Use “Advanced” setting and check your “text to page weight ratio”.
 - Discover missed opportunities for optimized headings, titles and ALT tags.
 - Keep track of how many internal and external links you have on each page.
- Direct URL:** <http://www.seo-browser.com/>

Notes

The Website Grader

- Evaluate the marketing effectiveness of your website.
 - Track a broad array of measurements and find new ways to improve your site.
 - Considerations include website traffic, PageRank, SEO and social popularity.
 - See how your websites ranks when compared to others reviewed by HubSpot.
- Direct URL:** <http://website.grader.com/>

Notes



Google Analytics

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Create a Google Analytics Account

- Google the phrase "google analytics" and sign up for an account.
- Add your website details and get the snippet of code it provides to you.

Notes

Install Google Analytics

- Add the snippet to your website code just before the `</body>` tag.
- If you're using WordPress, add it to the Footer.php file and you're all done.
- If you have a custom HTML website, ask your website developer to add it.

Notes

Explore the Data

- On Google Analytics, click 'status' to ensure it is 'receiving data' okay.
- Wait a few days for the platform to accumulate enough data to be meaningful.
- Take an hour and click on EVERY link you can, exploring the data available.

Notes

Easy Opportunities

- Look for the pages with the highest 'bounce rate' and improve those pages.
- Use the 'site overlay' to see what gets clicked on, and delete what doesn't.
- Use the 'content' tab to see which pages are most popular with visitors.
- Set 'goals' and use 'funnel visualization' to understand website conversion.

Notes



Understanding Analytics

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Analyze Your Traffic Statistics

- Under the Visitors tab, take note of Visits and Absolute Unique Visitors.
- Also note the average Pageviews per Visitor and the average Time on Site.
- Always try to increase the number of Unique Visitors and the Time on Site.

Notes

Check Your Alexa Ranking

- Visit Alexa.com and check your ranking by entering your website address.
- Check the Alexa ranking for your primary competitors as a comparison.

Notes

Learn More at Google

- Enter "site:www.WebsiteName.com" to see the number of pages indexed.
- Enter "link:www.WebsiteName.com" to see the number of inbound links.
- Do the same for your competitors' websites to benchmark your progress.
- Analyze who is linking to THEIR websites and solicit similar links yourself.

Notes

Check Your Google PageRank Score

- Enter "google pagerank checker" to find a site that will check your score.
- Add content, update content and add inbound links to increase your score.
- Strive to get past 4 and your organic search engine traffic will grow.

Notes



Making Sales Online

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Selling Products on eBay

- eBay allows people to sell products through an online auction platform.
- eBay also allows people to create their very own eBay Store.
- Consider selling “lost leaders” in the auction to entice users to your store.
- Put a watermark of your website URL on product photos posted on eBay.
- Search for “selling products on eBay” on Google to find more resources.

Notes

Yahoo! Shopping

- Yahoo! offers a powerful and flexible platform to build your own online store.
- Yahoo! also offers competitive merchant services and e-commerce capabilities.

Notes

Amazon Advantage

- Amazon has a variety of options to sell your products through their platform.
- Check the Amazon Advantage and Associates programs for specific details.

Notes

Other Online Retailers

- There are more and more platforms where you can sell your products online.
- Visit Zipidee.com for one example, and search for others relevant options.
- Once setup, simply point your product’s “buy” button to their shopping cart.

Notes



Website Shopping Cart

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Shopping Cart Options

- There are many solutions that can provide shopping cart functionality.
- Most will allow you to seamlessly process transactions right on your website.
- Today, these solutions are powerful, inexpensive and very easy to use.

Notes

Autoresponder Integration

- Look for a solution that integrates the email autoresponder functionality.
- Allows you to segment your email list based on purchase history.
- Allows you to send more relevant emails which increases conversion.

Notes

E-Commerce Functionality

- Look for a solution that can calculate shipping and taxes and support affiliates.
- Calculating shipping and taxes automatically will save you endless headaches.
- Affiliate commissions are important when doing Joint Venture promotions.

Notes

Consider 1ShoppingCart

- Do your research before selecting any particular shopping cart provider.
- Include 1ShoppingCart in your research. They have a powerful platform.
- Invest the time necessary to take full advantage of the functionality available.

Notes



Outsource Basic Tasks

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Consider the Possibilities

- The cost of living is much lower in places like India, the Philippines and China.
- Educated people in those parts of the world are happy to work for low wages.
- Technology and the internet have made it easy to hire those people remotely.
- Outsourcing may hurt the domestic economy but is also impossible to ignore.
- Your competitors will take advantage of the opportunity even if you don't.

Notes

Write a Job Description

- Think about projects you'd love to do but are too tedious to do yourself.
- Consider: transcription, internet research, database creation and outreach.
- Identify a project that would take about 40 hours to complete.
- List the skills (like English, Excel, etc.) necessary to complete the project.
- Also provide detailed step-by-step instructions for completing the project.
- The clarity of your instructions is directly correlated to the final results.

Notes

Post Your Job

- Post your job description on one of the primary outsourcing platforms
- www.Elance.com offers online escrow to facilitate payment.
- www.oDesk.com takes random screen captures to verify work.
- Hire someone for \$4 or \$5 per hour and see how the project goes.
- Expect communication problems and refine instructions to eliminate confusion.
- The working relationship will improve over time, increasing productivity.
- Give it a try! It will only cost you about \$200 and you might get addicted!

Notes



Internet Directories

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Find Relevant Directories

- Enter your favorite industry keywords plus the word "directory" into Google.
- Browse the first five or 10 pages, looking for industry specific directories.
- Enter your information (and a link to your website) on all the free ones.

Notes

Prioritize Not-Free Directories

- Make note of any directories that charge a fee. Just make a list of them.
- Refer to your competitors' inbound links to see if these directories are there.
- Maintain and prioritize the list so you know which directories you'll target first.

Notes

Local Community Organizations

- Identify all the local community organizations you could be a part of.
- Check the PageRank and website traffic for your local Chamber of Commerce.
- Search for local Rotary, Kiwanis and Lions Clubs as well as their annual fees.

Notes

Industry Associations

- Visit an online association directory to look for associations in your industry.
- Visit their websites and look for sponsoring groups, clubs or organizations.
- Check the PageRank and website traffic to prioritize your budget and time.

Notes



Blog Directories

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Register on Blog Directories

- Register on as many blog directories as you can, building exposure.
- Don't expect any SEO benefits; this is just to legitimize your blog's existence.
- Make sure you have your blog title and description finalized before you start.

Notes

BlogCatalog & MyBlogLog

- There are a number of blogging communities that are worth joining.
- Look for the two listed above and also search for others specific to your field.
- After joining, connect with other bloggers and follow their topics and ideas.

Notes

Technorati

- Technorati is a cross between a blogging community and a search engine.
- It indexes over 120 million blogs and evaluates their relative influence.
- "Claim" your blog on Technorati and make sure your information is up-to-date.

Notes

Submission Services

- There are many blog directly submission services available on the internet.
- These services range from \$2 to \$200 (or more) but they are worth while.
- Try a submission service to get your blog listed on hundreds of directories.

Notes



Outbound Links = \$\$\$

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Abundance Mentality

- People often believe they should avoid endorsing other potential competitors.
- In fact, endorsing other industry leaders raises your profile by association.
- The scarcity mentality is isolating. The abundance mentality is welcoming.

Notes

Outbound Links

- By linking to others, you're giving them exactly what they want: traffic.
- It's easy to see who is linking to you. People appreciate inbound links.
- Your links establish your existence to the blog community in your industry.

Notes

Gateway to the Universe

- Make your blog a gateway to the entire universe of expertise in your field.
- Link to all valuable resources you can find, if those of your competitors.

Notes

Give Love to Get Love

- If you don't have anything nice to say, don't say anything at all.
- Criticisms are counterproductive on the internet. They benefit the criticized.
- Seek value for your audience and be generous with your endorsements.

Notes



Subscribe to Top Bloggers

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Subscribe to Top Bloggers

- Use Technorati or Google BlogSearch to find prominent bloggers in your field.
- Use a reader (like Google Reader) to find more and subscribe to their blogs.

Notes

Gain Inspiration and Ideas

- Before writing a post, check their blogs first to see what they're talking about.
- Try to incorporate the "hot topics" into your posts, capitalizing on the "buzz."
- Add your own ideas and insights to develop a unique angle for your content.

Notes

Participate in the Conversation

- Regularly leave insightful comments on the blogs you're subscribed to.
- Reference and endorse top bloggers in your posts and include links.
- Maintain an abundance mentality. Share openly. Link liberally.

Notes

Use Trackbacks Regularly

- A trackback is used to link your blog post to the original post that inspired it.
- By using a trackback, you are manually adding a link from their blog to yours.
- Bloggers love getting tracked back so it's a great way to gain exposure.
- Trackbacks have to be approved so make sure you always provide value.

Notes



Guest Blog Posts

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Identify Industry Experts

- Make a list of experts in your field and become familiar with their expertise.
- Search for your keywords on Technorati.com to find prominent bloggers.
- Search on LinkedIn (sort by "connections") to find well-connected experts.
- Subscribe to their blogs (if they have one) and get on their email lists.
- For every expert, try to identify his or her particular area of expertise.
- You can become a "recognized expert" just by interviewing other experts!

Notes

Invite Their Contributions

- For each expert, prepare a list of questions relating to their area of expertise.
- Contact them with humility and invite them to write a guest post for your blog.
- Offer to do an interview if they would prefer. If so, provide the questions.
- Invite them to include a photo and a link back to their own blog or website.
- For SEO reasons, be sure to include the expert's name in the blog post title.
- Once published, send them a thank you note including a link to the post.

Notes

Conduct Audio Interviews

- Offer to record the interview over the telephone if they prefer.
- Use Skype or FreeConferenceCall.com to record the phone conversation.
- Again, provide the questions ahead of time, allowing them to prepare answers.
- Once recorded, publish the audio file on your blog or as a podcast on iTunes.
- Be sure to include the expert's name in the blog title or podcast name.
- Once published, send a thank you note including a link to the post or podcast.

Notes



Blog Carnival

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What are Blog Carnivals?

- Blog Carnivals are essentially online magazines hosted on a particular blog.
- Bloggers can contribute posts and, if accepted, be featured in the carnival.
- Primary blog carnival clearing house: <http://blogcarnival.com>

Notes

Submit Your Blog Posts

- Regularly submit your posts to every carnival with an appropriate topic.
- Create and host your own carnivals, becoming a central resource in your field.
- Include trackbacks to all your contributors when you publish your carnival.

Notes

Host Your Own Blog Carnival

- Consider hosting your own blog carnival and registering it on BlogCarnival.com
- Accept submissions from bloggers in your field (facilitating the conversation).

Notes

Primary Objectives

- Submitting to carnivals is a great way to get inbound links to your blog posts.
- Hosting carnivals is a great way to get trackback links to your blog.
- Hosting carnivals also puts you at the center of the blogosphere in your field.
- Blog carnivals are great "link bait" on social bookmarking platforms.

Notes



Conversations are Markets

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Conversations are Markets

- To access your "market" on the internet, participate in the conversation.
- That implies two steps: find the conversation first and then contribute to it.
- People enjoy buying things. Conversations help them justify those purchases.

Notes

Find the Conversation

- People are already talking about what you do, and searching for it.
- Find the volume keywords people are using to find information in your field.
- Search blogs, forums, Facebook groups, LinkedIn groups, Meetup and Twitter.

Notes

Participate in the Conversation

- By participating in the conversation, you build awareness for your brand.
- Awareness leads to interest. Interest leads to demand. Start with awareness.
- Be interactive. Interaction leads to trust. Trust is essential before they BUY.

Notes

Facilitate the Conversation

- Those who facilitate the conversation are seen as leaders within it.
- Blogs allow comments, forums allow contributions & social media allow dialog.
- Engage your community by interacting and replying to contributions.

Notes



Social Bookmarking

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Top Social Bookmarking Platforms

- Blue Dot
 - BookmarkSync
 - Del.icio.us**
 - CiteULike
 - Connotea
 - DIGG**
 - Diigo
 - Furl
 - GiveALink.org
 - Google Bookmarks
 - Linkwad
 - Ma.gnolia
 - Mister-Wong
 - My Web
 - Mixx
 - Newsvine
 - Propeller.com
 - Reddit**
 - Simpy
 - SiteBar
 - StumbleUpon**
 - Technorati**
- The 5 most popular bookmarking platforms are highlighted in bold font above.
 - Create an account with the major platforms and explore their functionality.

Social Media “Optimization”

- Make it easy for readers of your content to endorse it and share it with others.
- Produce valuable content that’s worthy of being endorsed and shared.
- Link Bait** – Creating a huge resource (usually a list) others will appreciate.
- Add This (bookmarking portal): <http://www.addthis.com>
- Share This (sharing utility): <http://www.sharethis.com>

Notes

Social Media “Marketing”

- Actively bookmarking your own content and requesting others do the same.
- Submitting your content to blog carnivals and other community platforms.
- Building a presence on social networks and participating in the community.

Notes



Online Branding

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Yelp

- Claim your business on Yelp and make note of the correct URL to your profile.
- Add a link from your website to your profile on Yelp. It builds credibility.
- Add information to your profile including a business description and photos.
- Ask your clients if they use Yelp. If so, ask them to write a review for you.

Notes

Google Local

- Google Local listings show up at the top of the search engine results page.
- Listings are displayed on a local map, along with basic contact information.
- Add a description with keywords and photos to improve your ranking.

Notes

Yahoo Local

- Set up a free listing along with your business address and website address.
- Support your Yahoo Local listing with a Yahoo Directory listing (\$299 / year).

Notes

MerchantCircle

- Create a basic business listing on MerchantCircle. It's effective and free.
- You can also build a website, advertise, create coupons and write newsletters.
- Connect with other businesses to improve the ranking of your business listing.

Notes



Optimize Google Places

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Primary Criteria

- Google delivers results according to the following three criteria:
- Location** location-based keywords (if entered) or IP address.
- Relevance** based on the keyword in your listing title and description.
- Prominence** based on prominence in regular organic search results.

Notes

Add Keyword to Listing

- Add keywords to business listing title: "Mario's" to "Mario's Italian Pizzeria".
- Update other online listings with the same keywords to ensure consistency.

Notes

Build a Complete Listing

- Google rewards business listings that have lots of information and photos.
- Provide details including hours of operation and payment methods accepted.
- Encourage your customers to write reviews on the Google Places platform.

Notes

Build a Huge Online Presence

- Accumulate as many online citation and references as possible (prominence).
- Ensure your business name and phone number are consistent throughout.

Notes



Leverage Yelp

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Claim Your Business

- Check to see if your business is already on Yelp and if it has reviews.
- If so, "claim your business" on Yelp. If not, create an account for yourself.

Notes

Build a Complete Profile

- Fill in as much information as possible and upload photos of your business.
- Post coupons and discount offers on your Yelp profile, and measure results.
- Post upcoming events on Yelp. These are your most important customers.

Notes

Accumulate Reviews

- Encourage clients and customers to write reviews about your business.
- Never solicit "fake reviews" from people who don't already use Yelp regularly.
- Reply to all reviews, good or bad, to encourage dialog with your customers.

Notes

Be an Active Participant

- Write reviews for other businesses and connect with other "Yelpers".
- Become active within the community to build credibility with other Yelpers.

Notes



Understand the Process

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Understanding the Internet Marketing Process		
<i>Get people to your website</i>	<i>... and impress them once they get there.</i>	
Drive Traffic	Provide Value	Monetize Trust

Drive Traffic

- Driving website traffic is difficult. There are 2 strategies: paid and organic.
- Paid – this is fast and easy but the quality of traffic is low and it costs money.
- Organic – this takes time but the quality of website visitors is much higher.
- Organic – demonstrate your expertise in the middle of a “raging river.”

Notes

Provide Value

- Make sure your website is clear about what you do and how you help people.
- Always provide value to engage with your visitors and build trust with them.
- Don't worry about giving away too much value for free. It builds credibility.
- The people who will become your customers are too busy to do it themselves.

Notes

Monetize Trust

- Ensure all your free content references what is available in your paid content.
- Ensure all your free content has a strong call-to-action for taking next steps.
- Prominently display testimonials from happy customers on your website.
- Always offer a money-back guarantee. Very few people ever use it.

Notes



Email Marketing

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Why Email Marketing?

- Email List = Audience = Influence = Revenue
- A large email list is one of the most valuable assets your business can have.
- Email Autoresponders can automate the email delivery process for you.

Notes

Develop an Outline

- Organize your content so you could deliver a series of lessons or tips.
- Draft your installments into a 10 weekly or 50 daily (or whatever) emails.
- Make sure your outline specifies the value item being delivered in each email.

Notes

Finalize your E-Course

- Write out each email in full, ensuring the value item is obvious right away.
- Create subject lines for each email, referencing the value item enclosed.
- Ensure each email links back to your website for additional resources.
- You don't need to write all the emails before you launch. Write as you go.

Notes

Automate the Process

- Select an appropriate autoresponder platform to administer the program.
- Copy & paste your emails into the platform and create your sign-up form.
- Put the script into your website so the sign-up form is prominent to visitors.

Notes



Start a Podcast

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Speak to Your Audience

- Audio content inspires far more trust than text or text with a photo.
- Consider adding a welcome message (or even a video) to your website.
- Also consider posting your audio content as a podcast series on iTunes.

Basic Requirements

- Download the free Audacity recording software and install it on your computer.
- Purchase a microphone and a pop filter at a music or electronics store.
- Free Audacity Recording Software: <http://audacity.sourceforge.net/>
- Use "Garage Band" for MACs: <http://www.apple.com/ilife/>

Notes

Podcast Requirements

- Record a podcast and use Compression & Bass Boost to enhance voice quality.
- Open an account with an RSS hosting service and upload the media file.
- Make a 300x300 graphic (like a CD cover) to accompany your podcast series.
- Liberated Syndication RSS Host: <http://www.libsyn.com>
- Promote Your Feed Online: <http://www.feedburner.com>

Notes

Register Your Podcast

- Download and install the iTunes Music Store onto your computer.
- Register your podcast feed on iTunes (click Podcasts and then Submit).
- Register your podcast feed with all the other major podcast directories.

Notes



Publish Articles Online

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Article Marketing Basics

- First, create an outline of all the topics you could cover in an article.
- Write valuable 500+ word articles that demonstrate your expertise.
- Include keywords in the title, the first paragraph and throughout the article.
- Include a link and a call-to-action in your "About the Author" section.
- Post your articles to the top article directories as well as your own site.

- Excellent distribution platform: <http://www.isnare.com>
- Most popular article directory: <http://www.ezinearticles.com>

Notes

Ideas for Effective Articles

- What are the most common mistakes your customers are making?
- What are the tips, tricks and tools that would benefit your customers?
- What is the Cultural Revolution in your industry? What is changing?
- EXAMPLE TITLE: "5 Deadly Mistakes of [a particular task]"
- EXAMPLE TITLE: "5 Unfair Secrets to [improve some result]"
- EXAMPLE TITLE: "5 Simple Steps to [achieve something]"

Notes

Leverage Anchor Text

- Do some keyword research to identify keywords worth targeting.
- Select the keyword phrase you would most like to be ranked high for.
- Include that phrase in your "About the Author" section of each article.
- Put the link (that points to your website or blog) on that keyword phrase.
- Ensure your website or blog is well optimized for the same phrase.

Notes



Post on Blogs & Forums

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Posting Comments on Blogs

- Use Technorati (link below) to find popular blogs in your area of expertise.
- Subscribe and follow the topics being covered. Read the comments.
- Contribute your own comments, adding some value or insight to the post.
- Technorati's top 100 blogs: <http://www.technorati.com/pop/blogs/>

Notes

Advanced Blog Strategies

- Write extended comments on your own blog, referencing the original post.
- Use trackbacks to link your post to the original post. Bloggers love trackbacks.

Notes

Posting to Forum Threads

- Use Big-Boards (link below) to find popular forums in your area of expertise.
- Set up an account and create an enticing "signature" with a link to your blog.
- Log on regularly and contribute value to the conversations taking place.
- Directory of the largest forums: <http://directory.big-boards.com/>

Notes

Advanced Forum Strategies

- Start your own threads by compiling and posting a list others will appreciate.
- Subscribe to your own thread and contribute comments to keep it active.

Notes



Yahoo! & Amazon

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Posting on Yahoo! Answers

- Yahoo! Answers is a huge questions & answers forum on the internet.
- Users can ask questions or answer questions posted by other users.
- Visit the website and search for keywords where you have expertise.
- Read the answers provided by other users. Would your answer be better?
- If so, create an account and contribute answers for others to benefit from.
- Users can vote for the "best answer", allowing top experts to be recognized.
- Make a list of topics where you could provide great answers.

Notes

Posting Reviews on Amazon

- Amazon is the largest book-seller on the internet and allows reviews by users.
- Writing reviews for relevant books demonstrates your expertise to prospects.
- Users can indicate if the review was helpful, rewarding good book reviewers.
- Amazon has a list of top-1000 book reviewers based on this peer feedback.
- It has become very prestigious to be on that list of top-1000 book reviewers.
- Amazon is a social network. Connect and interact with other Amazon users.
- Write a list of the books you have read – books you could review on Amazon.

Notes



Online Classified Ads

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Online Classified Advertising

- There are countless online platforms where you can post your advertisement.
- Yahoo! Classified Ads <http://classifieds.yahoo.com/>
- US Free Ads <http://www.usfreeads.com/>
- Craigslist <http://www.craigslist.org/>

Notes

Posting on Bulletin Boards

- Craigslist is the 12th most popular website in the country according to Alexa.
- Recent ads are listed at the top and get pushed down as new ads are posted.
- Users can't post the same ad on consecutive days. Once per 7 days, max.

Notes

Create Multiple Versions

- To post an ad each day, create 7 different versions, one for each day.
- Measure the results for each ad and improve the worst performer each week.
- You will quickly see which words and phrases get results (A / B testing).

Notes

Test Different Sections & Cities

- Post your ad in different sections to see where it gets the best response.
- Test different cities to see if one area performs better than the others.

Notes



Pay-Per-Click Advertising

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Tested High-CTR Ad Copy

- Here are 4 examples of effective pay-per-click advertisements.

Ebook Covers Tutorial

Learn How To Create Ebook Covers
That Boost Sales by 95%
www.CompanyName.com
(Motivator = Money)

Stephen Pierce Exposed

Read This Book Before You Buy
Stephen Pierce
www.CompanyName.com
(Motivator = Fear)

What is Self Healing?

Learn Self Healing Techniques
See Results in 2 Days
www.CompanyName.com
(Motivator = Health)

Free Marketing Research

Lousy Marketing Ideas.
Don't Come to our Site.
www.CompanyName.com
(Motivator = Curiosity)

Create Your Own Ads Below

- Use the form below to draft Version #1 of your ad.

Title		25 characters
Line 1		35 characters
Line 2		35 characters
URL		35 characters
URL+		

- Use the form below to draft Version #2 of your ad.

Title		25 characters
Line 1		35 characters
Line 2		35 characters
URL		35 characters
URL+		



Write a Press Release

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Effective Press Releases

- News outlets receive literally tens of thousands of press releases each day.
- Always relate your press release on a prominent and current news story.

Notes

Distribution Wire Services

- There are many distribution services available but some good ones follow:
- BusinessWire <http://www.businesswire.com/>
- PRnewswire <http://www.prnewswire.com/>
- PRweb <http://www.prweb.com/>
- PRmac <http://www.prmac.com/> *(only \$18!)*

Notes

The Personal Touch

- Public relations works best when you have a relationship with the journalist.
- Make a database of your favorite local news outlets and journalists.
- Distribute your press release manually and follow up with a phone call.

Notes

SEO Optimization

- Make sure you include relevant keywords in the title and body of your release.
- Press releases can rank high on Google even if they're not widely picked up.

Notes



Start a Group or Club

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Online Group Platforms

- Group platforms include Facebook, LinkedIn, Google Groups & Yahoo Groups.
- The problem with most of them is that they aren't location based.
- Check out Meetup.com: an online platform to help you organize offline events.
- Meetup "cross-pollinates" members so individual groups grow organically.
- Meetup makes it easy to collect registration fees from your members.

Notes

Necessary Leadership Qualities

- 3 leadership qualities have helped the Entrepreneur Academy grow so quickly.
- Content** – If you provide valuable content, the members will spread the word.
- Structure** – People appreciate the predictability of structured meetings.
- Communication** – Keep your members informed and they will stay engaged.

Notes

Video Record Your Meetings

- If you bring in speakers to your meetings, video record their presentations.
- Speakers appreciate the exposure of being recorded and put on YouTube.
- Members appreciate being able to 'sample' the meetings before attending.
- You will benefit by building your YouTube channel with good quality content.
- People who search for those speakers on YouTube end up finding your group.

Notes

Cultivate Member Leaders

- People like to assume leadership roles and contribute to the group's success.
- Create a leadership committee to help organize and manage the events.

Notes



Event Marketing

Patrick Schwerdtfeger

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Post it Everywhere!

- Visit FullCalendar.com to see if it services your local municipality. If so, use it!
- If not, get your event listed on as many online bulletin boards as possible.

Notes

Leverage Twitter

- Introduce a #hashtag for your event and encourage people to use it.
- Publish the "top tweets" in a blog post and notify featured people via @replies.
- Post the "top tweets" link on relevant Facebook, LinkedIn and Google Groups.

Notes

Create Branded Content

- Brand photos of your speakers with event details, then tag them on Facebook.
- Request videos from speakers, describing their upcoming session at the event.
- Post this content (along with a link) in as many different places as possible.

Notes

Offer Bonuses for Registrations

- Invite your speakers to offer bonuses to everyone who registers for the event.
- Publicize the "regular price" of bonuses to build value for the registration fee.
- Provide speakers with the email addresses of all who received their bonuses.

Notes



Product Launch Formula

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Day 1 = Video 1

- Provide a free and open 30 or 40-minute video providing great content.
- Aggressively publicize the video's availability (possibly including JV partners).
- Require an email address to receive access to the next 3 free content videos.

Notes

Day 4 = Video 2

- Notified by email, provide another 30 or 40-minute video with great content.
- These videos are designed to build confidence and trust in your expertise.
- This process is building up to the launch of a large and expensive product.

Notes

Day 7 = Video 3

- Notified by email, use video #3 to answer questions from video #1 and #2.
- Briefly, tell viewers about the product offering you'll be releasing in video #4.
- Make your marketing campaign "an event" with a limited time offer at the end.

Notes

Day 10 = Video 4

- Notified by email, use video #4 to tell viewers all about the product offering.
- Open the shopping cart for 3 days, send reminder emails daily, then close it.

Notes



Build Massive Credibility

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Record an Educational CD

- If you simply read written content onto a CD, it would be about 10,000 words.
- You can also do an interview with a friend asking you prepared questions.

Notes

Publish an Educational CD

- Do some research for a good CD duplication and reproduction company.
- Consider Kunaki.com – they have no minimums and the unit cost is \$1.75.
- Make your CD available for sale on Amazon (using the Advantage program).

Notes

Write a Book

- Write an outline FIRST with chapters and bullet points laid out in detail.
- Break it down into sections and schedule an hour or two each day to write.
- With a good detailed outline, the rest is easy – it takes time but it's easy.

Notes

Publish a Book

- Do some research for a good “print-on-demand” (POD) company.
- Consider Lulu.com – they're not the cheapest but they know the process well.
- Upload your cover graphic and the actual book file and order an initial proof.
- Once approved, make your book available on Amazon. You're an author!

Notes



Social Media Mantras

Patrick Schwerdtfeger

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New Realities

- 90%** trust product or service recommendations from their friends.
- 70%** trust peer reviews posted on websites like Yelp and Amazon.
- Only **14%** trust traditional advertising like TV, radio or the newspaper.

Notes

Community Engagement is #1

- "Content is KING" – that's a very common phrase in Internet Marketing.
- On today's social internet, community engagement is more important.
- Bad Content + Community Engagement > Good Content**

Notes

Content is #2

- Content is ... QUEEN. Good quality content is still extremely important.
- Your content should Educate, Entertain or Shock (or some combination).
- Good Content + Community Engagement = Online Success**

Notes

Authenticity & Transparency are #3

- A 13-year-old kid can destroy your business by writing a bad review on Yelp.
- What you **DO** has to match what you **SAY**. If it does not, you'll get called out!
- Your customers control your brand. Feed them incredible experiences.

Notes



Social Media Integration

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Blogs versus Websites

- You can **SUBSCRIBE** to a blog. You can't subscribe to a website.
- Your Facebook, LinkedIn and Twitter profiles can subscribe to your blog.
- Your blog can automatically update all of these platforms simultaneously.

Notes

Open Various Accounts

- Create accounts on all the major social media platforms. They're all free.
- Use the same head shot on all platforms, establishing a consistent brand.
- Start with Twitter, FriendFeed, Facebook, LinkedIn and YouTube.

Notes

Populate Different Platforms

- Everybody uses the internet differently. Bring your content to THEM.
- Some like blogs. Some like podcasts or videos. Some like social media.
- Strive to populate all of these different platforms with your expertise.

Notes

Integrate Everything

- Check the settings of each platform and look for options to integrate.
- Make your blog the centerpiece of your social media identity.
- Refine the connections into a logical path and leverage your content across all.

Notes



Twitter: Share Tips

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Write Useful Tips

- Write 200 or 300 useful tips designed to benefit your prospective customers.
- The tips could help them earn more money or spend less, or have more fun.
- Include a link to your blog in each tweet, allowing readers to learn more.

Notes

Scheduled Tweets

- Visit SocialOomph.com or MarketMeTweet.com and consider signing up.
- Schedule your tweets to go out once each day and then repeat at the end.

Notes

Integration Etiquette

- Don't push your tweets to Facebook. It will frustrate your Facebook friends.
- Instead, push your Facebook updates to Twitter. It works in that direction.

Notes

4 Reasons to Tweet

- Wisdom** – share insights with your followers on Twitter.
- Business** – tell followers what products or services you sell.
- Life** – share some personal details and anecdotes about your life.
- Community** – interact with your followers (using @replies and RT retweets).

Notes



Twitter: Keywords

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Important Realities

- You can reply to anyone on Twitter, whether you're following them or they're following you or not. Put @username in your tweet and they'll get notified.
- You can search the entire Twitter universe for any keyword phrase you like.
- Visit search.twitter.com and then click "advanced search" to see the options.

Notes

Conversational Keyword Phrases

- Search for a phrase your ideal prospect might be saying to his/her followers.
- Don't search only for your keywords. You'll only find your competition.
- Play around with different phrases. See what you find. You might be amazed.

Notes

Gifts versus Sales Pitch

- Create a juicy sexy value-packed PDF report you can give away for free.
- Include a link to this free report when sending replies to prospects on Twitter.
- You're much better off introducing yourself with a gift, rather than just a pitch.

Notes

Incentives, Incentives, Incentives

- Always include an incentive (even a small one) when engaging on Twitter.

Notes



Twitter: Interaction

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Communication Channels

- Phone calls and emails are private communication channels.
- Communication on Twitter or Facebook is public, offering a viral opportunity.
- If someone tweets about you, their entire network is notified about it.
- If someone interacts with you on Facebook, their network is again notified.
- How can you incentivize your existing customers to communicate with you over the "social channel" (like on Twitter or Facebook)?

Notes

Incentivize Interaction

- Always offer incentives (even small ones) to engage on social media platforms
- Perhaps you could hold a contest where entries are submitted on Twitter.
- Perhaps you could have an ongoing promotion that requires sending a tweet.
- Incentives don't have to be big but they do need to be worthwhile.
- Test a big incentive first. It will reveal your customers who are using Twitter.
- Test progressively smaller incentives to see how engagement is affected.

Notes

Viral Content

- There are different types of content: text, audio, photos and video.
- Which is the most viral? Video! What's in second place? Photos.
- How you demonstrate your value proposition in a visual way?
- Incentivize your customers to create visual content about your business.
- Incentivize them to share that content over social channels like Twitter.
- Monitor and measure all results and adjust your incentives accordingly.

Notes



LinkedIn: Precision Email

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LinkedIn "Inmail"

- People are 7x more likely to open an unsolicited Inmail than a regular email.
- That means Inmail is a powerful way to deliver an introduction or proposal.
- LinkedIn Inmail is particularly useful in business-to-business (B2B) settings.
- Without upgrading, you can only send Inmail to first level connections.
- Work-around: visit the target profile and view his/her group memberships.
- Join 1 of the same groups. You can send Inmail to anyone in a mutual group.

Notes

Joining Groups

- Most people join groups full of their competitors. Take one step beyond that.
- Think about what groups your customers would be members of. Join those.
- Visit the "groups" tab and search for keywords that identify your customers.
- Once a member, you can send Inmails to mutual group members directly.
- Privacy settings exist to restrict this but most people aren't aware of them.

Notes

Precision Email

- Do NOT use LinkedIn to spam people with irrelevant business offerings.
- Use LinkedIn to find precisely the right people for your sales proposition.
- You can search LinkedIn by job title – impossible on Twitter and Facebook.
- Take advantage of the amazing "advanced search" capabilities on LinkedIn.
- Look for similarities on your target's profile before sending messages.
- Incorporate similarities and mutual contacts in your opening paragraph.
- Goal: strive to send highly relevant messages to precisely the right people.

Notes



LinkedIn: Profile Basics

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Status Updates

- Update your status on LinkedIn. It shows up right at the top of your profile.
- The status update panel is a great place to make an announcement.
- Point to a free PDF report or a YouTube video. Provide value for your visitors.
- Status updates also show up on the weekly email about "people you know."
- Consider updating your status once each week, ensuring you're in that email.

Notes

Recommendations

- People read recommendations because it's a third party endorsement.
- Think about people you have worked with in the past. Have you written a recommendation for them? Are you even connected on LinkedIn?
- Proactively write recommendations for people you've worked with in the past.
- When they "accept", LinkedIn will suggest that they "return the favor."
- Spend a Saturday afternoon writing recommendations for people you respect.
- They will be reminded of you and will probably recommend you back.
- Never ask for a recommendation from someone you don't know personally.
- Never write a recommendation that's not based on an actual work experience.

Notes

Website Links

- You can add up to 3 links to other websites on your LinkedIn profile.
- The default titles are "my company", "my website" and "my blog."
- You can customize those titles. Make them more descriptive and enticing.
- Click "edit profile" to access those options. Select "other" to customize.

Notes



LinkedIn: Google Rank

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Search Engine Rankings

- LinkedIn ranks very high on search engines like Google, BING and Yahoo!
- When you Google your own name, your LinkedIn profile shows up at the top.
- LinkedIn ranks high for more than just your name. It ranks high period.
- Take advantage of that opportunity by optimizing your profile for keywords.
- Online branding** – leverage platform like LinkedIn to get found online.

Notes

Industry-Specific Keywords

- Make a list of industry-specific technical keywords and jargon.
- Add those words to your “Summary” and “Specialties” sections on LinkedIn.
- Include the same keywords in your past job descriptions where appropriate.
- Don’t target the generic terms like “real estate.” They’re too competitive.
- Instead, target the specific technical terms only a qualified buyer would know.
- By doing so, you’ll optimize your profile for people searching for those words.

Notes

Location-Based Keywords

- Service-based businesses and professionals are usually location based.
- When searching for a service provider, people intuitively include location keywords in their search query. Optimize your LinkedIn profile for that.
- Make a list of terms that describe your location including city, state & region.
- Add terms that describe neighboring municipalities and communities.
- Include all those words in your profile wherever appropriate.
- By doing so, you’ll optimize your profile for people searching in your area.

Notes



LinkedIn: Profile Extras

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WordPress or BlogLink

- These applications integrate your blog with your LinkedIn profile.
- Use the WordPress application to integrate a WordPress-based blog.
- Use BlogLink to integrate a blog built on another platform, via it's RSS feed.

Notes

Amazon Bookshelf

- If you've written a book, use Amazon Bookshelf to feature it on your profile.
- If you haven't written a book, consider publishing a PDF report on Amazon.
- Sell it for \$1.99 or \$2.99 and then feature it on your profile (credibility!).

Notes

Google Presentations

- Use the Google Presentations application to add video to your LinkedIn profile.
- Create a presentation with just 1 slide and embed the video on that slide.
- Set the presentation to "public" and add it (via the application) to your profile.

Notes

Company Buzz or Twitter

- Use the Twitter application to display your own tweets on your profile.
- Use the Company Buzz application to display tweets written by others.

Notes



Facebook: Facilities

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Profiles

- Designed for individuals, not businesses. Profiles have “friends”.
- There are 2 hurdles to view a Profile.
- Hurdle #1: you must have a profile and be logged in to Facebook.
- Hurdle #2: you must be friends with the person to view their full profile.
- With the new privacy settings, there are a few exceptions to this.
- Never create a Profile for your business. It will eventually get deleted.
- Profiles are limited to 5,000 friends.

Notes

Groups

- Designed for multiple individuals with similar interests.
- Groups are built by Profiles. Groups have “members”.
- There is 1 hurdle to view a Group: you must have a profile and be logged in.
- Groups formed around generic topics can be converted to “community pages”.
- The original founder of a Group does not retain control of a community page.

Notes

Pages

- Designed specifically for businesses, brands and public figures.
- Pages are built by Profiles. The Profile becomes an “admin” for the Page.
- Pages have “fans” or “likes”. There are ZERO hurdles to view a Page.
- No login is required. There’s no firewall. Pages are fully indexed by Google.
- Facebook Pages rank high on Google so include good keywords in the title.
- You can NOT change your Page title after you have more than 100 “likes”.

Notes



Facebook: Communicate

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Profile Communication

- When a profile sends a message to another profile, it appears in the Facebook inbox and the recipient also receives email notification of the message.
- The recipient can read the message in either location but can only reply in FB.

Notes

Group Communication

- Membership < 5,000: messages go to FB inbox as well as email notification.
- Membership > 5,000: messages only go to FB inbox (no email notification).

Notes

Page Communication

- You can't send a "message" to your fans. You can only send an "update".
- Updates are a non-default tab in the inbox. Most people never read updates.
- The best way to communicate with Page fans is to post something on the wall.

Notes

Interaction = Trust

- The more people interact with you, the more they instinctively trust you.
- If possible (and appropriate), end all of your wall posts with a question.
- Questions tickle the mind and beg for a response. They encourage interaction.

Notes



Facebook: Opportunity

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Tagging People in Photos

- If I tag you in a photo, it shows up in your profile as “photos uploaded by others”. It also shows up on your wall so your entire network can see it.
- That means I can put a photo into your profile. That’s an opportunity!

Notes

Tagging Restrictions

- In order to tag someone in a photo, you have to be friends with them on FB.
- Once someone is tagged in a photo, they can manually “untag” themselves.
- Never tag someone in a photo that doesn’t make them look good.

Notes

Photo Opportunities

- Where do you interact with your customers or prospects?
- Retail store front? Tradeshows? Special occasions? Networking events?
- Create opportunities to take flattering photographs in those situations.

Notes

Branded Photographs

- Make sure your company information is visible somewhere on the photo.
- Hang a banner, include branded products or add it graphically before posting.

Notes



Facebook: Places Deals

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Get on Facebook Places

- Open the Facebook mobile application and click "Places" and then "Check-in".
- Make sure your business is listed. If so, click "Is this your business?"
- Go through the verification to claim your business listing on Facebook Places.
- If not, click "add" and fill in as much information as possible.
- Notice what other business are listed. Notice if they're offering any deals.
- Listings with yellow icons are offering Individual, Friends or Loyalty Deals.
- Listings with green icons are offering Charity Deals.

Notes

Types of Deals

- Individual Deals** – one-time deals to customers who check-in onsite.
- Friends Deals** – incentives and discounts to groups of people (up to 8).
- Loyalty Deals** – incentives to customers who check in multiple times.
- Charity Deals** – donations to pre-selected charities when someone checks in.

Notes

Effective Deals

- Make sure all of your employees are aware of the deal and how to redeem it.
- Make your deal as simple as possible. Complicated deals will get passed over.
- Make the deal easy (in terms of both time and effort) to redeem.
- Keep in mind that check-ins get posted on the users wall (viral opportunity).
- Offer a BIG deal at first, revealing the adoption rate in your target market.
- Reduce the incentive gradually and measure the results at each stage.
- Change your deals regularly – perhaps once each month. Test it.

Notes



YouTube: Viral Content

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Remarkable Content

- What do you do that's remarkable? What intrigues your customers?
- Think about the things you do that inspire the most dynamic response.
- If you do nothing remarkable, consider what you COULD do that's remarkable.
- Perhaps you could support a charitable cause or a public service undertaking.
- Eg. Build a well to supply clean drinking water for a poor community in Africa.
- How can you augment it to be even more remarkable and engaging?

Notes

Viral Content

- There are different types of content: text, audio, photos and video.
- Which is the most viral? Video. What's in second place? Photos.
- People enjoy interacting with (and passing along) visual content.
- When making videos, try to either (1) educate, (2) entertain or (3) shock.
- How can you demonstrate what you do that's remarkable in a visual way?

Notes

Trustworthy Content

- Content can come from 2 different places: your company or your customers.
- Which is more viral? Content from your customers is far more viral.
- Content produced by your customers represents a third party endorsement.
- How can you incentivize your customers to demonstrate what you do that's remarkable in a visual way? You'll be amazed at what you get back.
- Never underestimate the creativity and passion of your audience.
- Take that content and share it within related groups and communities.
- Incentive your customers to share the content within their own communities.

Notes



YouTube: Expertise

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Demonstrate Your Expertise

- Think about how you can demonstrate your expertise on short videos.
- Alternatively, demonstrate the capabilities of your *product* on short videos.

Notes

Optimize Your Videos

- Videos rank high on search engines. Take advantage of that opportunity.
- Be sure to include keywords in the title and description of your videos.
- You can include a LOT of text in the description of videos on YouTube. Do so!

Notes

Make Multiple Videos

- Don't restrict your thinking to just make ONE video promoting your business.
- Make dozens of videos, each optimized for slightly different keywords.
- Make a video for every single product, service or package variation you sell.

Notes

Video Objectives

- Education** – provide how-to information that will help your customers.
- Entertain** – reveal the humor in your products and/or your industry.
- Shock** – surprise viewers with wild and unexpected outcomes.

Notes



YouTube: Promotion

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Viral Video Tips

- Make your videos short, no longer than 3 or 4 minutes. Ideally, 45 seconds.
- Encourage comments right on the video. Ask for viewer input at the end.

Notes

Share with Your Network

- Share the video with your personal network (Twitter, Facebook or via email).
- Ask for comments and encourage dialog (even controversy) from viewers.
- Consider managing multiple YouTube profiles to stimulate the dialog yourself.

Notes

Find Relevant Audiences

- Embed the video in a new thread on a relevant high-traffic forum.
- Encourage comments to keep the thread active and attracting new users.
- Consider maintaining multiple accounts to keep the thread active over time.
- Post it in relevant groups (on Facebook, LinkedIn, Yahoo, Google and Meetup).

Notes

"Most Popular" Videos

- Focus all your promotional efforts on a single day, creating a surge in views.
- Strive to get on the "most popular" pages of YouTube, exploding exposure.

Notes



Social Media Monitoring

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Basic Options

- Google Alerts** – super simple but effective in monitoring online chatter.
- Twitter Advanced Search** – find real-time tweets about your business.
- Listen first and speak second – good advice for social media in general.

Notes

Added Options

- Addictomatic** – aggregates search results from a wide variety of platforms.
- Social Mention** – provides metrics on passion, sentiment, reach & strength.
- Try both of these. They'll give you ideas how to build your online identity.

Notes

Dashboards

- Hootsuite** – heavily used content syndication and distribution platform.
- Seesmic** – has similar features to Hootsuite and also broadly used.

Notes

Paid Options

- Scoutlabs** – sophisticated workflow and response management options.
- Radian6** – the most powerful options out there, offering enterprise solutions.
- These platforms target larger businesses that have staff for this purpose.

Notes