The Truth
In Online Marketing

A Blueprint to
Internet Marketing Success:
The Steps to Get Results and How to
Avoid Being Ripped Off

by J. Patrick O'Donnell

A publication from **RevStream** MARKETING

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About the Author

Patrick O'Donnell is a devoted husband, father, son and friend. His greatest passion is making a positive difference in the lives of others. As an internet marketing professional, he loves helping businesses, organizations, authors, speakers, trainers and experts create an effective online presence to attract more clients and close more sales so they too can reach and serve more people.

Patrick O'Donnell

After graduating from Georgia Tech in 1999, Mr. O'Donnell started his own internet marketing firm. His firm was a franchised operation and he grew his franchise to be #1 in sales in the United States before selling it. He went on to work with an Executive Coaching firm, where he became certified in several career coaching assessments. Later, while serving as Vice President of Marketing for a local company, annual revenues tripled during his tenure. Over the years, Mr. O'Donnell has created numerous online marketing campaigns that have led to millions of dollars in sales.

After completing an extensive career assessment, the results stated that his top suited career is a "Ministry Manager." Mr. O'Donnell sees his role as an Internet Marketing Professional in a similar light. By sharing the truth of how the Internet works, inspiring others to take action and providing the tools to assist along the way, he shares his passion of helping others reach their dreams and in turn, make a positive impact on others.

This is how *The Truth in Online Marketing* was born. With a desire to serve others and provide massive value, Mr. O'Donnell hopes *The Truth* will serve as a blueprint to success so those who follow it will be able to reach and serve more people and thus create the life they've always imagined while improving the lives of others.

> *"Go confidently in the direction of your dreams*
> *and live the life you have always imagined."*
> *- Henry David Thoreau*

With a passion for training and educating others on solutions that work, he has published several books and produced various online videos on topics including How to Use the Internet to Increase Sales, How to Be Seen as a Leader in Your Market, How to Use Local Online Advertising, How to Drive More Traffic to Your Website, How to Use Social Media and more.

Mr. O'Donnell currently runs his marketing company with headquarters in Atlanta, GA and is supported by an outstanding international team with operations in The United States, The Philippines and China.

All of his endeavors are to make a positive difference in the world through personal interactions, business endeavors and giving back through his family foundation, The Light the Future Foundation. The foundation supports various charitable causes, primarily related to helping children and young adults rise above their challenges to achieve their goals and dreams.

Introduction and the Why?

First, I would like to congratulate you (and thank you) for taking the time to educate yourself on how to get results with online marketing. It is certainly a critical time for many businesses as our economy continues to change.

Economy Killed 81,616 Businesses in 2010, but Some Companies Had Their Best Year Ever

Businesses all over have been failing due to the bad economy, according to Dun and Bradstreet's 2011 *U.S. Business Trends Report, which* revealed that 81,616 businesses failed last year in the United States alone.
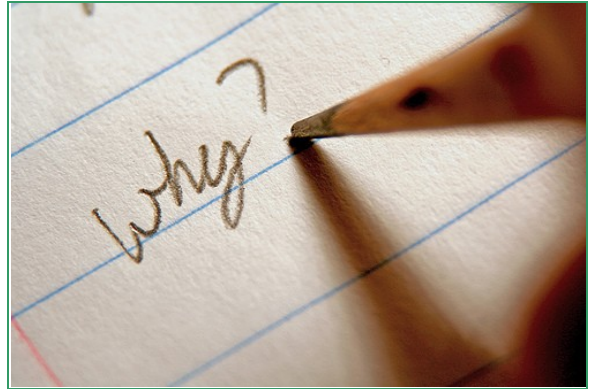
Many businesses have been successful year after year and continue to operate in the ways that brought them success, but these methods are not bringing them success anymore. They are working longer and harder for less return. They continue to use the same trusted advertising methods, such as the phone book, to get customers, but these trusted advertising methods are no longer working either.

While some businesses find themselves recuperating from the financial losses, many of them are afraid of what could happen next, and would prefer to take their businesses to the backseat.

Who could blame them? They've seen the global financial crunch cripple a number of companies and financial institutions. Plus, the aforementioned Dun and Bradstreet report states that "the recovery is set to slow in 2011."

What news reports and other media sources aren't telling you, however, is that there's a silver lining to all the financial worries you have for your business.

Despite the fact so many businesses failed and the media continues to spread negative news, how have some businesses – in the same category as those that have gone out of business – not only survived, but thrived and had their best year ever?

Prospects Changed Where They Look

Recently, one of my clients told me that in the past his company did all kinds of marketing and advertising and in most every case, they had a positive return, but today, it's different. The returns are just not there.

The myth today is that sales and business are down everywhere and advertising no longer works, but the truth is, it's just these old advertising methods that are dying. Consumers changed where they look, and you have to change too.

My client went on to say that now the only method getting a positive return on investment is Online Marketing.

It's no secret. You need be seen where your customers are looking and today, people are looking online.

- There are over 400 million online searches everyday
- 85% of those searching do business with a company they found on the 1st page of the search engines
- Surveys continue to prove that buyers trust peer recommendations over traditional ads and with the social nature, all of those opinions are being shared on the social networks.
- Did you know that the sales for companies with the lowest level of social media activity were down 6% while those with the highest level were up 18%?
- Plus, there are over 500 million active Facebook users and for many it's the first thing they check every day

How many people do you know that start their day by checking the Yellow Pages to see what's going on?

The world has changed, consumer behavior has changed and you have to change too. Are you being found where your customers are looking? Do you know what the social media sites are saying about your organization?

My guess is that since you are reading this right now, you are open to the fact that you could improve your online presence and be found where your customers are looking.

Again, I congratulate you on taking the step to learn what works and there is nothing I enjoy more than helping others in their journey to success, so that's what this report is meant to do.

In working with my clients, we've found that the cost to set their online marketing is lower than traditional advertising, so you it's pretty easy to see why online marketing is the method bringing in a positive ROI.

You can look at the other side and ask, what's the cost of not changing and doing nothing? Do you really want to take that risk?

The Roots and Power of Online Marketing

Online marketing has its roots in the late 1990s, with the emergence of static, "brochure-style" websites and e-newsletters. Today, online marketing appears in different forms like local internet marketing, to get your business found on search engines and reach out to a wider audience; niche marketing, which, as the name suggests, targeting a niche and establishing yourself as an authority in that group, as well as online lead generation, article marketing and video marketing.

It also takes the form of social video marketing, which is a relatively new jargon, and involves the video promotions you uploaded online and sharing them to various social media networks.

In the United States alone, 239.9 million people go online everyday. It may sound impossible to reach them all, but you don't need to reach them all. You just need to reach your targeted prospect.

As you know, a number of businesses have gained a considerable amount of success through online marketing.

Social Media Marketing

The newest key area of online marketing is social media marketing.

In fact, the percentage of businesses using it for marketing and promotion purposes is sitting at 73%. It's even expected to rise to 88% next year.

I know numbers can be boring, but it is important to pay attention to trends and respond to them. Take into account these other reported statistics:

- Nielsen reports that Americans spend a quarter of their time online over social media websites.
- comScore reports that four out of five internet users visit social media websites monthly.
- 46% of Internet users worldwide connect with people through social media.
- 18% of new content are discovered through social media.
- 15% of social media users agree that they are more likely to purchase from brands that promote their products on social media websites based on a new study done by Knowledge Network and MediaPost Communication called The Faces of Social Media. That 15% is equivalent to 80 million users aged between 13 and 80 years old.
- Based on the abovementioned study, 25% of people find themselves wanting to know more about the brands they've come across on social media websites.

The question is: How do you target these millions of internet users, appeal to their taste and sensibilities, and convert them into sales? You'll find out more as we move on to the next chapters. In the meantime, take time to evaluate where your business is right now, and jot down a list of things you wanted to improve on it. Reflecting on these factors could help you use the online marketing strategies that I'm about to teach you to their fullest advantage.

Where Do You Start?

You'll probably find it funny that after so many years of burning the midnight oil to build your business or career that you find yourself riddled with the most dreaded of all questions: where do I start?

As a consultant, I've worked with many people from CEOs to young professionals and college students to help them define their ideal future. People often don't want to look into the future and "picture" what they really desire, but this is the first and inevitable step to reach whatever business objective you have in mind.

So, for a brief moment, try to ask yourself the following:

1. **Where** do you want to go with your business or organization?

Where do you want to take your business? Do you want to sell more products locally (in your area)? Do you want to reach customers from other states, other countries even?

2. **Why** do you want this?

Do you want this because… You want to grow your business? Make a difference and be an example to others? Provide for your family? Find time to enjoy the goodness of life and engage in some travel and leisure? You want to buy your own property or car? You want to leave a name in your industry or carve your own niche?

3. **Who** do you want to be in the process?

What role do you want to take? Do you want to be the person doing the work, or do you want to take lead of your projects?   How do you want others to think of you? …and then, take it a step further and look at the real meaning of the word "be," asking "Who do I want to be," or maybe a better question is, "Who do I need to be to reach my goal." "What type of person do I need to be?" …and when you start defining the ideal person that you can be and make a plan to actually be that person, you truly can make a difference in your life, your business and the world.

> *"Be the change you wish to see in the world."*
> - Mahatma Ghandi

4. **When** do you want to have this done?

Do you want to accomplish these things in the next few months? Within a year? Within five years? Before you get married and start your family? Before you turn 30? 50? 70? 90?

Really, these questions may sound silly, but by doing so, you create the future picture and by having that picture, you will have clearer vision and will be amazed by the things that start happening to help you reach that goal.

Of course, I highly suggest writing it down, but if you must for now, at least answer these questions in your head before moving on.

That wasn't so hard at all, was it?

Finding the answers to the above mentioned questions could help you see a clearer picture of what you want for yourself and for your business. It can also help you to distinguish your short-term and long-term goals, and most importantly, create a realistic time-frame for them.

As you learn more about online marketing, you'll also discover how relatively easy it is to tie all the goals together with the online marketing strategies that I'm going to tell you.

Before that, we're going to break down what you can do with online marketing and how they work for you.

What You Can Do

As mentioned earlier, online marketing is done through a variety of channels, and comes in different forms. You could refer to these as different online business models as well. There's no distinct line between them anyway, and you'll find each type overlapping with the other as you go on your journey, but here's a quick summary of the main categories:

1. Local Internet Marketing

Local Internet Marketing is just what it sounds like. It involves local businesses taking steps to be found in their local market. Many local businesses are starting to see potential customers in their local area who are looking for a service provider like them on the internet. With a lot of competition out there, focusing on proper local internet marketing strategies that work is the way to step above your competition and be found. This is accomplished by getting listed in a number of online directories, as well as doing a combination of search engine optimization practices like delivering free content through blogging, online video, article marketing, etc. There's much more to come on this later in the report.

2. Niche Marketing

Niche marketing, as the name implies, is designed to target a specific group of people to market a specialized product. Niche marketing involves the use of the different tools of local internet marketing too; the only difference is that it focuses on a specific niche market but is typically not tied to a geographic area like local internet marketing. For example, if you own a blinds and shutters business and if you feel like your Vertical blinds aren't selling as much as those of your Venetian blinds, then you can go into niche marketing to target businesses and individuals who could make more use of Vertical blinds (restaurants, large homes and others who could use Vertical blinds). This can also be specific training products- niches include everything from dog training to how to decorate a cake. One of the powers of the Internet is its ability to bring together those interested in niche topics so you can create a viable business by catering to small group of buyers in niche marketing.

3. Affiliate Marketing

Affiliate marketing works basically on referrals. A person or group develops a product, program or brand, and then markets it through affiliates who will promote the product on their websites. The affiliates will direct clients to the main source of the product, and will be rewarded through three types of compensation methods: cost per impressions (that's whenever somebody clicks and views the promotional links of their website), cost per sale (profit-sharing), or cost per action (when a customer buys the product, or registers for a free trial). Affiliate marketing is essentially driven by a reward system, and

that's what keeps it going. Many full time Internet Marketers focus solely on Affiliate Marketing and make 7 figure incomes. Of course, building a huge list and devoted following can be a full time business in itself, but it can pay off. In other cases, affiliate marketing can be great for businesses to use when partnering with others organizations that serve the same market. By promoting each other's profits, they help out each other, better serve the clients and each end up with extra commission as well.

4. Social Media Marketing

Social media marketing has set a new stage for doing business online. What makes social media marketing a very effective form of online marketing is that it taps on the trust people have established among their connections on social media platforms. People continuously share things they like on social media platforms (Facebook, Twitter, StumbleUpon, Digg, etc.) they are using. Of course, having fans talk about your business is a huge benefit. This is why social media marketing has become so important. Not only are people using social media to talk about the things they love (including good experiences with businesses), they talk about the bad too, and ask for recommendations. Companies that are active on social media and use it properly have seen an increase in business. It all comes back to providing good content that your customers and prospects find helpful. Social media is not a place to just post, "Buy my Product," or "Special today," but really fit in with what social media is all about. It's looking at it like you are attending a social dinner party with your friends. You're not going to go into that party with coupons to buy your product, but you are going to be very happy to lend advice on the topics you are familiar with. It's the same on social media. When you share good tips and advice, people will grow to trust you and in time, buy your products. Social media certainly helps in maintaining a positive brand image as well. Consistency is key in managing social media. Some companies handle all of this on their own, but many companies are seeing the value in allowing a professional social media manager take care of the social media for them.

5. Article Marketing

Article marketing, has been regarded as one of the "pollutants" of good resources for the web, but there are a number of great articles online. As with good writing and research, you can actually learn new things from articles produced through article marketing. It basically involves giving out free content like tips and advice from experience or research, either through a personal or business blog or website, or by distributing free content to article repositories like Ezinearticles.com, GoArticles, etc. Article marketing, if handled well, can establish you as a force to be reckoned with in your respective field. By giving out free content on the internet, a lot of people have been invited to do speaking engagements and consulting jobs. It really does a great job of expanding your audience. Plus, one of the biggest benefits in article marketing is how much it helps with search engine optimization (SEO). We're about to get to much more about that in a later section.

Now that you have a background on what online marketing is all about and what you can do with it, it's time to get to the nitty gritty of the stuff. I'm going to walk you through a five-step program on how you should do online marketing. This is essentially giving you a streamlined process on how you should go about doing Internet marketing. Ready? Let's go.

Step 1. Research

Research can be a daunting task, but it is an incredibly important step. Many people skip over this section thinking they know what the market wants. This is a very big mistake. So many people have had great ideas and thought it would be a great product and poured all kinds of money in to its development, only to find when they go to sell that there is no demand for it. No one wants the product. It does not matter how great you think something is or what you think people want. Check the analytics before starting!

Plus, research can be a very manageable process when you have the right tools. In the world of online marketing, research translates to having a good understanding of the supply and demand in the nature of your business.

The thing about small businesses is that they immediately want results. Who doesn't? That's why most businesses focus mostly on the process of making a sale and chasing leads – rather than taking the time to do proper market research to discover where there is the most demand (what exact keyword phrases prospects are typing in) and where there is the least supply (what the competitors are *not* optimized for and thus where others are *not* showing up online). This is how you discover opportunities that you can capitalize on.

Ongoing results do not come from what you want to be found for. A continuous stream of income comes from satisfying the needs and wants of your customers.

You do not need to be enamored with the idea of going into a big advertising venture, because it doesn't necessarily produce results. Study your market first, and find out what your customer wants. Find out what they're looking for on the search engines (Google, Yahoo, Bing), and other websites. Put yourself in their shoes.

Think about the keyword phrase they usually search for in looking for the kind of products or services you sell. Find out how much competition exists for that keyword phrase, and know what works and what doesn't with your competitors. Then target, the key phrase with the most demand, and the least competition.

Again, with the right tools, you can do this. Here are a few of the best:

We'll start with a free tool, Google's Keyword Suggestion Tool.

You can click the link above or type it in Google and it will come up in the results. When you're there on the page, you'll be prompted to enter the captcha code (to make sure you are a real

person). Once you do, you can enter the keywords you think will probably be used by your customers in searching for your business website. Hit enter, then a list of keywords starting from the ones with whom you'll have the most competition will come up before you.

If you want to save a huge amount of time and have a large amount of the data complied for you, Market Samurai is an outstanding tool for extensive keyword research and a host of other very helpful features. You can download a free trial here. It's also packed with how-to tips and videos on optimizing your website (and our blog also features a lot more in depth details on how we use Market Samurai.)

After doing your initial research through Market Samurai, the software will provide you with a list of keywords that seems to be profitable for having a high number of searches per day, as well as those that met the criteria of key phrases with the highest to broadest match, and low competition too. To make the most of your research, be sure to see how much competition there is for you to have a chosen keyword phrase.

Knowing what you're customers are constantly looking for should always be part of the demand component of your research. This will lead you to a greater understanding of who they are and will help you serve them better.

Step 2. Be Found

Now that you know what your customers want, it's time to work on optimizing your website to create a strong and widespread online presence for your business. This will absolutely get you found at the top of the search engine results and social media websites.

Search engine optimization (SEO), if you want to be politically correct about it, is bolstering your website's online visibility through "unpaid" or "organic" ways. It became well known in the early millennium, succeeding the boom of online stores in 2001. Many businesses have seen

how the upper echelons of online shopping (like Amazon and EBay) have picked up with the influx of technology, and they've decided to go online as well.

The growing amount of competition among companies and small businesses online, along with the advancement of technology as a backdrop (i.e., the rise of Google, mobile surfing, YouTube and social media), has given birth to a new kind of cyber war: to get noticed online and be steps ahead of the competition.

How can that be achieved? The answer is perceived to be when people found out that a website with a unique look and considerable amount of content gains a lot of hits.
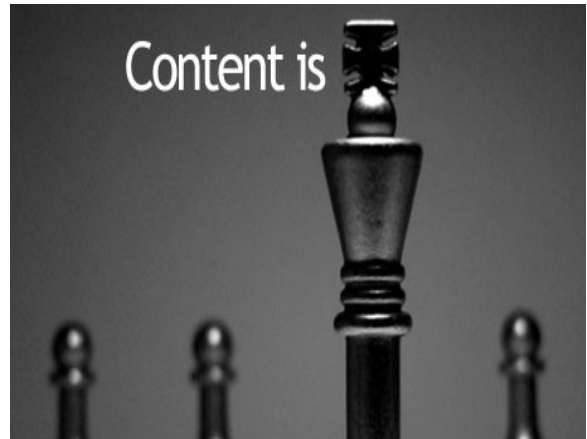
Google indexes a website based on the relevancy of the keywords found in it to daily searches. This is how the "content is king" meme (not sure you knew, but *meme* is a newly coined-term based on a trend or phenomena) started. Setting up a website is all about content, as keyword phrases found in your websites are matched by search engines to user searches.

When I started online back in the 1990's, it really was all about content, but as search engines and their algorithms became more sophisticated, this was no longer the case. It's really more about popularity today (being talked about on popular websites).

Some people are still trying to tell me that it's all about content, and while content is certainly important because writing relevant, quality information and providing that to potential clients is essential (which will be covered more in depth in the next steps), it's not everything. You can write the greatest articles and blog posts or record the best videos, but it doesn't guarantee views, and you'll only be setting yourself up for disappointment if that is all you do.
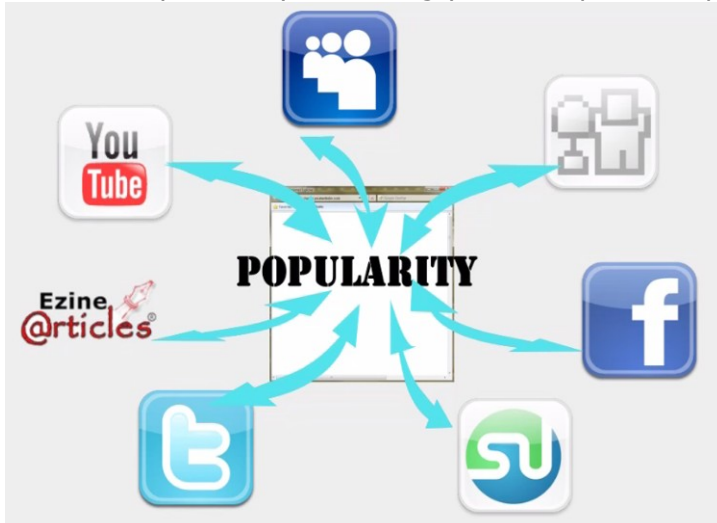
Maybe it would work if you have a huge brand name, but most of us don't. You are simply not going to be found by content alone.

The search engines algorithms rank sites based on their popularity. To prove this point, let's do a Google Search for the phrase "click here."
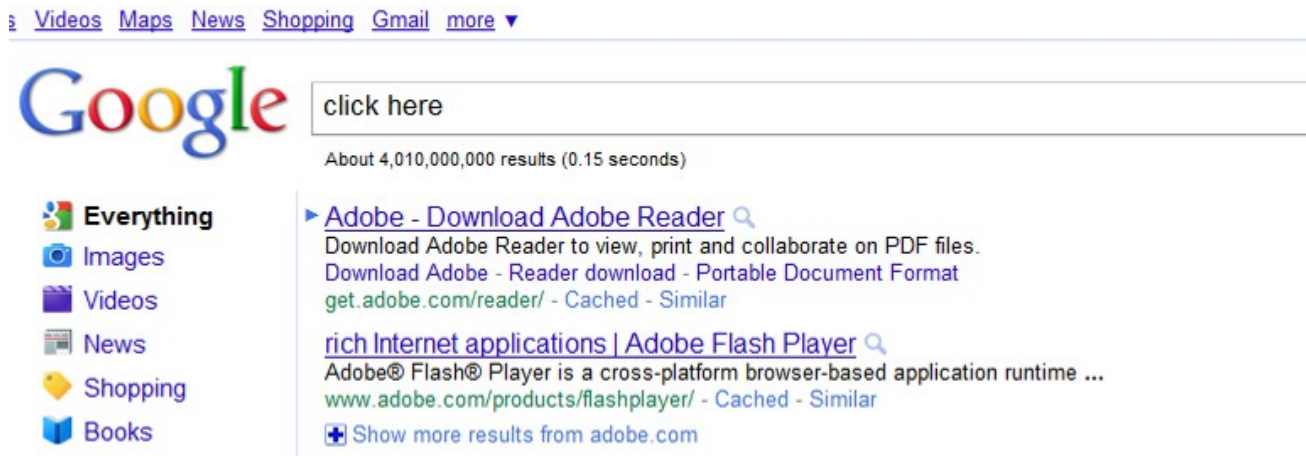
You'll find out that the number one search result is the link to download Adobe Reader.

You can see that this search term resulted in over 4 billion search results. With that many search results, if content really was the only thing or even the major thing that determined search rankings, then you would think that the keyword phrase "click here" would be somewhere on the page, right? Looking at the page shows that "click here" is NOT found in the title, the url, the header tags, the meta tags (description and keywords), or anywhere at all on this page. So, how could they show up #1 in the Google search rankings with none of these?

It's because millions of people have used the following phrase on countless websites:

> *You will need Adobe Reader to view this document. Click here to download Adobe Reader.*

Notice, "Click here" was an anchor text link that goes to the download page on Adobe's website. Therefore, it did not matter what Adobe said about itself on that page. It's because of what millions of web users said about their page an anchor text link that made this phrase show up #1 in Google's search results.

So, this proves that a large part of search engine ranking is based on what others say about you. Of course, there are a huge number of components that go in the to algorithms of the search engines. The search engines are always changing the algorithms to keep the search as good as possible. Here's a list of the main things that go into rankings. Some of these may be a bit technical for some of you. The point is not to confuse, but rather to give a brief list of the main factors and a short definition of each. You can always learn more on our blog or a host of other online resources.

We'll start with the items that are off of the website itself, so are referred to as the "off page" factors.

Off Page Factors

☐ *Domain Age* - The age of a domain, according to the first registered date in WHOIS records.

☐ *PageRank* - An indicator of the overall quantity and quality of links to a web-page, as determined by Google's PageRank algorithm.

☐ *Page Backlinks* - The total number of links pointing to a web-page from outside of that web-site itself.

☐ *Domain Backlinks* - The total number of links pointing to an entire domain (whole web-site) from outside of that web-site itself.

☐ *Government / Education Page Backlinks* - The total number of links pointing to a web-page from Government (.gov) and Educational (.edu) sources that are external to the web-site itself. Note: while all backlinks help, the backlinks from .gov and .edu domains provide extra weight

☐ *DMOZ Listing* - Whether the site is listed in the Open Directory Project's Directory.

☐ *Yahoo! Listing* - Whether the site is listed in the Yahoo! Directory.

Next, we will look at the On Page Factors. Yes, I just finished showing an example above that Adobe ranks #1 for "click here" when "click here" is not found anywhere on the page, but at the start, we can't all have millions on people linking to us with our exact keyword phrase and these factors still do play a role. Of course, some play a bigger role than others. Those listed below are important right now in search results. For those familiar with the hold style of SEO, you'll notice the keyword meta tag is not even included in the list below. After a number of in-depth studies, it hasn't been shown to provide significant results.

On Page Factors

☐ *Keyword in Title Tags* - Whether the web-page <title> tag contains the keyword.

☐ *Keyword in URL* - Whether the web-page URL contains the keyword.

☐ *Keyword in META Description* - Whether the keyword appears in the <meta> "description" tag.

☐ *Keyword in Header Tags* - Whether the keyword appears in <h1>, <h2>, <h3> etc. tags within the page content itself.

☐ *Google Cache Age* - The number of days since Google last reindexed the page listed.

These are the key points to being found online. Rank well in each of these areas vs. your competition and you will be found ahead of them. Sounds simple enough, but the next question is, "How can I do all this?"

Promotion

Now that you know the factors to being found, the next step is promotion to make it happen.

SEO can still be done by creating content that is of value to your target market (tips, trivia, FAQs, feature stories, entertainment), but you have to extensively promote it to other websites, blogs, article directories, website listings, and other type of directories. As mentioned in the "popularity" explanation earlier, the best way to be found is by having other popular websites link back to yours via anchor text links.

Of course, it's great to have content that hundreds of popular websites want to link to, but that's not always the case, especially when just starting out. You can seek out these websites to suggest they link to your site or you can create your on links (via blog comments, guestbook sign-ins, forum signatures, user profiles, etc.). Although these can be lower on the value scale, they certainly still help. The trick can be finding these popular sites that are often given a high "page rank" score by Google.

You can find these websites by using a software called SEO Quake, which you can download for free. For example, you can use the search engines to search for blogs in your industry. Then, use SEO Quake to rank the blogs and you can sort to find those with the highest page rank. Leave a blog comment with an anchor text link back to your site and you have a high quality backlink. Now, typically one is not going to it. Often you need thousands, but it varies by keyword phrase (and you'll know how much to do based on your earlier research).

Content Creation

When getting started and building your own backlinks, another way to accomplish this is submitting your content to numerous online channels. We can refer back to the "content is king" meme. Although, the "click here" example proved that's not all there is to SEO, you could still say it's king because it is the quality content that you put out to the world that will have links back to your site. The better it is, the more people will use it, and thus you will have more links back to your site and be more popular, rising in the search engine rankings.

There are hundreds of article directories, video sites, podcasting sites and directories and social bookmarking sites that are excellent places to submit your articles and videos. The first step in this process is creating the content. While the exact "formula" for the amount of content needed can vary based on the supply and demand research, here's a general guideline we follow when setting up a SEO program to begin creating content for a new client.

1. Articles: 5 – 10 per week
2. Videos: 3 – 5 per week
3. Press Releases: 1 per week
4. Blog Posts: 1 – 3 per week
5. Blog Comments: 50 per week
6. Forum Posts: At least 5 posts in at least 5 forums
7. Social Media Posts
   a. Twitter: 3 – 5 per day
   b. LinkedIn: 1 – 5 per day
   c. Facebook 1 – 5 per day

Again, this may look daunting, but you do not have to do everything by yourself. There are many writers and social media managers who specialize in this type of work. Plus, quality marketing firms offering search engine optimization services have a staff of professional writers, journalists and social media managers taking care of this content creation for their clients.

This is just a guide in showing what works and to have a target for content creation. It goes back to the question earlier. Who do you want to *be*? Personally, I'm a huge believer in the 80/20 rule that states that 20% of the work delivers 80% of the benefit. Taking it further in the business and employment world, it leads to the belief that you should focus on the 20% where you can be the best in the world and thus derive 80% of your value. Then, for the 80% of the items where you could not be the best in the world, you should utilize the talents of others. Finding a team where everyone is working on what they are best at doing, makes the outcome far better than if one person tried to do everything.

Still, if you are on a budget and want to start by doing everything yourself, you certainly can, and then in time, when the income grows, you can begin outsourcing these duties.

For companies, a fear is that the CEO has to create all this content alone. In some cases, "the face" of the company is a very public figure, loves writing and wants everything to be in his or her voice, so this type of writing is needed. On the other hand, and in most cases, this is certainly NOT needed. In fact, this can be a huge time waster. Online writing on behalf of a company can certainly take place by hiring professional writers, using pen names and taking it off the plate of the executive. In most cases, the leader of the company knows how to run their company and that's what they should be spending time on – and not on writing for hundreds of article sites. Again, it goes back to the 80/20 rule. Is this really what you should be spending time doing? Find someone that writes well and then these thousands of pieces of content will be created quickly and for the purpose of driving traffic back to your site.

Another fear is related to video creation. People think this is cost prohibitive. Again, it's not. Sure, we've done some very elaborate videos – that look great – and have come with a high price tag, and there is a time and place for those. For general SEO purposes, those high end videos are not needed. The search engines don't care what they videos look like. They just care about the keywords in the title and descriptions.

 A very quick and easy way to make quality looking videos is through Animoto. With Animoto, you can upload images and add text and music and you have a professional looking video. The basic account is free. You can upload to the Pro account to download your videos for distribution around the web.

Submission

After creating the content, it's time to submit it to the various sites around the internet. As mentioned before, there are a huge number of sites to submit too. When you do, be certain that you include as much anchor text backlinks as the site allows. Also, when you are only allowed to list a url and not the anchor text (as is the case in the description of YouTube videos), be sure to include the http:// before your address, so it will make it a live link back to your site. Finally, you never want to submit spam, but instead, submit content that truly provides value. Here are some of the most popular site to submit to:

Popular Sites to Submit Content

A. Your own blog or the articles section of your website

B. Web 2.0 Popular Sites and Blogs
1. EzineArtciles.com
2. Squidoo.com
3. Scribd.com
4. HubPages.com
5. WordPress.com
6. Blogger.com
7. Blog.com
8. Weebly.com

C. Social Bookmarking sites
1. Del.icio.us
2. Digg.com
3. Flokd.com
4. Google Bookmarks
5. Mixx.com
6. Propeller.com
7. Reddit.com
8. Slashdot.org
9. SocialZooom.com
10. StumbleUpon.com
11. Technorati.com

D. Article Sites
1. Abcarticledirectory.com
2. Acmearticles.com
3. Article-buzz.com
4. Articlearmies.com
5. ArticleBiz.com
6. Articlecity.com
7. Articleclick.com
8. Articlecube.com
9. Articledepot.co.uk
10. Articlegarden.com
11. ArticlePros.com
12. Articler.com
13. Articlerich.com
14. ArticlesBase.com
15. Articlesnatch.com
16. Articlestars.com
17. Articlewarehouse.com
18. ArticleWheel.com
19. Blogwidow.com
20. Goarticles.com
21. Homebiztools.com
22. Look-4it.com
23. Marketingarticlelibrary.com
24. Premierdirectory.org
25. reprintarticles.com
26. Searcharticles.net
27. Site-reference.com
28. Theegarage.com
29. Travelarticlelibrary.com
30. Ultimatearticledirectory.com
31. Upublish.info
32. Wisdomextract.com
33. Workoninternet.com

E. Video Sites
1. 5min.com
2. Bestonvideo.com
3. Blip.tv
4. Brightcove.com
5. BoFunk.com
6. DailyMotion.com
7. eCorpTv.com
8. Esnips.com
9. Howcast.com
10. iFoodTV.com
11. iviewtube.com
12. Kewego.com
13. LiveVideo.com
14. MegaVideo.com
15. Metacafe.com
16. Motionbox.com
17. Myspace Videos
18. Photobucket.com
19. Revver.com
20. Sclipo.com
21. Sevenload.com
22. Spike.com
23. Stickam.com
24. StreetFire.com
25. Tangle.com
26. Ugoto.com
27. Veoh.com
28. Viddler.com
29. Video.yahoo.com
30. VideoJug.com
31. vidilife.com
32. Vimeo.com
33. YouTube.com
34. zoopy.com

F. Podcast Sites
1. Odeo.com
2. Plazoo.com
3. Podcast.com
4. PodcastAlley.com
5. Podcastblaster.com
6. PodcastExchange.org
7. Podcasting Station
8. Podcastlikethat.com
9. Yahoo Podcasts

G. Other Status sites
1. Gawkk.com
2. Jaiku.com
3. Sokule.com

Submission Tips

Yet again, I know this list may look daunting, but just as before, there are tools to help you do this, and there are firms that specialize in taking care of this type of work for clients.

There are numerous online sites, like HootSuite, Ping.fm, Posterous.com and others that allow you to post in one place and have it go to all the relevant social media sites of your choosing.

One of the best tools for automated submission is Traffic Geyser. They have built a system that allows you to create individual profiles on many of the sites from the extensive list on the previous page. Then, when you create your content, you add it to their system and they send out the content in intervals (so it appears to be done by human and not an automated submission tool). It takes hours and hours of manual work and completes it in minutes. Plus, their online training videos to help you learn how to use their system are very good. You can click this link to access a trial of their tool.

Please note, this is a great tool, but it does not mean everything needs to be automated. As you have seen in this report, there is still much more to this process that you need to do, so use the tools, but don't rely on them for everything.

SEO Wrap-up

Want to know more? Here are some quick tips, and time-proven methods on upping your chances of getting found on the web:

1. Use metadata to the fullest. This is adding keyword rich titles and descriptions to your content. Add tags to blog posts and uploaded photos, and categorize them as well.

2. Upload videos on video-sharing sites promoting your business. It could go from a do it yourself video (like the Animoto example above) to a professional one (if you have the money to invest), or hire someone to integrate your brand to their videos. Then, embed those videos on your social media page or blog. Add tags and similar keywords on both of them, to optimize them.

3. Bring in some good news about your website or small business to other people. Write short and easy-to-read press releases and submit them to PR websites weekly.

4. Find related websites and blogs of small businesses that are related to yours. Comment on their posts, and share some tips in those comments, then link one of the keywords in that comment to your website. You'll get shout outs from the blog's admin themselves once they've noticed you. Eventually, you will have offers to do guest blog posts on other popular blogs. This is a great way to grow your following.

5. And finally… be consistent. If you're going to add content to your blog or video channel daily, do it daily. If you want to submit articles to article directories weekly, then don't miss a week. This will help your audience remember you, and boost your "relevancy" status in search engines.

Doing all of this will certainly get you well on your way – to being found that is, but there is much more to creating success online. Getting found on the net is just the tip of the iceberg - it's never enough by itself. Most websites have less than 1% response rate, so you really have to combine other methods to your search engine optimization plan. Read on as I'll tell you more of the next step you have to take to capture the attention of those customers who pass by your website.

Step 3. Capture Leads

Now that you found some attention for your website, the challenge now lies on how to turn the site visitors into leads and eventually customers. That takes place by gaining their trust.

People like to do business with people they trust. Most people are afraid of taking risks. They want to buy something that will be useful to them not just for the moment but in the long run.

This is why sales don't happen on the first contact. It typically takes about five to six contacts before a customer makes a decision to buy from you. Most often, there's no such thing as an immediate sale.

Establishing a relationship and earning the trust of your customers is key. You can do this by giving them what they want. Provide them with something of value that will help them.

One of the easiest ways to do this is by giving tips and advice. Share what you know freely and don't be afraid that people won't come back to you for giving them free content. They will appreciate the good information. Plus, you'll be driven by the fact that they'll be coming back for more!

An example of doing this is by posting a free, how-to video series or blueprint that can help your target market. You can create this content and then set-up an "opt-in" box on your site. This is essentially a place where you ask the user for their information in exchange for your item(s) of value. Most of the time you will ask for their name and e-mail address and depending on the business, you may also ask for cell phone number, address or other information relevant to your situation.

After they opt-in and receive your content, potential customers will take notice of the helpful information that you send. Maybe they will find the opt-in page themselves before you can even tell them about it. Once they do, you gain more insight into *who* your customers are based on the information they'll be sharing with you when they sign up (i.e. email, name, zip code, etc.).

Another thing that you might want to consider in capturing a lead is by streamlining the process by which they'll land on your sales page, or opt-in page. There are really three types of pages on a website: 1) A general information-filled page, 2) a squeeze page, and 3) a sales page.

A General Information-Filled Page

Typically, social media should lead to good quality advice (like that of a blog) and the point of this page is to provide good content and advice. It allows the prospect to get to know and trust you. You can also have an opt-in box in a sidebar on the page. This type of set-up works well for social media posts and for blog posts found in search engine results because those mediums attract people looking for quality information.

A Squeeze Page

Ads work differently because those target people with the intent of eventually getting them to purchase, so it is more appropriate to send users directly to a squeeze page, which is a page on your site where you have one goal: to give them a compelling offer and the only action they can take on the page is to opt-in to your list. There are no other links, content or information. They either opt-in to your list or leave the page.

A Sales Page

The point of both of the above are to "control" the traffic that comes to your site. This is said because when users blindly find your site, they may like it, but if there is not a direct call to action, they will likely leave and will not return. Also, if there is a strong sales pitch, they will be likely to leave if this is the first time they are seeing your page. Therefore, in the previous two, you provide content or free compelling offers to get them to opt-in. Then, once they have opted-in to the list, this is called "controlled" traffic, so you can then control when they hear from you by sending them e-mails. In this case, after you have sent the quality content and earned their trust, it is appropriate to send them to a sales page. The sales page will be the offer to get them to buy the product or service that you are offering.

This should help explain the philosophy behind capturing leads, but there's still more involved in the opt-box and the follow-up, so let's continue on to the next step to cover that…

Step 4. Lead Follow Up

If you think you're finished when you capture a lead, then you need to think again.

Here's the ugly truth:

- 50% of marketers do NOT go past the first contact
- 40% of marketers QUIT before the fifth contact
  BUT…
- 80% of all sales happen on or after the fifth contact!

You have to follow-up to retain your customers because the cost of keeping a customer is so much less than chasing a new one.

In 2009, businesses that were able to keep 5% of their customers were able to increase their profits by 95%. 5% may seem like a small fraction but that 5% actually has the power to do wonders for your business. So get over the antiquated paradigm that's obsessed with chasing new leads.

By the way, have you heard that studies show that 3 out of 5 leads are not followed up at all?

You really have to follow-up your leads by giving them something of value every time and giving them something new too. Also, automated follow-up is great and a huge time saver, and that can work exclusively in very rare cases. For most, it's personal contact that still sales. After the lead is in the system, follow up with them personally – either by phone or an in person visit and provide consultative selling, so you can really provide a solution to their problem.

Build on the relationship that you've established with your customer and follow-up. For the automated route, you can use the internet, and other communication tools like text, email, even printed brochures.

Use email follow-ups after a customer opts in your mailing list and send them a link to your free content, let's say, a video series. Start with the link for first video in the first email, and then tell your prospects that you'll be sending them the links to your next ones in a few days.

Of course, you'll have to talk a bit about the video - no fluff, and yet not giving everything away (so that they'll still be excited to watch your video. You may post a summary of your video in your website yourself).

Next, add a teaser of the video at the end of your message with a link that will send them to your special offer.

If it is appropriate for your industry, text messaging has become a very popular advertising option. You can send automated texts to your prospects informing them about your specials.

For retail businesses, if you notice an especially slow day, you can send out a text with a discount for the rest of the day and get a huge bump in sales.

As with the previous steps, you could take care of each of these on your own, utilize the tools available to help make the process easier to manage and/or you could work with others who specialize in these areas by taking care of the follow-up systems for companies.

There are a lot of email marketing systems out there on the web, but you should be cautious in choosing them to avoid getting ripped off. You can see our extensive blog post that highlights five of the top automated email responders and compares features and pricings.

Here is the abbreviated version of these five:

- Aweber is one of the most popular automated email systems among internet marketing professionals. Since it has been around for quite some time, Aweber integrates with most other online marketing tools to like membership sites and shopping carts. I use Aweber for many of my lists. It's $1 for your first month, and then starts at $19 for the following months.

- MailChimp could be ideal for small businesses that are not planning to do any affiliate marketing, but would like to use API and do won't have a large list of subscribers. It is free for the first 500 subscribers.

- 1ShoppingCart.com is a great tool for selling products online and managing an affiliate program for those products. If you want your email responder and shopping cart in the same place, then 1ShoppingCart.com could be the right answer for you. The service costs $3.95 for the first month and then pricing depends on your selected package.

- Infusionsoft is an amazing, all-in-one solution to fuse email marketing with a true customer relationship management program. It includes shopping carts and affiliate tracking under its awesome features. If you want everything under one roof, Infusionsoft could be a good option for you. It combines everything from the above systems, plus CRM, which is a huge benefit. With the benefits, it comes with a higher price point, but can be well worth the investment.

- MonsterFollowUp has a wide range of packages for business owners and individuals who would like to take follow-up to greater heights. It applies lead capture and response through email, text and voicemail and also offers an option for live webinars. So if you have a need for versatility and communicating through multiple channels, then it would be worth looking into MonsterFollowUp.

Again, for more complete details, you can see the full post by clicking here.

A great feature of these automated tools is that they notify you when someone opts in to your list. As mentioned before, there is still nothing better than personal connection, so taking advantage of technology to be notified when people opt-in and then following up with a phone call to offer personalized solutions brings about the best results.

Step 5. Close the Sale

Congratulations! You have now made it to the last step of this program. You're nearing a successful sale.

By the time your prospects get to this point in your sales funnel, they have seen that you are valuable to them because of the knowledge you have imparted to them as well as the way you treat them consistently.

At this point, you need to ask for the order. This can either be through your consultative sales process to help provide them an answer to their problem or through the automated process by leading them to your sales page.

As you gain new customers, it is important to stay on top of the analytics. Knowing where the customers came from, how they arrived at your site, how they progressed through the site, etc. The more you know, the better you can serve them and better serve future clients as well.

You can also begin to see the lifetime value of a customer (which is the average income a customer brings you over time). Having this number will help you work backwards to come up with the amount you would be willing to pay for a lead. This helps in planning your advertising and marketing budget and you get in the next level of online marketing. Then, it becomes a process of improving traffic or conversion to reach the level of sales that you desire.

Considering affiliate programs for industry partners and/or client referral programs can also be beneficial for everyone. They allow you to serve more people and those sending the referrals are paid commissions or receive discounts off of their service.

Once you've got that figured out, then your online marketing program has arrived at its fruition. You can continue to fine tune it to make sure you are maximizing your leads and sales. You can review the steps again and see what you've missed or what you can improve on or ready yourself to apply it to bringing in additional business.

So, now is the time to get started, and you just have to decide if you are going to do it all by yourself or get assistance from others, which we discuss in the next section…

How to Choose a Service Provider & Avoid Getting Ripped Off

"Should I do all of this myself or turn to an individual, a team of individuals or a firm to take care of all of this for me?" This may be the question you are asking yourself at this point.

There are a tremendous amount of individuals and companies in the online marketing space. Smart business owners are starting to realize that they need to turn to experts in the space to assist in their online marketing. This is a good sign because it proves that this is a real medium for results and there is a strong need for its services, but it can also be a danger.

My father-in-law recently sent me an article from the New York Times, The Old Man and the Internet by Jay Goltz. This article is about a successful business man who employs more than 100 people at his five businesses. At a business group meeting, he came to the revelation that he had to become more "web-driven" and needed a "Web Director." A snippet of the article reads:

> "I now understand that I am operating in a vastly different business environment, and I need to make some adjustments. The Internet, social media and whatever else I am missing are all changing fast, and I need to conquer them. Here is the problem: Business people like me do not know what is going on behind the curtain. Sometimes, we think we know, we want to know, we need to know, but how could we know?
>
> No one who works for me has ever worked in a technology company. When I returned to the office and mentioned my business-group revelation that we needed to hire a director of Web, two of my key people said the same thing: we need to rethink our entire organizational structure.
>
> I should have figured this out a year ago, but I was focused on moving my production facility and cutting costs. This illustrates the reality of today's business environment. We are s-l-o-w-l-y coming out of a terrible recession, and we are all watching every dollar that we spend - but we should be spending more money on technology. Contrast that to one of these venture capital-fueled tech warehouses we're always reading about, and you can see why established companies like mine are not just scratching their heads but holding them.
>
> I will soon have seven Web sites — three are e-commerce, the others marketing — and we know just enough about building and maintaining them to be dangerous. We believe we are doing enough of the right things, but I have realized that this goes against my general business philosophy. I don't want to do "enough." I want to do things as well as possible (within economic reason).
>
> We are not experts, but in this new world, we need to be experts if we want to hit our potential. Given the number of sites we're playing with, I always believed that it would be more cost-effective to do most of the work in-house. But after talking to people who seem to know what they are doing, I'm coming to accept that we will never be as effective as someone who does this for a living. The technology changes too fast."

The first online response to this article by reader "George," stated a concern of many business owners:

> "The problem with web design and SEO (Search Engine Optimization) companies is the same as trying to find a reputable plumber or contractor. How do you know they are not just stealing your money and way, way overcharging you? I am also in a business group and almost every single one has had a bad experience with a SEO company.

Business people also need to understand the difference between website design and SEO. I explain it to people in my group like this. If Walt Disney built Disney Land but had no roads leading to it, it would never make a dime. Same thing with your website. It might be great but if it's not SEO'ed, no one will find it."

George makes an excellent SEO analogy here, but also shares a concern held by many business owners. How can you find a provider to trust?

Since technological change and advancements happen so fast, often businesses and organizations do not keep up with changes and rely on "experts" to provide the facts. This is where the danger comes. In some cases, companies capitalize on the market need for internet marketing services and the lack of understanding of business professionals. They create outstanding sales collateral and compelling presentations that sound very good, but are based more on hype and after locking clients into contracts, they do not give a high enough value or return on investment.

For a personal perspective, I too fell victim to the hype. When I first re-entered the Internet Marketing space, I knew a great deal had changed since I first started back in 1999. I was presented with an "opportunity" to join a company as a reseller of their services. The presentation looked great. It was not expensive compared with other alternatives, and I was excited about the prospects of it, so tried it out.

After the reports came out, I analyzed the numbers and they proved that the value was certainly not there. I quickly removed all affiliation with the company. Being a person of incredible high business and moral standards, I am committed to only promoting and selling the things I absolutely believe in and do indeed deliver massive value.

Therefore, after falling for this hype, I vowed that I never would again and set out on what became the greatest learning phase of my life over the next year. Yes, my Georgia Tech education was outstanding back in the 1990's, but this new type of learning was more impactful. I was devoted to finding the best practices of what worked and how it worked. By directly learning from those who had success and then experimenting with and combining their results, I was truly proving what was giving value and what was not.

While this *Truth* report is a high-level, abridged summary of some of the findings, there are several important points I will share that will help you avoid being ripped off in your decision of selecting your online marketing partner.

To help set the stage, I'll start with a brief story. One of my clients runs a local service business. They contacted me because they had acquired a company that was going to be a new division for them. Since they had not offered the service before, they of course were not found online for this keyword phase. This new division is a seasonal business so they wanted to get rankings in the search engines quickly since that season was coming up fast. We set-up the program and within a month, they ranked #1, 2, 3 and 6 on the 1st page of Google's organic search results for the keyword phase in their local area. After these quick results, they received a spam e-mail off their website from another company with the subject line being the keyword term that we had just effectively optimized for and the message starting, "I found your website online and have identified it as misplaced and not optimized effectively or efficient." (I guess when it was at the top of the search engines, it wasn't hard to find). Their e-mail went on to be a pitch about their company, search engine optimization, a listing on their directory and geo-targeting.

You'll see why I shared that in a second, but first, I'd like to say that personally, I love working with others. I feel there's really no such thing as competition when all parties are working to give massive value to clients. Everyone has their strengths and in working with others, we can best serve our clients. Together, we can help increase our internet marketing industry. I share this because I never like to talk negatively about others, but this report is meant to help you avoid being ripped off. Since many of these companies have a huge number of sales people who jumped on the "opportunity," it seems like I need to point out what to look out for so you can truly get value from your investment.

While it would certainly be great to have a referral network as large as the sales force for these companies, keeping my integrity intact is more important (and we'll get to the point of building a highly knowledgeable consultative sales team to truly serve clients).

It can be misleading when a solution is presented that looks like a solution to get your site to the top of the search engines results.

Here's what to look out for in the pitches.

- **Geo-Targeting**: Geo-Targeting is a great concept that is very useful and quite often an essential part of online marketing. So, you may be asking then, why is this on the 'what to look out for' list? It's on the list because of the way these companies use it. Geo-Targeting itself is simply a method of determining the location of a website visitor and delivering content to that

visitor based on his or her location. These companies often claim they have a geo-targeting system so you can be found in your local area. Yes, that's great, but this is just how Google Adwords Pay Per Click Advertising works. When setting up an ad campaign in Adwords, you can select a radius around an area, zip codes, or my personal favorite, a custom shape on a map (You can see how to do this on my old blog here). These companies are just piggybacking on Google's ad set-up to deliver their "geo-targeted ads." These ads show up in the sponsored section of the search engines.

- **Featured on 2 million websites**: Again, this sounds great. Sure, you would want to be featured on as many sites as possible, right, but again, this is using Google Adwords and the other search engines ad programs. It's Google and the others that have the relationship with these other sites. Using that platform, the ad for the business could show up on these partner sites.

- **Add to Our Directory**: Yet, again, it's important to be added to directories for SEO purposes, but be careful which ones. DMOZ and Yahoo are the two biggest and the most important for SEO. DMOZ is free and Yahoo is $299. There are host of other local and national directories that get a lot of traffic, are great for SEO and are completely free. For companies serving local markets, Google Maps is one of the largest and it is free as well. (You can see how to set-up and optimize your Google Places account to show up in Google Maps on my blog here). So, with all of these, why would you choose to pay hundreds of dollars per month to be listed on one of these companies own directories that do not get much traffic?

- **Ad Listing on Our Directory**. The issue with this set-up is that when these companies create a promotional page for you, it is on their website, not yours. This is a huge disservice to the customer. To explain, let's look at an example. Let's just call the company selling their online directoy listings JohnDoeAdDirectory.com and you own a Tire Company and call it TireCo, so instead of having the ads go to your website at http://TireCo.com, they go to their website at http://TireCo.JohnDoeAdDirectory.com (note: these are just for example purposes, are not real links and not intended to represent any one real company). Since it is on their website, your site is not getting any benefit of the ads and most often, these are template based pages that do not connect to lead capture and lead follow-up methods, which are vitally important to online success (as you learned in the previous section). Plus, as soon as you stop paying them, they pull down your promotional page and you have nothing to show for the money you spent. Contrast this to a real SEO service that provides top ranking for your own site on popular sites around the web so you can benefit from traffic on an ongoing basis.

- **Your Ad**: Notice, in each of these I've been referring to "your ad" and not "your website" because what you get as part of these packages is an ad in the paid section of the search engines. That ad leads back to their site (not yours). You can see that this has nothing to do with search engine optimization. From the previous section of this report, you learned how search engine optimization works, so you can see that these are not the same. This is why this whole concept being presented as SEO is misleading. If it were sold as Pay Per Click (PPC) Management, then it would be much more accurate. The issue with it being effective PPC Management is the results. From my tests using one of these services, the average monthly fee was $209. The average number of clicks per month were 13.23 and thus the average cost per click (CPC) was a whopping $15.80. I've since placed ads for these same keywords directly using Google's Adwords

and had an average cost per click of $0.74. That means if I had paid the same $209 in a month, I would have had 289 clicks to my website, rather than 13 clicks to my page on their website using their program.

The final piece of all of this is on the debate of using SEO (Search Engine Optimization) or PPC (Pay Per Click). Since the above showed much of what these companies do is PPC, I don't want to give PPC a bad rap, as it certainly has its place, but in most every case I'd prefer SEO.

Pay Per Click is an incredibly fast and valuable way to test offers. You can quickly and easily create ads and check response rates using them. In some cases, they can be an effective long term strategy as well. When you know the value of a new customer and the conversion rate of your website, you can work backwards to find the cost you would pay for a new lead, and then you can set your cost per click (CPC) limit. When new leads come in below this point, you are making money.

In the long term, in most all cases, I prefer SEO (Search Engine Optimization). In this case, your site shows up in the organic section of the search listings. The issue with SEO is that it takes time. You can see from the previous section the amount of work that goes into getting a site found in the organic section, but with a little patience, it's typically well worth the wait.

Studies have shown that on average 17% of people click on the sponsored links (pay per click ads) and the other 83% click on the Organic listings. So, if you are only paying for ads, you are missing out on over 4/5 of your potential new clients.

Plus, there is nothing like free traffic, and that's essentially what organic listings are. Once you are in the top positions, it does not matter how many clicks you get, you are not paying anymore for them. You do not have to pay per click. Sure, it takes work to continue to maintain the top listings and there are fees involved when paying others to manage this process for you, but for the right keyword phrases, it will typically be much less than paying for every click to the site and with the right SEO maintenance and monitoring, the campaign is managed to generate a positive ROI.

Hopefully, after all of this you will know more about how online marketing works, so you can create your own online success or find a trusted partner to be able to take care of it for you.

Best of Luck & Next Steps

Congratulations!!! If you made it this far, you are one of the few who truly cares about taking your life and organization to the next level. You are to be commended as you are now ahead of 97% of those that only talk about taking action.

You took action by getting this far. The next step is take action to implement your plan.

You have seen that online marketing - when it's done properly - will help you get a steady stream of leads and sales and a positive return on investment.

Be sure to read back over this report to let the lessons sink in. Also, there's only so much I could fit into this report. The only way to really learn all of this information is through the hands on videos and downloads we provide through our blog. Be sure to stay tuned for the latest information to help you along your path to success. I'm giving all of this to you for free. All you need to do is wait for the next e-mail since you are already on my e-mail list.

Note: If someone just passed this report onto you without referring you directly to the website first, be sure to go to our website to sign up for our list so you can receive the rest of the valuable information.

In closing, I ask that you do a few things for me:

1. You have gotten to this point. Now, you owe it to yourself to take the next step - right now. You should never leave the scene of setting a new goal or vision without taking some kind of action on it, so do something right now – however small the action may seem – to get started so you can build the momentum to turn your vision into a reality.

2. If you have any questions at all, please leave a comment on our blog. We'll either get back to you personally or answer the question as part of a video training so all can benefit from it.

3. I trust that you found this report was very valuable. If so, I would really appreciate it if you could help me out. One of the reasons I create documents like this and provide them for free is to give others something of value that they can share with their network. In this era of social networking and spreading goodwill to others, providing value is important, so hopefully, this can provide you with something of value to share. If you liked what you read, I just have one request: Please do me a favor and share this with others you feel could benefit from seeing this. We set up a very easy way to share it from our blog. To share it, simply click here to go to the page on our site and then click the share icon at the bottom part of the page to share via social media and/or e-mail. I really appreciate it. Could you do that for me right now? Thank you in advance!

Finally, be sure to be on the look out for the additional valuable information from me that I'll be sending to you so you can make online marketing work for you, but remember, get started now!

You now have the know-how. If you want to do it yourself, create the plan and go. Be sure to continue to check out our blog regularly for how to videos to help you along the way.

If you prefer to grow your business, but would like to have someone else take care of the online marketing for you, I suggest you contact someone right now to do that for you.

Henry David Thoreau said, "Go confidently in the direction of your dreams and live the life you have always imagined." So what are you waiting for? Let's Get Started!

To Your Success,

J. Patrick O'Donnell

p.s. If you are ready to get started and want someone to take care of the online marketing for you, we're ready to start working for you and the first part of what we do is 100% free and I promise you'll get real value from it.

The only thing we have to make sure of is that we do not already have a client that is your direct competitor because we only take one client from each industry in each geographic area. I hope you can appreciate that.

All you need to do is contact us. We'll make sure we're not already working with a direct competitor and will be back in touch. Plus, satisfaction is 100% guaranteed so you have nothing to lose and everything to gain!

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