

# The Google "Switch"



***"The Quickest, Easiest & Most POWERFUL Way To Generate Leads, Gain Customers And Become The #1 Producer In Your Business."***

**Google Switch** /gooooo- gull swit•ch/ 1: an intricate combination of marketing efforts, guaranteed to 'rip-in' MONSTROUS amounts of traffic, leads and cash for your business.

## **What You'll Discover Inside:**

- The "secret formula" Jim uses to pump-in up-to 1,217 leads a DAY while ignoring social media "friend" requests! (and how Jim gets more traffic to his blog than the greatest "so-called" marketers in the industry)
- David's "mute-method" that allows him to make THOUSANDS of social media friends, build trust and sponsor dozens monthly... without talking to a soul!
- A controversial-trick Jim used to get more YouTube views than "Victoria's Secret" cover models! (without showing his skin!)
- How catching the swine-flu made David \$113,228.00 in 29 days. (and why being held at gun-point by the Mexican federallies, "cart-wheeling" a race buggy at 90mph in the desert salt-flats, and having your obituary filmed by Mike Dillard - can bring you INSANE TRAFFIC!)

# Foreword

## Definition:

**Google Switch** – “An intricate combination of marketing efforts, guaranteed to *rip-in* monstrous amounts traffic, leads, and cash for your business.”

## Requirements for Implementation:

- 1) This Report
- 2) Your Computer.
- 3) An Email Autoresponder List. (I'll tell you how to acquire this)
- 4) A Few Clicks of Your Mouse.

## How This Manual Works:

In **Section 1**, this manual begins with an introduction to Jim Yaghi and David Schwind. You'll hear our stories and what this information has done for us and more importantly what it can do for YOU.

**Section 2** takes you through 8 free traffic generation methods and shows you how to make simple changes in how they're traditionally used. This in effect adds a catalyst we like to call the “Google Switch”. At the end of each chapter is a short summary with overall concept and implementation instructions to be sure you master each lesson and know what to do next.

**Section 3** gives you our exact blueprint for combining social media, content platforms, SEO, and the most powerful marketing medium on the internet to form a lethal “prospect-fly-trap” we call the Intricate Google Web.

At the end of this manual, you'll be granted free access to **four training videos on creating traffic in extreme volume.**

After ‘flipping’ the Google Switch, you'll be able to sit back and watch the “butterfly-effect” take place, as your lead generation activity EXPLODES before your very eyes!

Enjoy ☺

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# Section 1



# 1. What is the “Google Switch”?

There are only so many hours in the day.

What if you could **get 10-20 times the results** from *all* your marketing efforts?

What if you could accomplish this *without* doing any more work?

What if you can do it with just a few *simple* changes?

# That is the Magic of the “Google Switch”.

The Google Switch is made up of a few *simple-actions* you can implement within **seconds**. It dramatically increases the results you get from all popular forms of advertising.

It works with **all major forms** of online marketing:

- Twitter
- Facebook
- MySpace
- YouTube
- Blogs
- Articles
- Press Releases
- Search-Engine-Optimization (SEO)

It’s a little *“tweak”*, when inserted into your marketing... amplifies your efforts and increases your lead generation numbers substantially.

*Sales become frequent. Money fills your pockets. And no effort goes wasted.*

We know, because over two years ago, we not only discovered and experienced the results of the Google Switch, but we’ve **perfected it**.

## ***What It Has Done For Us...***

- **David built the 3rd largest downline** in his main network marketing business in less than a year, and earns as much as \$100,000.00 a month and beyond in that business alone.
- **Jim’s been consistently the #1 seller in three different affiliate programs** he promotes. Bringing in as much as 1,000 leads per day which instead of *costing* money, actually *pay* an average of \$5 each to be his prospects.

- David recently put together a traffic offer that ***pulled in \$135,000.00 in 47 minutes.***
- Jim created the most successful training product for home business marketers (at time of release) that **broke sales records in the industry** *selling nearly 3,000 copies in 5 days.*
- Together, Jim and David generate as many as **20,000+ leads per MONTH** in the home business niche...*with **no help, no partner networks, and no affiliates.***

**All pure, RAW, lead generation.**

**Best of all, we *reap automatic profits around the clock, day-in and day-out.***

Of course, these results didn't come over-night. They began about 3 years ago, after...

## **Our Strange Intervention**

One day we both stumbled into a forum on a new social community, which we were asked to test out. It was actually still in "beta" version, and hadn't yet launched to the public... which is where we met.

We master-minded and shared our ideas online. After competing constructively and endorsing each others marketing efforts, we eventually met in person at a live event we were invited to in Austin, Texas.

This is the **basis** which transpired into a great friendship, and many collaborative efforts, leading to the incredible results we've been able to achieve.

Results we've been very happy with, because they've also allowed us to share our strategies with others. People **all around the world** have now encountered un-heard of results, just like ours from our teachings.. which we are very proud and humbled by.

Now, we're not the kind to brag, so we'll let you do the math...

How many sales can even the lamest marketer make with  
***20,000 super-qualified leads in just one month?***

*Heck, what could they do with even 1,000 leads a month?*

*How much would their business grow?*

**The more important question is**, after having tried so many different ways to advertise,  
*what turned out to be the most efficient and most POWERFUL lead generation method of them all?*

By the end of this report, **you will know.**

## 2.) Jim's Embarrassing Story...

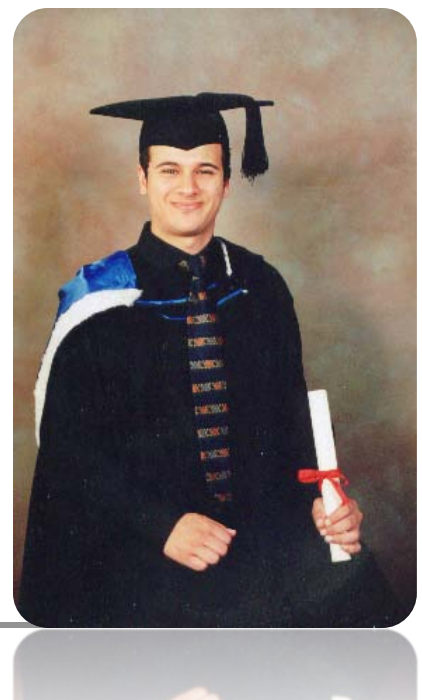
I took the young entrepreneur to a trendy coffee shop. We were in the city center of Sydney.

Although I knew that his Network Marketing sales pitch was going to come up at some point, I figured I'd just politely refuse.

Little did I know, I had no choice...

The guy was a master salesman.

His technique was an admirable, flawless piece of art. He was a far-cry from the sleaze bags I'd met before desperate to sell.



Kevin was the charismatic type. I was aware that he was successful in real estate although I had only ever met him once, briefly—earlier that year. In fact, come to think of it, that was right before I flew to Australia to accept the PhD scholarship I was in Sydney for.

A few carefully worded sentences from him and I was sold!

Two weeks later, with him in New Zealand and me in Australia, I sold my prize Jaguar and went in to the network marketing company's head office on my own to purchase the \$2,500 start-up package.

## **And so began my journey.**

Without the first clue of how to market, I launched onto all my friends in exactly the opposite way Kevin had spoken to me. It didn't take me long to have a handful of recruits and a pile-up of crashed and failed friendships.

For the next few months, I struggled to make ends meet.

It cost \$300 every month to remain active. And it seemed that instead of buying a money-making opportunity I had bought myself a new and expensive liability.

Maybe it was my inexperience, maybe it was my depleted bank account—either way, I was doing some kooky, screwball, head-whacked things to come up with money. Like standing around in malls trying to get the courage to hand out sales tools (but never getting the balls to do it).

Like posting fliers around my university at midnight that were taken down the next morning.

Like visiting gas stations late at night hoping to lead the lonely attendant into a conversation that would make it possible to hand him the DVD I was holding.

And leaving still holding the DVD.

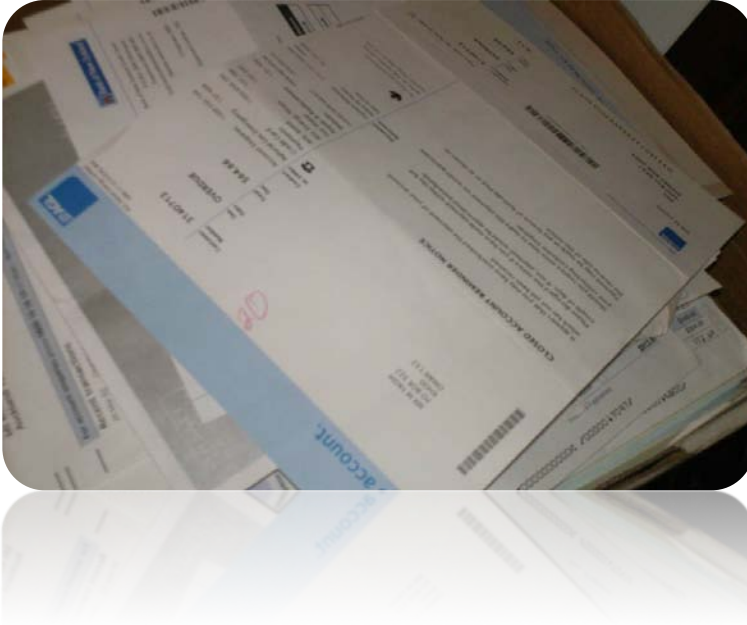
It didn't work.



## My life became a disaster.

I had bills piled high that I didn't bother to open any more **(my actual bills pictured below)**—that's how hopeless I was getting about paying any of them. I rarely had food to eat at home and slept with empty stomach.

I have until this day a folder stuffed full with every eviction notice I received that year—



they became more frequent with my landlord's increasing impatience.

As I come to write these words, I can't help but hold back tears when I think of my lonely hunched shadow at dinner time—as if it weren't me, but some hope-filled fool in a movie, digging under the seats of my smashed car looking for spare change to buy a loaf of bread to eat.

## So much shame.

**Never in my life was I so desperately alone.**

But I don't remember ever feeling sorry for myself then. Every time I became overwhelmed, I'd say, "It's ok. Hold on. I don't deserve it yet."

Then I'd try to figure out what skill I didn't have or which money-making activity I wasn't doing.

Being an introvert by nature, my biggest challenge was having enough friendly prospects to sell to. It was ridiculous! What could I do with the one prospect a month I chanced upon?

My approach was desperate. If that prospect didn't buy or join, I would be screwed. Who knows when the next time I'd get to try again would be?

I repelled new friends. I scared and bored them with 4-hour sales presentations and flip charts and circles and incessant follow-up calls. How embarrassing. (I told you) ;-)

Even then I knew that what I was doing was wrong. But I didn't have the courage to do it any other way. I spent my days and nights going through the motions of working on my business—reading, researching, affirming, and “learning”. Anything to avoid doing what I knew I had to do.

And that was my problem.

## **I couldn't be indifferent to the outcome of my sales presentation...**

I didn't know when another opportunity to make a sale might come next!

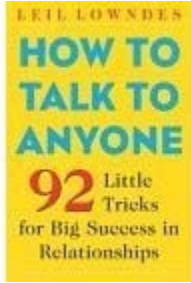
I couldn't act like I didn't care whether or not they joined or bought since, in reality, I REALLY did care. I cared a lot!

Had I been meeting 20 new friends every day, I wouldn't be so weak. If someone I met happened to be a fit and they were interested, they'd join or buy. Simple as that.

Of course, back then, I didn't really get how to sell with “posture”. I thought it was an act you had to put on. I didn't get that what gives you posture is knowing today that tomorrow you'll have 20 new opportunities to sell no matter what happens right now.

When your posture is real, your entire behaviour, attitude, and body language just ooze confidence and success.

## **And that causes others to gravitate to you and what you offer.**



One day, I discovered all of this in the pages of a book.

I wasn't looking for it, but it got my attention at the bookshop. It was titled "How to Talk to Anyone".

Only after I was well into the book did I understand the reason Kevin had commanded my attention so easily. The fact that I bought a business opportunity from him had nothing to do with the Porsche keys that he artfully placed on the coffee table while talking to me, nor the photocopied \$2,000 commission cheque in his name that he used as an example. In fact, it had nothing to do with any material possession, pin level, proof of income, or anything else I had tried to sell with.

He used social techniques Leil Lowndes dissected and explained in the book I was reading. He socialised like a big winner which made him likeable and trustworthy. What I realised is that Kevin wasn't necessarily born with a social personality. His patterns could be broken down into techniques. And I could learn them and socialise like a big winner too.

With a sense of determination...

## **I busted out my best clothes.**

And I headed out early in the morning to my favourite café. There, I sat, the entire day spacing out my orders of coffee, tea, and cold drinks while reading.

I tried to muster up some courage to practice what I learned. I was an extremely shy, timid introverted person. In many ways, I still am.

I rarely speak out if something bothers me...to the extent that sometimes I would stand in queue for HOURS getting pushed and shoved ahead of without having the guts to say a thing.

My younger brother, 9 years my junior, I make him call my friends for me so I wouldn't have to talk to their house mates.

And when I'm lost, I rather take a taxi than ask for directions.

That is the extent of my shyness.

# **Talking to strangers was the absolute LAAAAAST thing I ever wanted to have to do. Ever. EVER!!**

*But I got past it...*

To counter my riveting fear of speaking to strangers, I tried small things. Things I didn't mind doing. Like, first, I would make eye contact with someone and then feel so embarrassed that I'd smile. They would smile back!

Surprisingly that made it so much easier to say hello.

"Hi!"

"Good morning," they'd respond.

It would be rude NOT to carry on. So I'd continue with, "Nice day today, isn't it?"

"Sure is! What are you reading there?"

And before I knew it, I was having conversations with absolute strangers.

Meeting new people. All natural. Easy even.

One of the techniques I read about was how to create a sense of "history" with someone—as if we're old friends. The idea was to remember (or keep a record) of small details that people revealed to me during previous exchanges and then bring them up in the next conversation.

For some time, I kept a little notepad where I jotted things like, "studies history at university and works part time at Subway" or "birthday on the 22nd".



## **Creepy, isn't it?**

Yeah it is. So if you try it at home kiddies, don't let anyone spot you writing in your pad, ok? It's a pretty effective technique that helped me build rapport very fast. Just not one you should go showing off about.

My little notepad made it a snap to gather an enormous contact list of friends and fans. People who genuinely liked me and wanted to speak with me when they saw me at my cafe.

I left my selling agenda outside the conversation. I didn't pretend. This was me wanting to meet people.

And it was 90% because of my genuine interest in making friends and 10% because of my notepad that people became naturally attracted to me, the guy-always-at-the-café.

They wanted to be a part of my world. Which meant I was no longer "selling". I was simply organising and deciding with who I wanted to expand our relationship into a business one.

It was cool. And it worked.

But I have to admit, all of this took a lot out of me. I was living far outside my introverted personality and was required to take on socialising as a full-time activity. Which, even now, I find extremely exhausting!

Encouraged, all the same, I thought I should try more efficient methods of meeting new people.

## **Advertising seemed like the natural choice.**

But there are a lot of ways to advertise. What would be best?

Newspapers were the only affordable kind of advertising I knew back then. And it seemed easy enough. Just look up the local newspaper's website and fill out an ad form. Only \$50...easy-peasy...

Uhh my attempts were lame. One ad brought me two prospects. Neither left a phone number. I tried that for a couple more weeks before I gave up. It was too expensive for me.

## **Next. eBay.**

What I forgot to tell you is that before starting my home business, I successfully used eBay to sell a lot of stuff. And the vintage jaguar I sold to start my business was a part of a little car-trading thing I did really well online.

As it turned out, that skill of selling cars with writing transferred easily to selling eBooks the same way.

I'd seen some marketers writing long listings on eBay to sell their Get Rich Online eBooks.

Which gave me an idea...

I could write my own short eBook for people who wanted to start a business from home.

Whoever buys the book will be a qualified prospect. And their payment for the eBook will help me recover my eBay listing fee so I can advertise again.

Writing a book to sell on eBay took me a few days. And it allowed me to position myself as an expert author and business consultant—not only offering an opportunity but also showing potential business owners how they can build business successfully with the only technique I knew: “café recruiting”.

Still, it wasn't the kind of leverage I was hoping for on the internet. I wanted more leads.

After all, by this time...

**I had lost my PhD scholarship and  
my bills were piling up again.**



I quickly cashed in a programming contract job I did part-time. With a total of \$8,000 to my name, I knew that it would take at most 6 months to use up all my funds. At which time, I'd be forced to take a full-time job or quit business altogether.

Here's the thing—before I went back to school, before I started a home business, my qualifications and experience were already earning me 100k in yearly income. All I had to do was agree to go back to regular employment.

That decision was one of the hardest I had to make. I tried to convince myself that I would continue working on my business after I found a job. Yet I knew the truth.

Making money at a job was attractive because it was simple and comfortable.

## **But it would seal my destiny as an employee for life.**

I knew that with a job, even a high-paying one, I'd feel enough pain to continue dreaming about financial freedom. But I'd feel just enough comfort to remain employed forever without taking action on my business.

Like many of my friends who gave up long before me, I'd begin to make excuses about not having time. And all business plans would be put off until I gave up entirely.

That could never happen. I chose to endure longer and remain unemployed with...

## A ticking time-bomb to my doom.



Since the \$8,000 in my account was all I had in the world and no other money showed up in the crystal ball of my future, I needed to spend carefully:

**I parked my ugly beat up car and de-registered it. (my ugly car – pictured left)** Being immobile discouraged me from going out and wasting my time and very limited funds.



Next, I holed myself up for months in my home. Save the 8km run I forced myself to do in the morning, I

dedicated myself to APPLYING every lead generation technique I could learn.

I paid a hefty price. But finally, I became financially free. My internet marketing businesses now earn me sexy 7-figure years. Yes. I have multiple businesses all leveraging these simple traffic generation skills.

This year, I was able to help my mother retire early from her university teaching job.

My life has changed. I live in a castle at the peak of a mountain in Amman, Jordan. I spend my time playing in the garden, growing grapes, and holding family feasts.



In the past 12 months, I've only been home for 4. The rest of the year, I traveled and holidayed in hotels and resorts.



All the while, my businesses remained on autopilot.

Obviously, I still work on them, but I can take my work with me anywhere I go.

As more people learned my techniques and became successful too, I was invited to live speaking events as an expert. And many of the industry's leaders are close personal friends who consult with me on their traffic.

By now, you're probably wondering what I did differently that allowed such a large transformation. And

was it simple enough that you can copy me to get similar or even bigger results?

That's what we're here to discuss...

### 3.) David's (even more embarrassing) Story...

It's not the normal thing an 11-year old boy would wake up to--at Midnight.

Shouts, rants, '*saps*' and CHEERS...

As I hopped out of bed and veered to the top of the staircase, I peered out at dozens of happy cult freaks dancing in circles as they chanted each other on.

It was pretty cool actually, they were taking turns writing down their utmost desires and goals on about a 1-inch thick square piece of wood... and then somebody held the board as they broke it with their bare hand!



I enjoyed watching them, but what I didn't understand as a young "clueless" kid (gifted in their retrospect) was why they had to "write-down" their goals and break a piece of wood, if they wanted to achieve them.

**Why didn't they just go out and do it?** Regardless, it was amusing and I rather enjoyed being part of the crowd.

## **This was my introduction to Network Marketing.**

Call it home meeting "Amway" parties. ;-)

I loved the camaraderie (as cheesy as it sometimes was), I loved the happy groups of people, I loved being around people that hoped for something different... and I LOVED the idea of being able to **earn unlimited income from home**, *or wherever the hell else I wanted to do it from*.

So in my mid-teens... I began joining multiple MLM companies, trying to 'live the dream' as I tried convincing everyone I knew that they would make a million dollars if they first just gave me a few hundred to join me.

Of course they all jumped at the opportunity. ;-)

(kidding)

No one believed me and it literally sucked the life outta me. I remember it constantly putting a damper on my motivation and determination to succeed.

## ***Where the hell was everyone's human spirit?***

I noticed early on that many people were willing to believe what they were taught growing up and were "ok" with mediocrity.

**I think mediocrity is bullshit.** I refused to "settle" and still do till this day.

And that attitude didn't come without consequences...

Yes, I've evolved into a **prosperous internet millionaire** today, but memories of “doom & gloom” still haunt me... the days of my power getting shut-off, along with my cell phone, water, and whatever else could be taken from me for not paying my bills.

One month, my roommate at the time and I, actually wrote bad-checks to each other, which we cashed thru the ATM machine so that we could pay rent.

**We had ALREADY received an “eviction notice”.** Life didn't just suck...

## **I Was Living In “Loser-ville”**

Before my “big break” so to speak... I was running my Landscaping business 7 days a week, while waiting tables at night, and delivering newspapers into the wee-hours of the morning.

I rarely slept. I consumed drastic amounts of caffeine, (even landing myself in the ER one night) and I made VERY little money.

In my rare down time, I tried biz opp after biz opp and any other cool money-ideas I could come up with. I actually wondered if I should smoke pot, because my imagination at the time didn't seem like it was serving me... as I certainly wasn't seeing any fruits for my labor.

I had definitely evolved into one of those “crazy uncles” who was going to be chasing money-games his whole life. Embarrassing, but something I was actually willing to accept if I never made it.

I sold anything of any value to me and “down-graded” my entire lifestyle.

No more nice clothes, dinners out, or “fun” stuff. My girlfriend at the time HATED it. And what was really humbling is...



## **"I Used To Drive This Piece Of Crap..."**



On top of that, my business partner and I had another work truck, which we paid \$400 for... that ended up having a past-due registration of like \$1500!

And naturally, we couldn't afford to pay it! (that's what happens when you buy a vehicle from a stranger on the sidewalk street corner.)

So, out of PURE necessity, because of our pathetic circumstances... we found a small trailer at a garage sale, that we paid about \$60 for.

We registered the TRAILER

instead of the truck, which only cost us \$10!

## ***Woohoo! We were in business!***

The only problem was we couldn't ever detach the trailer, so we left it on for 2 years! Ha!

This is just one of the MANY stories and adventures I dealt with on daily basis, but you get the picture.

And if you don't, I'll paint it for you... *my life completely and utterly SUCKED!*

## **Life HAD to get better!**

I needed one of my home businesses to work, so I could pull myself out of the pathetic shithole I was in. (–Which admittedly, I TOTALLY dug myself into.)

Anyway, the time to make money wasn't in 90 days, next month... or even next week. The time and necessity to earn money became NOW!

I was way past desperation and was now in SURVIVAL mode. I sat and thought about what I needed to do to multiply the few commissions I had received thus far.

I knew to make my business work, or ANY business for that matter, I needed more NUMBERS.

So...

## **I Turned To The Internet.**

I picked up a few internet marketing courses and began my online journey.

I remembers seeing INSANE money claims of people making millions from their sailboat, or whatever else story you want to imagine.

I didn't believe them all, but surely SOME of them had to be making some money!

So I kept reading ebooks, listing to teleseminars, etc...

## **It seemed like the more I read, the MORE I didn't know!**

It just seemed like there wasn't an end to what I'd have to learn to market on the internet, and that the more I tried, the more other people were ALWAYS gonna know!

So I decided to focus on a few things in particular that have now allowed me to, aside from generating substantial traffic, reap INSANE profits for my efforts.

Marketing friends and associates like to joke with me... calling me "the laziest 'successful' marketer alive."

Who am I to argue? That would just take way too much energy ;-)



Anyway, I've decided to get off the couch - or the tree ;-) - and share with you some of my best secrets when it comes to getting traffic and turning your efforts into MONEY...

# Section 2

## 4.) YouTube

**“Jim auditions for free traffic...LOTS of it...”**



Let's get real here—there are only two reasons YouTube is considered an attractive lead generation method for anyone:

- 1) It seems **fun**
- 2) and it's **free**

Naturally, as soon as I heard about it, I wanted to go out and record videos. I was told that YouTube is viral and I'd get a ton of traffic for free if I start posting videos to my profile.

First question: *What do you put in a video?*

I had no fancy car or MTV crib or stacks of money to show off. I didn't have the nice cleavage that some of the “video marketing queens” have out there.

In fact, I had very limited experience selling anything. Should I start by recording my sales pitch?

Sure why not. I took my 4 hour sales presentation *axed* it down to 10 minutes.

Bought a new cheapo camera and the Camtasia screen recorder software. Spent a week making the slides and writing out the perfect transcript, edited it for another week, and uploaded to my YouTube profile.

Result?

## **26 views, 0 leads.**

And oh yeah, other people in my company started using the video I made with their international prospects.

My upline called me couple of weeks later and gave me a big telling off about how this goes against company policy and I should remove it immediately. And oh by the way, can I give him a private link to use with his prospects? Thanks buddy!

Anyway, I did no different than what most people do with YouTube.

They have nothing to say. They record some crappy Blair-witch Project type video, ya know, with snot down their nose. And all they achieve is to look like the broke-ass amateurs they really are. Nothing sells.

Or, have you seen those biased “review” videos about affiliate products? It’s dumbass-obviously-obvious that the person doing the review doesn’t own the product. And all they’re after is an affiliate commission.

That shows how little people understand about marketing with video.

Nothing is divine about YouTube itself. It’s simply a medium with which people share video. Because we are inclined to SHARE and forward the videos that fascinate us.

Recording a video and uploading it isn’t enough to get traffic. The real challenge is:

*How do you make a video that builds up a primal urge inside people to immediately tell everyone about it?*



# They Were Pretending To Be Rap Artists...

A couple of nights ago, a friend of mine showed me a video where the marketers were pretending to be rap artists. We had stitches in our sides from laughing so hard that half-way through we were already looking for people to show it to.

One of my friends Tweeted the video to her followers, another forwarded it by email to his list, another shared it on Facebook's wall, and someone else even embedded it on his blog.

That's the kind of video you want to make. But I'm not that entertaining.

Luckily, there is another way.

The genius in YouTube is how, once you refer one friend to a video, YouTube then keeps him there, browsing, exploring, and viewing more clips.

YouTube wants to ensure that your friend doesn't just switch off the website after watching a video you send him to. So it has to figure out what to recommend next in order to keep your buddy there longer.

A related clip would be the obvious choice—but a *popular* related clip would be even better.

How do you make your video the candidate that YouTube decides to promote?

## Commotion.

*"Video commotion can be seen by a high view count  
and plenty of comments"*

High view count indicates that the video is popular. And lots of comments mean people feel strongly one way or the other about the video. So it's "interesting".

Getting views and comments on a brand new clip is what most people are missing when video marketing. Because they're trying to get the views and comments from YouTube itself.

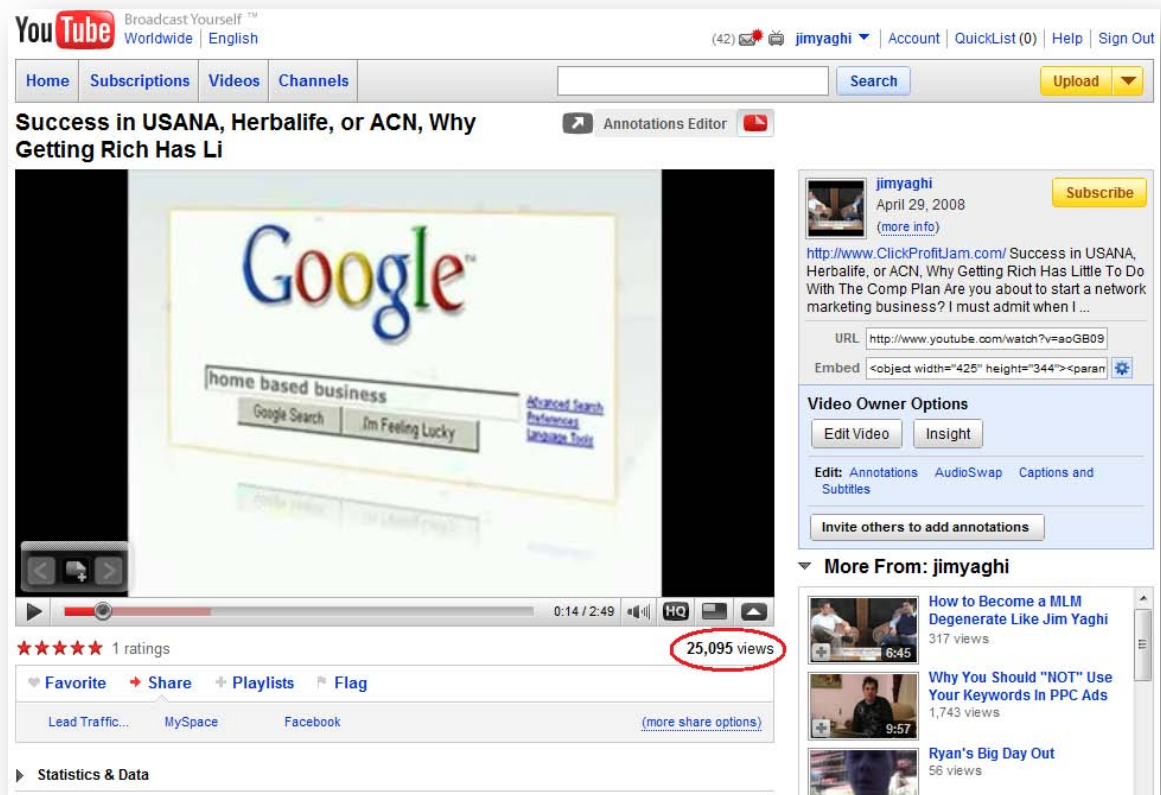
And like I said, YouTube won't send viewers your way unless you already have obvious activity and interest in your video.

Now you could try to build up views directly from YouTube. And it could work if you created the next "Evolution of Dance" viral video. But how often does that happen? (That video has several hundred million views!)

Waiting around for YouTube activity could take forever. Unless...you give it a big shove.

The good news is that it's easy to get video-viewing momentum even on a lame video.

**When Jim discovered this technique, he had the #1 most watched video of the month in his category.**



And it even showed up on the YouTube homepage, resulting in more exposure.

All I did was to embed the YouTube video on my landing page where I drove all my traffic. Then I set it to autoplay whenever someone arrived on the page.

So from the first day I uploaded a video to YouTube, I didn't wait for YouTube to send it viewers. I started to pump all my traffic into it. Whoever landed on my lead capture page was a "viewer" who inadvertently helped me rack up video views back at the YouTube site. Whether they chose to opt in to my page or not.

No traffic ever went to waste.

My first successful video was an instructional one. I used the YouTube embed code to play it on my landing page. And at the end of the video, I asked viewers to subscribe if they want more helpful videos.

At the time, I was using some pay-per-click advertising to drive traffic to my page.

By the end of that day, YouTube was reporting 10,000 views on my (pretty crappy) video. But the real surprise was when I paused my advertising, views on my clip continued to grow at an alarming rate.

## **Where were the people watching my video coming from?**

From YouTube of course. Because YouTube noticed my clip was popular. It started to promote it on its home page as well as to people watching similar clips.

Very nice!

Next, I wanted to see if that same idea worked for comments too. So I sent out a broadcast to my list asking them to watch the same instructional video and leave a comment with their opinion of it.

A few hours later, I saw yet another spike in my video views.

With their comments, I gave my subscribers an opportunity to join a conversation. Their comments were responsible for attracting more comments.

When you provide content like a video, you're displaying an admirable leadership quality. Bravery.

You aren't afraid to express yourself.

Where as, most people are employees *because* they have herd mentality. They like to comply, they don't want to rock the boat, and they want to fit in.

Their greatest fear is that if they express their opinion they could be shunned and humiliated by the herd.

Similarly, they won't agree with you, just because you're a leader and you're brave. They don't want to find out too late that they're agreeing with an outcast.

Maybe they'll wait and see what others say first.

**Getting the first comment on your video is hardest.** The very act of being first to comment is almost as intimidating as being the video's author. What should they say? What if it's wrong?

## **That's why I tell them.**

I fearlessly express myself, tell them why they should agree, and then ask them to answer a question in the comments section.

Some will listen, some won't. Either way, you need to get that first comment. Because once you have it, new viewers will feel safety in adding their voices in agreement.

## Concept:

YouTube's goal is to keep its visitors engaged, exploring, and viewing videos after seeing the clip they came to watch in the first place. Smart marketers exploit how YouTube recommends the "next video".

## Lesson:

If you want to try to spread the word about a video on your own, you can upload it to lots of video sites by yourself or with some blasting software. But just having your message on a video sharing site doesn't imply that anyone's ever going to watch it. And it's pretty hard to create commotion around something when you're the only one shouting about it.

Instead, you want to show your video to an initial audience like your email subscribers whose views will be recognized by the video sharing site as "popularity". Eg, YouTube will recommend popular content like your video to other users who may be watching related clips.

Showing your video to an existing audience jacks up its view-count and that makes it appear to YouTube as "popular". This has a cyclic, viral effect.

## Implementation:

Auto-play and embed your YouTube video on the main landing page that you use to market. This way every visit to your page drives up the view-count which increases your rank and your chances of being promoted by YouTube. E-mail your list about any new videos you post. It will further increase views and comments giving you instant commotion.

**\*IMPORTANT NOTE\*** - *You will need a targeted email database of highly qualified prospects to carry this action out. The "Google Switch" will allow you to acquire this list. A later chapter will explain this.*

## 5.) MySpace

**“Jim tries to make friends...”**



I knew this guy, who always tried to get me to leave my opportunity and join his.

He always showed off about how big his downline was becoming and how he gets his leads. His name was Mitch. One day, he asked for my MySpace link.

I unsuspectingly gave it to him.

Before I knew what was going on, my entire Network Marketing team were getting friendship invites from him with messages to check out his profile.

On his profile, he had lifestyle pictures and testimonials from his celebrity upline...as well as a sign-up box for collecting leads. I'm pretty sure that despite reaching almost everyone on my team with his message, no one flipped into his opportunity.

But it gave me an idea.

The friends of my prospects will share similar interests. Like business opportunities and healthy-living.

I re-wrote my whole MySpace profile, added a "subscribe" box, and made it pretty-like-a-girl with a sales link to my opportunity. It was sort of like Mitch's profile.

## **One night when Mitch was drunk,**

I managed to squeeze out of him his secret. How did he add all my friends and their friends so fast?

As I suspected, he used an automatic friend-adding software.

One Google search later and it was mine.

Every day for the next month, I added 20 people from the friends of known gurus with that dumb program. Followers of network marketing gurus will definitely be interested in my business opportunity, I thought.

I gotta tell ya, it was a pain in the ass. Apparently, I missed the boat by the time I downloaded the software. Marketers had spammed MySpace so much that they added mechanisms to protect their users from us.

Even using the friend-adding program, I had to manually enter a "captcha" code two times to add one person!

And for all my efforts and despite the hundreds of profile views I racked up, just like my buddy Mitch, no one opted into my list or bought my stuff.

Soon after, my profile was suspended by MySpace.

What a waste. I got annoyed because I had worked so hard on putting it together and adding all those people. I didn't want to create a new one.



Looking back, that was a pretty stupid way to get traffic. It's no way to build a real business. Where's the professionalism in it?

## **Do you know any true leader or celebrity who goes around LOOKING for fans to "friend" with?**

And if you're a truly successful business owner, would you be wasting your time doing small-time petty shit like adding people and messaging them to look at your site even with an automated tool?

Probably not.

Big winners don't beg for friendship. People seek them out and try to get close to them.

## **But who would look for a nobody marketer like I was then?**

Actually, making a celebrity of myself didn't turn out to be that hard at all. It occurred to me that I was an expert in my own right. People who came to know me through my marketing were reading my emails and insights. A group of them were already calling me on the phone to connect. Why shouldn't they want to connect with me on social networks too?

All I did was to share my MySpace profile in the PS lines of emails to my growing subscriber list.

Soon, friend requests started rolling in. It took me a little while to realize that they were my subscribers. As I accepted them, comments trickled onto my profile. Comments like:

*"Hey jim. Just wanted to say thank you for the valuable information you've been sending in 8 days to cashflow. "*

There were many messages just like that.

## **My friends grew in number with each email.**

People are usually friends with others who have similar interests. So if someone is a subscriber of your list it means they are candidates for your product or opportunity. They would have at least a few friends who care about the same things.

Since the product I was marketing was a business opportunity, it made sense to leverage the friends of business owners on my list.

What's cool about receiving comments on your MySpace, is that they become a fixed part of your profile like a testimonial or a personal recommendation of you. Think about the perception that someone that doesn't know you will have.

Especially that a friend of theirs is praising your stuff and saying how much value they've received from you.

This social proof creates intrigue.

## **Intrigue**

Friends of your subscribers who don't know you will be fascinated as to why their friend is going goo-goo gah-gah for you. Who are you? Perhaps they should be going goo-goo gah-gah too?

So they'll read your story and if you have a subscribe form or order link on that page, they too will subscribe.

This is where the real power of MySpace is found.

## Concept:

MySpace allows its users to interact with the friends of their friends. In real life, that's a natural way people meet. Marketing with MySpace is a matter of giving the friends of your friends a reason to be curious about meeting you too.

## Lesson:

Most people are friends with others who have similar interests, so you want to leverage the friendships of your subscribers who have already expressed interest in your product or service. This stretches your marketing exposure to include them.

All you need to do is let your current customers or subscribers add you as a friend on MySpace. People who like you will add you.

Your email subscribers will give raving reviews, positive comments, and interact with you unprompted. That's all social proof which grabs the attentions of their friends. If they have similar interests they will wonder why their friend is raving about your stuff and will read your story to find out who you are. And that's your chance to indirectly sell them on becoming subscribers too.

## Implementation:

Send out an email to your subscribers specifically asking them to add you as a friend on MySpace. On your profile, tell a story about who you are, what you used to do, and what you're doing now. Write as much as you need. But make sure you have a subscribe box on your profile directly.

**\*IMPORTANT NOTE\*** - *You will need a targeted email database of highly qualified prospects to carry this action out. The "Google Switch" will allow you to acquire this list. A later chapter will explain this.*

## 6.) Blogging

**“Ugly blog proves to be Jim’s most valuable marketing asset...”**



Unlike social networking and video sharing sites, blogging gets little attention.

Because, let's face it...writing bores most people and not everyone is good at it. So it's not in the best interests of internet marketing gurus to sell products on "real" blogging.

But I wasn't afraid of writing. So I tried many times to start successful blogs.

Finally, I cracked it. And I began to bring in hundreds of leads a day.

It wasn't always like that. In the beginning, I was most eager to master blogging because it was free.

For several months I couldn't spare any money for advertising so I made a deal with myself that I would write one article every day.

Each entry I posted to my blog, I'd copy and blast to article marketing sites and link back to my site. This was meant to help me increase my search rankings.

While the very same articles attracted many views, comments, and votes on Home Business social networks, they received no attention at all on my blog. And they rarely turned readers into leads. I didn't understand why.

For all the work I was doing, the money I made was small reward. I stopped and moved onto other traffic methods where I had much more success.

It was a while later before I started a new blog. There, I planned to support customers of a product I launched. Over the next few months it went from a relatively insignificant piece of internet real-estate to a real money generator.

# I'm embarrassed.

It's not a very nice looking blog—a lot of my fellow marketers joke about it and tell me to change it.



Yet, thousands people from around the world read that blog. And it all started with a tiny list a couple of hundred targeted email subscribers.

The trouble with my earlier blogs was that they never turned up on a search and no one knew about new entries. Even though the content was pretty good.

I could tell, because I got plenty of attention when I published the same piece of writing to specialized community websites.

The difference was on home business communities, there were already members of that site who have an interest in reading business material. On my blog, I had no audience at all.

Little did I know, the next sequence of events, would show me the true potential of my blog.

I remember being particularly angry as I wrote a new entry. I felt so strongly about it that I wanted to share it with my subscribers. So I sent out an email asking them to visit my blog entry, read, and leave their opinion.


## I had no idea how much traffic I was about to get.

I had forgotten. My subscriber list, though tiny was a qualified, already interested audience. They were customers looking for support.

**First**, the new blog entry was relevant to them. Sending them an email telling them to read wasn't just my idea—it was theirs. Because hearing my advice and points of view was the exact reason they had subscribed in the first place.

**Second**, I included them in a conversation by asking them at the end of my email a specific question.

I gave them an idea of what to leave as a comment. A lot of people don't leave comments because they don't know that they can. So I told them how to leave a comment.



People often don't comment on a blog because they don't know what to say. Asking them a specific question makes it easy for them to leave a comment.

And in the same way humans need religion and scientific “theories” to tell them what they should believe—I was suggesting a point of view they should adopt.

**Third**, my post was told in story form about my childhood. This has the same psychological effect of “creating history” that I used when selling in person. Even new readers felt a level of familiarity with me you can only get from growing up with someone. It was a huge success.

**Fourth**, comments left by other subscribers give their fellows encouragement to also comment.



People usually want to have a voice, but they don't speak up because they're afraid that they will say something that turns out to be wrong. When they can see 9 comments all agreeing and 1 comment disagreeing, most people will choose to follow the herd and agree too.

There is less risk of being wrong when many others are saying the same thing. They'll agree with others confidently.

**Fifth**, the popularity of the post helped it get RSS syndication and pingbacks. On a blog entry, the NUMBER of comments are the best way to tell how active it is and whether it should be a candidate for syndication.

## **I tried again to see if this was a pattern.**

Seeing how well that post did, the next time I blogged, I followed the same sequence: I emailed my list telling them to read; then ended with a question that I wanted them to answer in the comments.

In a matter of months, the number of people reading my blog, participating in discussions, and referring others to it grew exponentially.

Today, my blog readership is my most valuable marketing asset.

## Concept:

Blogging on its own doesn't bring new readers and subscribers. It is the current readers and subscribers who bring more people by their word-of-mouth, by commenting and continuing conversations that are started by your entry, and by sharing the posts they like.

## Lesson:

You could write all day on your blog and spend hundreds of hours updating it with new content. But if no one's reading it, you won't generate any leads or make money from it. Think of your blog as the beginning of a conversation stating your opinion. Everyone else who is about to comment will adjust what they think to comply with the majority of the people who already commented.

By asking people who already care about your opinion what they think, you are in a way pre-programming them and everybody else to agree with you. As the number of comments grows, all in agreement, no one wants to be the outcast opposing the majority opinion. So they will comply and accept your belief and then they'll spread the word for you with spin-off posts and articles attributing you as their leader.

## Implementation:

When you publish a new entry in your blog, make it personal. Then send out an email to your subscribers to read. At the end of your email, ask them a question and tell them to write their answer in the comments box below your post. This will let them know that they can comment, where to leave their comment, and give them an idea about what to say.

**\*IMPORTANT NOTE\*** - *You will need a targeted email database of highly qualified prospects to carry this action out. The "Google Switch" will allow you to acquire this list. A later chapter will explain this.*

## 7.) Search Engine Optimization (SEO)

**“Jim gets top-10 rankings on Google using their own tool!...”**



Yawn.

Yep, that’s what most people think when they hear Search Engine Optimization. It’s attractive because it helps you get free traffic from search.

But without an in-depth knowledge of SEO, getting a top 10 listing for your site in the Google “natural” search results takes a lot of work. *Especially on competitive keywords.*

As I discovered, I had to create relevant articles, videos, blog posts, press releases, and forum threads. Then, I needed to find people who like my stuff to link to it on their sites.

I was ignorant.

My early content was always poor. It was the only kind I could write at the time. And I linked to it from anywhere else that would let me. Effectively spamming other sites to get traffic.

I can't tell you I ever ranked well for any decent keywords. Well, maybe sometimes for a day or so then my website would slink off to nothingness.

I had no real strategy. I wanted to get a top 10 listing in the Google search but didn't even know which keywords to target. Sure, anything with a history of high search volume was always a candidate. But the competition was inevitably fierce.

## **There was no guarantee that my work would pay off**

Besides not knowing the right keywords to target, there were no guarantees that I'd get customers. Just because people were searching on the keywords I optimized my content for, they wouldn't necessarily buy MY stuff.

What I needed was a real way to discover in advance which keywords would be worth my time.

Now most SEO trainers are gonna tell you that there are keyword research tools to help you decide which keywords you should optimize for. But using them would require that you have experience in knowing the general keywords that make money.

Keyword research tools need a seed keyword as input. They output a list of derivative keywords searched frequently with competition stats. They're useless to you if you start with a tire-kicker seed.

Wouldn't it be easier if you could somehow trial the top 10 spots for a search term you like without making the time investment?

This way, you could find out which searches result in *sales* of your product. If a keyword idea makes sales then you're in heaven.

Get up and do a victory-boogey. Because six months from now, and tens of articles later, Google will start sending you “free” customers!

## **How Can You Try the Top 10 Search Results Before Doing The Work To Get There?**

At least once a day, someone sends me an excited message telling me they got ranked #1 for some keyword they made up. Usually, it *seems* like a good keyword, but it's not.

For example, the holy grail of keywords in network marketing is “mlm leads”. No beginner has ever ranked for it. But a lot of people think that if they can get their content indexed with a derivative of that keyword, they'll make gangs of money. But I've tested the crap out of it and I know better.

“MLM leads” is only a good keyword if you sell leads. Most of my students don't.

They sell mlm products, training, and opportunities. Even if they did get ranked for “mlm leads” (difficult as it is), they will attract the wrong audience.

I found out through months of experiments the word “mlm” is only used by marketers. Don't believe me?

Run a Google search for “mlm” then another for “network marketing”, and another for “home business”. You'll quickly see that there are more results under the latter two terms—because they're consumer terms. Real people look for and write about “network marketing training” not “mlm training”. In fact, MLM is considered a “cuss” word in most home business circles.

Imagine if you had spent the time getting ranked in the top 10 for “mlm leads”. You'd have wasted lots of money and time for a keyword useless to your business.

There is a much faster way...

A fast way to discover money-keywords is to **buy a #1 position using search advertising** like Google Adwords, for a short time. Your keywords that result in sales, are the keywords you want to use for SEO to get free rankings in the search engines.

## **Being able to test keywords like this saves you effort and time.**

I had my big AHA moment one day while revising a pay-per-click campaign for my website.

For several months, I had been making profit like clock-work from my paid advertising. I sorted my keywords by the best to worst converting. Then noticed that most of my leads and sales came from 5 keywords.

## **"OMG! Hey!" I thought.**

"Why don't I get listed for derivatives of these in regular search?"

Makes sense.

Soon I began making sales from the traffic I pay for as well as the natural traffic the search engines give me.

Paid advertising revealed the profitable keywords and saved me a ton of time optimizing. All I had to do was rank for 5 keywords, guaranteed to convert, instead of hundreds of obscure ones.

Effectively, this turned SEO into a simple and fun process while others are still crying like babies about how hard it is... it doesn't have to be.

## Concept:

SEO is time consuming and requires a lot of original content creation. Save effort by only investing time in keywords that you KNOW will make money in your sales process.

## Lesson:

There's no point doing SEO for arbitrary keywords that are rarely searched for because you'll waste lots of time doing it for no reward. And it's silly to try to optimize for a keyword that gets many searches and clicks but never makes sales. The fastest way to test if your keyword ideas will be worth investing time optimizing is to buy the #1 paid ad for all the keywords you are considering. And for a few cents a click, you can quickly figure out which of them will make sales. Create relevant articles, press releases, blog entries, and videos with back-links around the top profiting keywords.

## Implementation:

Run a paid search campaign with all the keywords you suspect will result in sales. Test and tweak your ad, landing page, and sales funnel until you're making profit. Sort all your keywords by highest number of conversions. Optimize your landing page for the top performing keyword and start building inbound links to that page.

**\*IMPORTANT NOTE\*** - *You will need a targeted email database of highly qualified prospects to carry this action out. The "Google Switch" will allow you to acquire this list. A later chapter will explain this.*

## 8.) Article Marketing

**"David discovers magic article formula: KA+HVC+RC=HPV= customers..."**



When I first started writing articles, my results were pretty crappy.

Now, I average over **\$10,000** for **EACH ONE I write...** and have ***pulled in over \$100,000.00 from a SINGLE ARTICLE*** on more than one occasion.

But I'm no super hero and my early articles were pretty damn embarrassing. If I could go back and remove them one by one, I probably would.

But as an early internet squirrel, I had to do SOMETHING to market my business... so why not articles? They're free right? ;-)



## The idea was simple:

**You write on a topic** that would interest and educate your target audience. Then in your **author bio box** you leave a signature asking them to visit your website for similar information.

There are many article directories like ezinearticles.com and goarticles.com that accept unique content for all their visitors to see. It's free promotion.

Better yet, if you write something particularly good, 3<sup>rd</sup> party content publishers will take your writing verbatim and post it to *their* websites or blogs too... exposing you to substantially more readers... and in most cases, MUCH MORE TARGETED readers.

## Unfortunately, most articles you write will never get read... or minimally so.

Articles can be extremely profitable, as I've shown. But ONLY if you know HOW to get people to **read them**.

In my early attempts, I just went out and blasted crap articles all over the net... hoping someone would "bite" and **send me money**.

## Ha! Fat chance!

...As I soon discovered. ;-)

That will NEVER earn you consistent income, and quite frankly, it's just a **pure waste of time**.

Bottom line: **There is no point writing an article, if it doesn't MAKE YOU MONEY.**

So after going through some trial and error... I discovered there's a much better way to do it... a way that's actually profitable!

# After TONS of trial and error... I finally crafted marketing with articles to its finest.

I discovered “how” to not only get people to read my articles, but also how to **amplify my perceived value** which in turn, commanded customers.

## *Here's how...*

When reading an article, OTHER FACTORS make up the majority of a persons mind. Not about if the article is good and valuable, but also if the article is GOING to be valuable, and how they should feel about the information.

Basically it's herd mentality... if people are looking for milk, then they're going to follow the cows.

## *Here's what I mean...*

Articles on almost every major directory or social community, have a “counter”. You want the article to have lots of views BEFORE the first person on that directory or community comes across it.

Surely an article with tons of views must be good right? If 2,000 people have read it, then it probably contains more value than the other 2-dozen articles next to it, with only 12 views.

## Which one would you read?

Also, consider that article websites display on their homepage; **the 10 most recent submissions as well as the 10 most popular ones**. Just like YouTube, they want to keep the searcher engaged. It's to their advantage to promote the best content.

...**And they ensure the best content by 2 standards:**

- 1.) **Article age** – “the freshness factor.”
- 2.) **Article popularity** – “how cool it is.”

First, lets talk about...

## “The Freshness Factor”

Every marketing engine and medium across the net LOVES **fresh content**. Articles are no different. Fresh content is “liked” because, not because it’s the best, but because it’s most RELEVANT.

Thousands of articles are submitted daily. No matter how recently you post your content, it’s only going to be fresh for a matter of minutes, or hours if you’re lucky, before 10 newer articles replace it.

So you need **other opportunities** to show your article to new readers.

The purpose of this is to **spike view counts** and show the article directory that your fresh new article is interesting among their visitors... obviously because it is popular.

We need to show the article directory that your article is...

## The “cool kid” in school.



Jim’s article did very well. On the original website (magneticsponsoring.com) it received over 12,000 views. A few months later, it was moved to betternetworker.com and its view counter was reset. It received an **additional** 7,512 views and 33 comments since then. A big part of this was the SEO that transpired from the commotion of this article.

This is where “**article popularity**” comes into play, which is an easy one to explain, and really just outright common sense: ***If people aren’t interested in your stuff, then why show it?***

Obviously they are interested if they are reading it right? Think of it like a book... we gravitate towards and read books that we see on the “best seller charts”.

*Hey! If other people are reading it... then it must be good!*

This is a great example of how people make up their minds to read something based on factors OUTSIDE the content it offers.

**This is the game you want to play**, because the CONTENT itself is not directly relevant when convincing your market to READ the article. They have no idea of it's content until they have ALREADY been sold on reading it and actually do so!

## **Another perception manipulator...**

If your article is posted on a social community, then your article probably contains the option to leave comments.

**If you article has several positive comments posted, then  
SURELY it must be valuable and legitimate advice.**

I know it is, because other than impressive view counts, (which have been reset on the article below), this is...

## **The story behind my 2nd "\$100,000.00 Article"...**

***\*Click here to read one of the articles that brought in David over \$100,000 in pure profit:***

<http://www.betternetworker.com/articles/view/every-magnetic-leader-has-read-this>

***Think about it...***

If you come across 5 articles that entice you, what advice are you more inclined to accept as truth... the 4 with no comments, or the 1 with 9 raving comments, stating that the article was phenomenal and the advice is valuable and appreciated?

What's beautiful about comments, is... they can help manufacture opinions AFTER they person has finished reading your article!

I've done it over and over with articles... sure you want your article to be good, as it should be, but you HAVE to take advantage of EVERY opportunity you have to optimize the perception and enticement with the (hopefully your customer).

**Remember:** Killer article + High view count + Raving comments = High perceived value = Customers.

**Here are a few of the raving comments David received on his articles to give you an idea...**

**Woah...You let the secret out of the bag!**

This is practiced by my millionaire uplines on me over and over again for many many years!!!



**Willy Lim** — Mon, 01/28/2008 - 11:18am

**Phenomenal Post**

An [i]electrifying[/i] persuasion technique...

Mark Wieser



**Mark Wieser** — Sat, 02/02/2008 - 11:07am

## Your articels SMELLS

It smells like MONEY. We use voice inflections we we talk so why not in our emails. Thanks for the AWESOME content. Even Simon on American Idol would say it's relevant and is rememberable.



**Michael Head** — Wed, 04/02/2008 - 8:48am

## You messed with my head!

David, you messed with my head and I love it! That's exactly what happened, I had to read it or feel left out.

Great Stuff!

Frank Tocco



**Frank Tocco** — Tue, 06/17/2008 - 12:16pm

So again, these feelings, can be manufactured BEFORE they even read the article and surely before they visit your website. (which they may not have done without some good ole fashion “social proof”. ;-)

## Concept:

Your prospects will usually determine the value of your articles *before* they read them. And most of the time, without “setting the stage”, you can’t even get them to read it.

## Lesson:

To get lots of views, leads, and profit from your articles, you need to “*spike*” people’s perception of them before they even start reading. You can do this by notifying your database of existing prospects about your fresh article.

This will drive up the views, comments, and perceived value of the article to the cold public who come from the article directory itself. Remember, those “cold people” are the ones you want to expand your reach with. Enhancing their perception of your authority gains their interest and turns new readers into leads and customers.

## Implementation:

Immediately after uploading a new article, notify your current database of subscribers about it... including all social media groups.

If the article directory you posted the article to is also a social community, then you will also want to write a tagline after the link to the article (in the notification message) that says something like:

“Take a look at this new article I posted and let me know your thoughts by commenting at the bottom.”

**\*IMPORTANT NOTE\*** - *You will need a targeted email database of highly qualified prospects to carry this action out. The “Google Switch” will allow you to acquire this list. A later chapter will explain this.*



## 9.) Press Release Marketing

**“David lands himself in the News!...”**



I love press releases.

Press releases are wonderful. They can get you immediate exposure in just a few days... rather than weeks or months.

I've used them to tens of thousands of dollars, and have even generated upto **80 free leads a day, with one-simple press release**, just 48 hours after it's submission!

Now, incase you don't know what a press release is... Press releases are a kind of news-worthy announcement targeting journalists. (usually).

Now, if you have a generic service offered that you own the rights to, then targeting journalists is viable... ***but not for the business opportunity or affiliate market.*** We use them to target search engine keywords or appeal to large authority websites within the niche we are marketing in.

But being that most press releases never get read, you need to know some key-elements in marketing with them.

Now there are many **key elements** that come into play when writing and submitting a successful press release that GETS RESULTS.

***But mainly, there are 2 purposes and goals to submitting them online:***

- 1) **Get your press release indexed on search engines like Google**, and reap tons of free traffic to your website. The traffic comes from people searching the terms on Google that your press release indexes for.
- 2) **Get your press release picked up by bigger authority websites**, that have large databases of subscribers. Their subscribers will either see it posted on the authority sites main website, or... they will receive your press release by either RSS feed or email from the authority site.

*So, let's talk about the first one...*

## **"The Search Engine Factor"**

Getting your press released ranked on the first page of Google isn't hard, as long as you choose the right keywords.

David made up to \$60K off a single-press release that ranked on the ***1st page of Google for several months!***

To do this... you need to discover keywords people in your target market are searching for, and then **write a press release that uses those keywords in the title and body**. If done correctly, then Google, along with other search engines, will index your press release in their “top 10” results... showing on the 1<sup>st</sup> page!

This can yield not only a good amount of traffic, but also very TARGETED traffic.

If you accomplish this, your press release will be read by potential prospects, who go SEARCHING on Google for those keywords.

It’ *FINDING* these **money-keywords** that’s an issue.

**Keyword tools** can give a general idea about keywords that receive traffic. But they can’t guarantee that any of the highly searched keywords they suggest will bring BUYERS.

Finding these “money-keywords” is hard, or *near impossible* if you don’t have a **secret process** in which to acquire them.

## Here is how I acquire my “money-keywords”...

Lets say you decide “**Amway**” is a keyword you wanted to target. This may be the market you’re looking to target, but obviously “amway” is an extremely competitive search term.

There are over 3.6 million websites competing for clicks. Google is not very likely to put **your press release** on the first page of results for the keyword “amway”.

However, you CAN target **less-searched keywords** like “start an amway business”, which can get you a top spot in the search engines... and also can do a good job of targeting the type of prospect you’re likely to sell something to, or sign up in your primary business.

Obviously if your goal is to sign people up in your “amway” business, then people typing in the keyword “start an amway business” are probably good candidates for you. ;-)

Now, obviously most of these sub-searches bring less search volume.

But if you try to be too broad in your “fishing”, you wont have the bait that any fish are hungry for, and you wont have a long enough line... therefore, all the fisherman dangling their bait closer to the fish are going to catch them!

Why would a fish that's looking for baloney, swim farther and spend more time to eat something that isn't appealing, instead of just eating the baloney being dangled right in front of it!

## ***Give people what they're searching for!***

Besides, I'll show you how to see which sub-keywords still receive a good amount of searches and sales.

It's a lot easier to target a less competitive search term where you'd be placed on the first page of Google results and be seen by 200 searchers a day instead of 2 searchers on page 40 of a more competitive term.

**Discovering those *less competitive - more qualified* keywords, is simple:**

### ***Here's how I do it...***

Suppose, I'm running a **search marketing campaign** in Adwords. I can see in my account that "amway" is an excellent keyword to write a press release around because it brings lots of traffic and sales.

Obviously "amway" is probably too competitive of a keyword to rank for, so I want to find other related or long-tail terms with the keyword "amway" in them, that still get sufficient amounts of traffic.

I also know that **not all sales come from the isolated one-word search.**

Many people are seeing the ad under **related phrase match** searches. There's an easy way to find out what the exact phrasing of those searches is that bring the majority of your interested clicks.

### ***This is my trick...***

I want not only something with good amounts of search volume, but ALSO terms that have "clicks of interest". So... what I do is, in my Adwords account... I select my "Amway" adgroup, and click on the "REPORTS" tab on the top of the page inside my account:

**Then I click on “create report”.**



*Next*, Google will ask me what type of report I'd like to run. So I want to select –  
**“Search Query Performance”**,  
as shown here:

#### 1. Report Type

Choose a report from the following options: [Learn more about report types](#)

- |   |   |
|---|---|
| <input type="radio"/> Placement / Keyword Performance     | View performance data for keywords or placements you've specifically targeted.        |
| <input type="radio"/> Ad Performance                      | View performance data for each of your ads.   |
| <input type="radio"/> URL Performance                     | View performance data for each of your Destination URLs.                              |
| <input type="radio"/> Ad Group Performance                | View ad group performance data for one or more of your campaigns.                     |
| <input type="radio"/> Campaign Performance                | View performance data for your campaigns.   |
| <input type="radio"/> Account Performance                 | View performance data for your entire account.  |
| <input type="radio"/> Demographic Performance             | View performance data for sites by demographic.                                       |
| <input type="radio"/> Geographic Performance              | View performance data by geographic origin.   |
| <input checked="" type="radio"/> Search Query Performance | View performance data for search queries which triggered your ad and received clicks. |
| <input type="radio"/> Placement Performance ?             | View performance data for content network sites where your ad has been shown.         |

## **This report will show me all the exact keywords I'm getting clicks and conversions on.**

Choose to include “clicks” and “conversions” in the report and submit.

Within a few seconds you should be able to view your click history and see the *exact* keywords that get clicks and leads.

For example, if your main keyword was “amway”, then the report may show that a high number of conversions came from the keyword “start an amway business”.

*BINGO!* Now I know that “start an amway business” is a kick-ass keyword with highly interested prospects that people are likely to buy from!

The next step is to establish if it's a fight you can win...

## **How many websites do you need to compete with to get on the first Google results page?**

I typically try to find a keyword with fewer than 500,000 results... or less than 10,000 results in quotations. In the case of this keyword, there are only 3,050 results for “start an amway” business in quotations.

Perfect! I know that I should have no problem ranking for this keyword.

I'll write a new press release with an appropriate headline that's relative to the keyword. For example, I might write a press release titled, *“Dangers To Starting An Amway Business”*.

If all my research was correct, within the day or two it takes to be approved, my press release should appear on the first page of Google results for “start an amway business”.

***Wow! I'm on the 1<sup>st</sup> page of Google...***

**But how do I get picked up by the “authority websites”?**

If I want to get my press release picked up by authority sites, I first need to get their **attention**.

2 things will get their attention... your **headline** and your *number of views*.

As long as your headline is catchy, relevant and un-biased, you are in. In fact, this is how I caught the attention of an authority website in the Mortgage industry... but writing a catchy headline that was relevant to the industry at hand, addressing their “READERS” troubles.

Ironically, I only spent about 5 minutes on the press release.

## **Here's a press release David used to generate 82 leads in 1-Day, Just 48 hours after it's submission...**

### **A Lucrative Alternative To The Melting Mortgage Industry**

*A massive shift is currently underway in the mortgage industry that is quickly gaining national attention among top financial professionals.*

/24-7PressRelease/ - VACAVILLE, CA, September 25, 2007 - Frustrated, disappointed, under paid Mortgage professionals that are tired of working longer and harder to make less and less money in an industry that has been cut down at the knees with absolutely no signs of recovery, can end their worries right now by observing a new shift that's currently taking the industry by storm.

Now fed up Mortgage professionals can learn how the best of Corporate America, the best of Wall Street and the best of the Direct Marketing industry have come together for the first time ever to create the "perfect storm" of business opportunities for the already successful financial professionals who want to earn unlimited income that is unaffected by economic conditions.

To see what all the fuss is about, visit:

<http://www.LucrativeMortgageAlternative.com>

David Schwind is a professional marketer and online business owner. To learn more about this massive shift for mortgage professionals, visit  
<http://www.LucrativeMortgageAlternative.com>

As far as **your views**, your goal is to have a lot of views BEFORE these authority sites come across your press release... they will only do so ONCE!

This shows that your information is not only relevant, but also potentially insightful.

In other words, if other people are wanting to read it, (which they obviously do if there are a high number of views) then surely THEIR list of people will want to read it too!

### ***This only poses one problem...***

You not only need a good number of views, but **you need them WHILE the press release is new**, and on the beginning of listing for that topic. Since hundreds of press releases get submitted each day, you NEED to get your views up IMMEDIATELY.

To do this, you're going to have to tap into your existing list of subscribers, and message them with a link to your press release.

You don't need the press release to sell your existing prospects on anything though. You **ONLY** need there VIEWS.

So be sure to make the press release an announcement that is relevant to your list, which it of course should be anyway, if you are marketing to the same crowd.



## Concept:

Press releases are news worthy announcement about an something. What's news worthy? Online, ANYTHING that you can frame as "new" or a current announcement.

They can yield quick results in exposing your business, but you wont get much traffic from press releases by just sending them out and cramming them full with clusters of keywords.

You can use them however to get very targeted traffic and prospects that send you money.

## Lesson:

Press Releases are one of the most under-rated traffic sources on the net, but to get any results from them, you need to have a way to establish an instantaneous *HIGH VIEW COUNT* to catch the eye of "authority" websites that may want to showcase your press release to their subscribers, and you need to uncover your *money-keywords* for targeted traffic from search engines.

## Implementation:

Use the "Reports" section of your Google Adwords account to uncover your 'money-keywords'. Then incorporate these keywords in a natural way in your press release's headline and body.

Immediately after submitting your press release to the PR directory, send out a notice to your subscribers, directing them to view it your press release.

**\*IMPORTANT NOTE\*** - *You will need a targeted email database of highly qualified prospects to carry this action out. The "Google Switch" will allow you to acquire this list. A later chapter will explain this.*

## 10.) Facebook

**“Brad Pitt tells David how to make friends...”**



Facebook is cool.

And even though it can be used to market products and business opportunities, it has to be done very passively and should not be done often, nor should

it be your **sole intention**.

Facebook is about ongoing updates, recognition, networking, establishing trust, and ***most importantly...*** BONDING.

**Your #1 goal is for people to LIKE YOU.**

Therefore,

**Your goal on Facebook is *not* just to “make friends”,  
but to develop them into REAL ones.**

When you first make friends, you gain the opportunity to speak daily on THEIR “feed”. This is key because the average active Facebook user spends over an hour a day in their account!

Think about the millions of Facebook users in your niche... and they are ALWAYS checking their feed... when they do, they’ll see your updates, thoughts, activities and pictures.

You must be wary of what you post though... most people on Facebook are not being “friends”, they’re being marketers... or worse, annoying spammers.

Yuck.

Not attractive at all. I delete them as friends... because quite frankly, they’re not my friend.

Here’s something to consider... when people on Facebook add you as a friend, the button says “Add as Friend”. It doesn’t say... “Add as Marketer”. So be a friend, ***not*** a marketer.

I’m sure you already understand this, since you’re my friend. ;-)

Ok, lets talk about...

## **How the Facebook Game is Played:**

You can use Facebook in many different ways... but it’s understanding the psychology behind the users and just people in general that define what way actually WORKS.

I’ll give you a visual breakdown, then we’ll discuss each step in this outline.

**Here is the outline (in order) to building a powerful marketing funnel on Facebook:**

1. **Notify your current database & customer list to gain friends** as a starting base, by sending them an email telling them you're on Facebook and letting them know you want to be their friend!
2. **Communicate ongoingly with these friends** by updating your status daily, sharing ideas, and your content... anything valuable, like a blogpost, youtube video, even pictures from your latest roadtrip!
3. **Accept New Friends.** By communicating with your current friends, you'll automatically gain new ones. New friends come through the networks of your existing friends.
4. **Automate Facebook.** It takes way too much time to manual wrestle with Facebook, and it's totally not necessary. You can automate 95% of your Facebook efforts.
5. **Sucking Facebook for traffic & customers.** With 4 easy actions, you can grow Facebook daily, while growing your traffic and gaining customers.

So now that you have an idea about how this works, lets discuss them in detail... so you can understand **WHY it works.**

Whether you're on Facebook already or not, and whether you have friends or not... you'll want to tap into a current list or database of subscribers that you built in your target market.

In other words... these people subscribed to your list because they were INTERESTED in what you offer and bought something from you, or joined your network marketing business.

(If you don't have a list like this, don't worry about it... by then end of this report, you'll know how to get one!)

So you might be wondering...

***Why do I need this list of friends to be popular on Facebook?***

It's funny you ask. ;-)

First off, Facebook is built, and grown exponentially through COMMUNICATION.

Communicating with your friends on Facebook is done through the

## **"Facebook Feeds"**

The Facebook mini-feed how everyone communicates, and ASSOCIATES WITH EACHOTHER in their account.

When you post new content to your Facebook account, your current set of friends will see it on their wall. If it's interesting to them in any way, they'll check it out. If they like it, they'll leave you a comment.

Generating these comments and answering them, is the *only* way that you can grow the number of people who see your stuff. Each time you write back in a conversation, their wall is updated and THEIR friends see it.

That is what draws new potential friends over to your content. If they're intrigued, they'll add you.

What you want to consider though, is the people that CARE about you on their wall or mini-feed, are not the dozens of strangers you can seek out and add as friends. It's the people that ALREADY knew or met you in an associated form somewhere online.

**They care about your updates because  
they already know you.**

Rather than strangers or "new friends", CURRENT Friends are most loyal, most likely to join your groups, comment on your status and pictures, and are definitely most likely to recommend new friends join you!

This is why you want **current customers and subscribers of yours** who already like you and want to be affiliated with you. Why go looking for people who don't care about you and ask them to be your friends?

Especially when you could just e-mail your current and new subscribers?

*Easier right?*

These people have already showed interest in you, your market, and what you're offering.

**Whether they bought anything doesn't matter.** *They already know you, they're in your market, and likely have friends that are too!*

You don't need hundreds of people, you just need a small list of people that...

## **Really like you and want to connect.**

Let them know you're on Facebook by sending them an email and letting them know you appreciate them, and they are your friend... and friends add friends on Facebook!

**Send them an email with your Facebook link in the email and tell them to add you as a friend.**

...As they receive more communications with you over time, they will grow to like you more and more.

Because they have had some sort of intervention with you already and are already knowledgeable about who you are and what you do.

They **found you somewhere online** – where they were searching for something they were interested in, or for something that can help solve their problem.

They will be interested to add you as a friend on Facebook, to learn more about you, because...

**People always want to learn about and feel closer to those they are interested in...**

***Remember that girl that broke in to Brad Pitts House ...and slept in his bed?***



Obviously that is taking it to the extreme, from someone that probably needs psychological help, but you get the idea. ;-)

Friends that know you are somebody that can help them are **the key** to creating commotion and loyal followings.

*But it's more than that...*

People don't just want to learn from you... they want to learn and buy from someone they "like".

When a Facebook friend decides you are *not only valuable*, but that they actually like you and you are sincere with them, they will transition from “friend” –to- “real friend”. And...

## **A “real friend” wants to show you off.**

These are the people that will join your business,  
become your customers, or send them to you!

It’s these friends that will give you die-hard referrals to THEIR other friends, because they are familiar with you, your status, your sincerity them... and your ability to help them.

Not only that, but it is through these existing networks that their friends will seek you out. For personal relationships, association, events, opinions, and knowledge.

Help your friends get what they want and being their “friend” will help you grow your own friend list on Facebook...

...But by being a “real friend” and somebody that’s “liked”, will inspire them to send you customers! ☺

## ***But why will these friends send you customers?***

They’ll do so voluntarily and involuntary. They can “refer” friends to add you, which would be their voluntary intermission. Or... they can participate themselves in a conversation with you, in a comments box, or by posting on your wall.



No matter what they've commented on, or what they've said, isn't important. What IS important, is it's commotion!

This commotion will spark intrigue and get the onlookers (friends of friends) to become curious as to who you are and who their friend keeps posting about or talking to.

These people end up becoming YOUR FRIENDS. Think about it...

Most people that "add you as a friend", that actually  
FIND you on Facebook, have "friends in common"  
...that's how they found you!

**People find you in a variety of ways, but these are the main ones...**

- They find you because you commented on a friends status or published content.
- They find you because you commented back on a comment left on your status or content you published.
- They find you because you showed up in the "suggestion box" on the right hand column in their Facebook account.
- They find you because a friend of theirs "suggested" you to be added as a friend.
- They find you because a they are on a friends profile and the friends wall says "Suzy Q commented on (your name's) wall".

Either way you look at it... chances are they found you BECAUSE you are a friend of a friend.

## **...So having “existing” friends is pretty damn important right? ;-)**

That it is.

But to harness these initial friends, you have to ***contribute, communicate and look alive!***

When I say “**look alive**”... I mean, let them know what you are doing by updating your Facebook status daily in your account. This shows you are real, active, and showcases things about yourself that people can identify with and subconsciously deem “likeable”.

When I mention “**contribution**”, I’m referring to whatever you share with you Facebook friends. This can be anything and everything from your blog posts, youtube videos, pictures, a funny joke, or a quote that inspired you.

Just share.

People talk about things they like or things that affected them in some way with their friends... Facebook friends are no different!

As far as “**communication**”, the easiest way to be an active communicator on Facebook is to...

## **Join the conversation!**

Make sure to participate in your subscribers discussions... ESPECIALLY when the comments are left on YOUR page! Cultivate friendships with existing friends, and gain new ones through their extended networks.

All in all... you need to update your Facebook daily with status updates, you need to find new friends in your market that want to befriend you, and you need these interested friends to send you friends of theirs!

Not to mention posting content from your blog, youtube, picasa, twitter, etc...  
Then you still have to spend time commenting on others feeds, as well as responding to your own!

## ***Sounds like a lot of work!***

Well it would be... but the best part is that updating your Facebook with new stuff **doesn't even require you to log-in.**

You can actually automate it all in about 2 minutes...

## **Here's how to automate Facebook marketing:**

So as we spoke of... most active Facebook users spend about an hour a day in their account.

I don't know about you, but I certainly don't have an hour a day to spend in Facebook. I'd love to spend more time in there.. but hey, we're all limited on time right?

Besides, you can automate almost your entire Facebook contribution!

**We can AUTOMATE the 3 main marketing factors on Facebook:**

1. Finding friends interested in us and adding them.
2. Posting our personal updates and marketing content.
3. Funneling traffic from Facebook into our subscriber/customer list.

*Ok, let's start with "finding friends" already interested in us...*

## **1.) How do we find friends interested in us, *automatically*, and then get them to add us?**

This is simple, but works *extremely well*.

Whatever you're marketing online, you should have **an email database** or at least one that you plan on building.

All you want to do, is send these prospects a **"let's be friends" email** within 3 days of them opt-ing into your list. This entire email should be about how you want them to be your friend on Facebook.

(it's ok to include a few other social media profile links. But do NOT insert any links in this email to anything being sold! If you make the email have more than one purpose, it will only get a fraction of the results.)

Also, add your "Facebook link" to your email signature and your email autoresponder signature. This showcases that you are on Facebook consistently and allows your subscribers to add you as a friend **over time**.

Now once we have these friends, we want to communicate with them by...

## **2.) Posting our personal updates and marketing content *automatically*.**

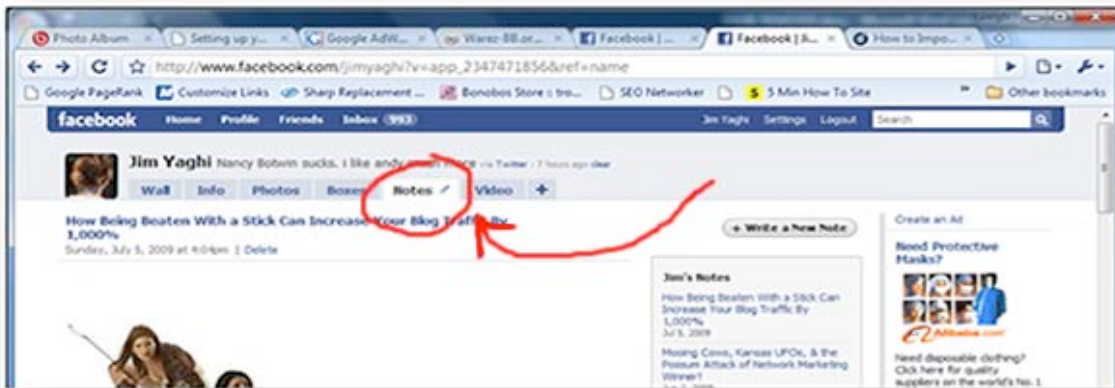
Well, this is a really simple process as well.

As far as your **Facebook "status" updates**... I'd just add the "Twitter" application in your Facebook account. This way, everytime you post to Twitter, it will show up in your Facebook "status" box.

This is ideal because you can post a quick sentence to your Twitter account straight from your iphone or any cell phone for that matter.

As far as **posting your "content"**, such as blog posts, youtube videos, photo albums, etc... you can have this done automatically whenever you post or upload any of them to the web. The content will automatically show up in your Facebook account for all your friends to see!

*Just follow this simple process...*



1. >In your Facebook account, click your “**Notes tab**”.
2. >Click “**See More Notes**” if you have that link at the bottom.
3. >Click on “**Edit Import Settings**” in the right gray box that appears.
4. >Paste your blog’s **RSS link** and *submit*.

Presto!

Now whenever you publish a new post on your blog, Facebook will automatically notify all your friends in your mini-feed. Your current friends will see it and some will respond.

Their friends will go to look at what they commented about. If they like what they see, they’ll add you as a friend.

Similarly, you can connect your Twitter updates, Flickr, Picasa, and YouTube as well.

Importing your “feeds” automates your socializing and cuts your Facebook activity time significantly.

Say you make an update on *Twitter*. Your Facebook status automatically updates and your Facebook friends will respond there instead of on Twitter, by commenting on your status.

When you add a new picture album to *Picasa* or *Flicker*, friends who like your pictures will comment.

When you upload a new video to *YouTube*, friends who may not have a YouTube profile will give you feedback on Facebook.

The comments you receive and the comments you give are what give you your association. This association is what creates the bond between you and potential “real friends”.

It's also where the commotion comes from that allows you to...

### 3.) Funnel traffic from Facebook into our subscriber/customer list.

This is the important part, because if you can't **capture these potential prospects and customers**, then what good are your efforts?

Fortunately, this is *really* simple to implement... and most of this continues among the “automation” process.

Here are the **steps you'll want to implement** to ensure you are

## **Sucking Facebook for traffic & customers...**

So you know “where” to get your initial base of Facebook friends and we’ve just talked about how to automate most of your efforts...

Now lets talk about how to suck Facebook for traffic and customers.

**Ok, so you should have...**

- An initial list of friends that are familiar with who you are, and are interested in your primary market.
- You should have automation tools set up and in place.
- You should start communicating with them daily, or close to it.

As your friends get to know you, many of them will become “**real friends**”.

You will start to gain new friends through the recommendations of these “real friends” and you will also gain new friends through the networks of your existing friends from their friends who become curious about you.

This curiosity may develop as soon as they add you as a friend, or it may come weeks or even months later... doesn’t matter.

When they are ready to exercise their curiosity, you want to make sure they can easily join your list or find out more about what you do.

### ***Be known and accessible:***

I mean this in every way, shape and form. Make sure you make yourself available on your profile by having your marketing information listed.

#### **You can accomplish this by:**

- 1.) Adding an **“opt-in form”** to your Facebook profile, with a headline above it... letting them know why they are opting in. (or why they should)
- 2.) Include a **link** to your main website/blog, or any other social media sites, so that your new “friends” can learn more about you and follow your updates ongoingly.

### ***Let it flow freely:***

Make sure you put into play all the automation tools with your content. (blogs, youtube, etc)

Post your content, update your status, speak your mind... all of this will happen freely if your feeds are all automated correctly.

This allows you to communicate and contribute to your Facebook friends ongoingly and automatically.

### ***Join the conversation:***

Although you can **contribute** content automatically, as well as letting your friends know what you're up to with status updates... you still need some **ASSOCIATION**.

To associate with your friends, you have no choice but to get your hands a little dirty.

Participate in your subscribers discussions as often as you can... and **ESPECIALLY** when the comments are left on **YOUR** page!



Don't be afraid to speak your mind... treat these people like friends that know you... that's what they are!  
Cultivate friendships with existing friends, and you'll gain new ones through their extended networks!

### ***Make your profile public:***

I prefer to have my Facebook profile set as "public". This way, people can see what I'm about and/or visit my website/blog links without having to wait for me to "accept them as a friend"... and that's if they even add me.

It's really your choice though. That was just my ploy to spy on you if you don't add me as a friend. ;-)

### ***Recycle:***

Make sure you have a message going out from your autoresponder on day 3 or so, that invites new targeted customers in your market to join you on Facebook.

You'll also want to remember to add your Facebook profile link to your email and autoresponder message signatures, so that people can always access you or add you as a friend on their time.

It happens on their time, not always yours... so be available.

**Continue building your main email database in your market**, and you will continue to hatch new friends, which will keep MORE new friends coming your way through their extended networks... which means more customers for you! ☺

## Concept:

Facebook is probably the best way to build trust with your prospects and turn them into loyal friends. The best way to gain these loyal friends is to start with some.

Communicating ongoingly and establishing trust and likability with your friends, will result in referrals from these friends and curious onlookers within their extended networks.

Facebook feeds allow this communication possible.

## Lesson:

To make lots of loyal friends, you need to START with a group of loyal friends and fans. Because this group already knows you... it will quickly mutate into hundreds or even thousands of new loyal followers... many of which, will become more and more curious about you... until they become your customer, distributor or business partner.

## Implementation:

Add a single message to your autoresponder for new subscribers (eg, the third email in your autoresponder series). Make the subject "Let's Be Friends" and share your Facebook link.

Connect your Twitter, blog, YouTube, and Picasa feeds to your Facebook notes. When you make updates on any of those platforms it will show up in the timelines of your current friends for others to notice.

Add an "opt-in form" to your facebook profile, so you can continue building your main database of subscribers... or, include a link to your main website or blog on your profile, so that your friends can learn more about you and follow your updates.

Further increase your Facebook friends and exposure by adding your Facebook link to the signature of all your autoresponder messages and business email.

**\*IMPORTANT NOTE\*** - *You will need a targeted email database of highly qualified prospects to carry this action out. The "Google Switch" will allow you to acquire this list. A later chapter will explain this.*

# 11.) Twitter

**“David tweets, but nobody’s home...”**



Twitter contains some super-natural powers when it comes to marketing.

Or more specifically, “viral marketing”.

Viral marketing is when OTHERS spread your word, or marketing message *FOR YOU*.

Sounds cool right? ;-)

It absolutely is... on Twitter, you could “tweet” a single message and then find hundreds of people forwarding it to their followers all across the net - in the blink of an eye.

Suddenly, **people from countries around the world suddenly know your name.**

Unfortunately,

## **Most Twitter users will never experience this.**

The reason is, the way they initially APPROACH Twitter.

They add five or six of their friends... *and they begin adding dozens, sometimes even hundreds, or THOUSANDS of random followers.*

This is stupid.

These people could give a shit about you and whatever you're selling. (trust us, we've tried it.. or better yet, we know someone that did ;-)

To get the most out of Twitter, (with a LOT less effort), you need to **start with a very targeted base** of customers that already came to you, looking for what you sell.

They are **in your market**, and they know **who you are** and **what you're about**.

For example, when I first joined Twitter...

## **I was barely getting any followers.**

90 days later after signing up for my Twitter account, I had acquired a few dozen followers, who were probably only following me to get "reciprocal" follows in hopes that *THEY will get exposure* and some how **magically make money**.

It became obvious this approach was retarded, on my part... and theirs.

So, I decided to inform one of my email lists that I was on Twitter and that they could follow me.

## ***Within 2 days...* I had my first 300 followers.**

Not that impressive. *The "butterfly effect" however, was...*

After the followers I messaged that “knew me” clicked on and followed me... I quickly began gaining HUNDREDS of new followers through the networks of the people that knew me!

## **I broke the 2,000 follower “threshold” in less than 5 days!**

Now, I don’t spend a lot of time on Twitter.

In fact, I send out a tweet maybe once every 2 days, so I’m definitely not using it to it’s full potential, because quite frankly, I just don’t have the time.

But I did tinker with it extensively for a few weeks, and definitely enough to know this...

To utilize Twitter correctly, you want to serve your **CURRENT** followers, which will **create activity in their networks**, and allow you to *gain their followers!*

Most people have trouble gaining any traction on Twitter, while I put in a sliver of effort to **gain a few thousand interested followers almost overnight.**

***It’s because...*** Most people on Twitter are trying to reach the people NOT YET FOLLOWING them.

*And what’s even worse...* they think that going out and getting thousands of reciprocal follows = money.

Not necessarily.

Lot’s of followers can be a great thing, but on Twitter, bigger is not always better.

## When Bigger Is Not Better:

### ( Jim's strange Blog experiment using Twitter... )

I've used Twitter to build an extremely *responsive* following in only a few months. And you might be shocked to hear me openly admit that I do not boast the *size* of my list of followers. Because it's relatively small.

However, every single one of those people is a familiar face.

I foster the relationship I have with my followers and openly reveal my true personality without censorship. Over time, this helped many of them feel like they know me in person.

When I write a new blog post or create a video, I *always* share it on Twitter first.

Of course.

It's a critical part of my marketing formula. Consider that stats on my blog show 30% of my readers come from the Twitter domain. And most of them are not people who follow me in the first place.

*Strangers are finding my blog link in the Tweets of others.*

This is proof that **a responsive Twitter following is key** if you want to reach cold-outsiders who may never know you otherwise.

## “The Attack of the Opossum”

Recently, I shot a goofy video with David Schwind to promote an affiliate product for our friend Mike Dillard.



In it, I told a story about a fellow marketer of ours, who was **attacked by a opossum** while sitting around a bonfire at our live marketing event.

I posted the link to my Twitter profile and forgot about it.

An hour later, I came to check the video and was alarmed...

*There were SEVERAL HUNDRED views and 29 re-Tweets!... on a SALES PITCH video! And it contained MY affiliate link! WTF?!?!*

*Do you know what that means?*

Twenty-Nine of the people who saw the video went on to share it with *their* Twitter followers... full on KNOWING the link earned ME commissions!

That simple little “Tweet” by itself **was responsible for 63 sales and several thousand dollars in affiliate commissions.**

So don’t worry. You don’t need 30,000 followers. It’s irrelevant. Most of the people who build up a large following too quickly are using sweeping tactics. Their followers are a weak and untargeted audience of random strangers.

## **More proof – Bigger is *not* better...**

On a recent training call I helped my friend run, one of her students boasted about having 18,000 followers built over a week or so. I could be wrong about these numbers, but it was something insanely exaggerated like that.

My partner on the training call asked with interest, “Wow! And how many sales did you make so far?”

“Umm...none yet,” responded the student. A little embarrassed.

My friend smiled secretly at me from behind her microphone.

This happens all too often on Twitter.

People spend so much time gaining followers, they don't stop to realize they have

## **Followers Who Will *Never* Buy.**

Power is automatically granted to the person who is sought out. If you are chasing people around and adding them on Twitter, you're giving up your posture and granting them a status they never had.. and frankly, don't deserve.

For example, let's take our “imaginary” friend “Jane”...

**Suppose Jane is marketing a weight-loss product.**

So she runs a Twitter search and adds anyone having a conversation that includes the words “weight loss”. She waits to see if they follow back. And if they do, she sends an automated direct message saying, “Thanks for following me. Check out my website [www.abcde.com](http://www.abcde.com)”



This is not only worthless... but it paints an image of inexperience and desperation all over Jane's face.

When Jane follows all these people, she isn't really saying "thanks for following". She's saying, "Hey, I'm a loser with no customers. I'm gonna need you to buy from me, please."

We don't think so. Go away Jane.

What's worse is that Jane has no idea that the person she just followed is actually someone who would EVER buy a weight loss product.

All they Tweeted was,

## **"Eating McDonalds again. Getting fat. Need to lose weight"**

Does that sound like someone who would buy an exercise machine or fat-burning pills? ...Or are they just using Twitter for their own vanity and asking for reassurance that they're not fat after all?

A person serious about losing weight **is actively researching** for the best way to lose it., not posting remarks in the form of a complaint, in hopes of validation from peers.

Now, if someone visits Jane's site while searching on Google for "how to lose weight", you *know* that person has TRUE DESIRE for an answer to lose weight... ***and is willing to PAY for it!***

There is a good probability this type of person buys from Jane.

***But it gets better...***

Let's say Jane, through her marketing, has her new customer "Fat guy Joe" follow her on Twitter for "***secrets to not being fat***" updates... so Fat Joe follows Jane.

Fat Joe has friends on Twitter that want to lose weight too. They are fat like him.

When Fat Joe's friends see him following and replying to "**Jane the weight-loss queen**", *what do you think Joe's friends will do?*

Follow Jane *yes*.

These followers will read Jane's Tweets, buy her exercise manual, and try her pills and potions.

Now, Jane can follow up with all these interested friends on her main email list.

## "Hey, Wait a Minute...Why do I need Twitter?"

Surely, if we're suggesting that you get *all* your Twitter following from an existing set of subscribers, then there's no benefit to Twitter at all. Is there?

*Wouldn't it be easier to continue to talk to your leads by email and ignore Twitter?*

Sure, but e-mail can't reach their subscribers and **make them yours**.

**That's the beauty and viral power of Twitter.**

**You have the ability to Use Twitter and do this** in a few different ways...

By leveraging association with "**re-tweets**" and "**@replies**".

An @reply is just when somebody, follower or not, **replies to one of your tweets**. They are either entertained by what you said, or they are curious and want to ask you a question.

Or they might just be making communication with you because they like you.

You'll probably find that @replies are a bit more common than retweets. I'd say retweets are a bit more inspired, because I see people commonly send out retweets just to look **associated** with the original sender, or "tweeter".

*Are you someone people want to boast about being associated with?*

An exception to this, would be humorous tweets or news of negativity... but nevertheless, you can set any stage you want.

It's all in...

## The Art of the “Re-Tweet”

When one of your followers likes a Tweet you posted, they often ReTweet by reposting the same Tweet including your name. This is called a “ReTweet” because they’re effectively sharing your idea with their followers and attributing you as its author.

Only people who follow you can read your tweets, but  
“re-tweets” can be read by the followers of your followers.

Cool right?

*But how do you make your Tweets worthy of being Re-Tweeted?*

Make every “tweet” a fun little insight into your life. Not a sales pitch or a redundant quote by Robert Kiyosaki.

*The easiest way to sum it up, is to*

## Tweet your “EXPERIENCES”.

This is ANYTHING that **had an impact** on you.

It could be something *valuable*... it could be something *funny*... it could be something *gross*... it could be something *inspiring*... it could be something *incredible*... it can even be something *sad*.

**Be real.** Be abstract.

*Did someone just make you laugh?* Tell your followers the joke you just heard.  
*Did you just eat the worst donut in the world?* Complain about it to your followers.

*Did you have the most random thought?* Share it with them.

Or maybe you just saw the most amazing video ever by Tony Robbins. Share it.

Or maybe someone randomly

## ***'Spit on you' in the Movie Theater!***

It is these little **spurts of honesty** that make you a real human being. They are also thoughts that everyone can identify with and respond to.

They are the kind of things people re-Tweet to their followers. Exposing you to THEIR followers and their followers to you.

These 'personal tweets' are important, because they set the stage for people to listen to you **when you have something serious to share**. –Like why they should buy your stuff ;-)

Marketing with Twitter is all about **creating a bond** with your current followers. If they like you, they'll ReTweet you. Which automatically expands your followers to include theirs too!

## **Gain *THEIR* followers:**

To gain new followers through your *existing followers*, you need THEIR FOLLOWERS to **recognize you**.

People **not yet** following you on Twitter, will recognize you primarily in 2 ways:

- 1.) From the **re-tweets** of your current followers.
- 2.) From the **@replies** of your current followers.

Now, we just spoke of both of these, but to recap... basically, both of these happen, when someone either *likes, or was shocked or entertained by something you had to say* OR, they've been listening to your tweets and they decided to **join the conversation**.

**Now, here's the important piece of the puzzle...**

@replies and re-tweets are 2,200% MORE LIKELY to come from followers that have **ALREADY gotten to know you**, or knew you all along.

So you can see that this is key.

### ***But what does that mean?***

It means you are going to tap into the true viral "growing power" of Twitter, **by starting with a targeted list** of prospects that are already interested in you because they came to YOU.

When you start with a "targeted foundation", you gain activity and commotion from followers that **care about you**. These followers help spread your word and grow your following endlessly.

This works because these followers have an **attention span** that you have ALREADY earned.

More **loyal followers** will result in more **NEW FOLLOWERS**... which will result in endless leads and customers generated through your tweets, followers, and website link on your Twitter profile.

## Concept:

Twitter is a great place to gain viral exposure.

Every time you send out a “tweet”, you gain the probability of gaining more followers. You can leverage the vast network of Twitter by tapping into, not just your followers... but also, all of the FOLLOWERS of your followers.

When your followers share your message by “re-tweeting”, or joining your conversation by sending an “@reply”, you tap into all of their networks.

If their followers become intrigued, they too will follow you... growing your network indefinitely. The process spider-webs as their followers become your followers, which is a process that can expand endlessly.

As more and more of your followers become interested in what you have to say, your Twitter following will continue to grow, while you gain subscribers through your website link on your Twitter profile and the tweets you send out.

## Lesson:

You can gain a lot of random followers on Twitter directly, but it’s much more powerful and easier to gain followers that already know you, because they actually inquired about something they had specific interest in by opt-ing in to your email list and/or buying something from you.

## Implementation:

Add a “follow me” email in the first week of your autoresponder series. Include a link to your Twitter profile so your email subscribers can “follow you”.

Also, add your Twitter profile link to your email signature in all email broadcast and autoresponder messages. This way your subscribers can follow you whenever they accumulate desire to learn more about you, or decide to join *Twitter-ville*.

**\*IMPORTANT NOTE\*** - *You will need a targeted email database of highly qualified prospects to carry this action out. The “Google Switch” will allow you to acquire this list. A later chapter will explain this.*

# Section 3

## ***12.) Why Social Media Will FAIL You!***

Social media is one of the biggest “hype” topics in Internet Marketing today.

Unfortunately, it’s also **very misunderstood and equally misused.**

Social media is NOT what you’ve been led to believe. It’s been flaunted as this “holy grail” free traffic generator – which you can use to generate tons of free leads and make millions of dollars in the process... promoting your affiliate products or biz opp.

LOL.



## What Social Media is NOT....

*Social Media is **not** a one-way traffic generator.*

Meaning it's not an effective medium when used to directly generate leads and sell things. Especially not affiliate products and definitely not business opportunities.

*Social media is **not** a traffic qualifier.*

Any prospects you generate there have been led in with curiosity.

Other times, they come out of **pure self-indulgence**... adding others as “friends” with the intention of getting more exposure for *themselves*.

Think of the multiple spam messages and add requests you get from people on Facebook, MySpace, and Twitter. Those people don't want to learn about you. They've been tricked into **thinking** that adding you will help them get more traffic...

And frankly **no one really gives a shit about them**... except for the annoyance they cause.

However, social media **can be** a powerful marketing medium, when used correctly.

## What Social Media Is...

*It is a 2-way communication medium.*

*And It's a 2-way traffic generator.*

In other words, it needs reciprocation and momentum to build fast. You have to **FEED IT** traffic to **get traffic** in return.

Making friends who are also qualified prospects can be difficult... unless you **first feed your social networks with the friends and prospects you already have**.

Social Media is about REACH. Reach through networks you've already built, with people that KNOW and are INTERESTED in you.

**These are the people you want to tap in to.**

The more people you reach through your intricate network of existing “targeted” friends, the more *new friends* you’re going to make. (who of course, **eventually turn into customers**) ;-)

So to recap, your initial group of targeted friends allow you to tap into the **right people** and also allow you **create momentum**. You leverage the people who already care about you to meet new people who care about them.

This is how you dominate social media and leverage its massive networks of countless...millions and millions of people.

A good demonstration of this would be...

## The “Ashton Kutcher” Effect.

Ashton Kutcher wasn’t the first person on Twitter to reach a Million followers by accident.

*So how did he do it? ...Do you think that he just went out and “PUNK’D” them all?*

...Or did he sit around and add hundreds of friends for hours a day?”

Right.

Maybe he enrolled in an internet marketing course about Twitter? ...Or he read one of the hundreds of books that came out about Twitter this past year?

Doubtful.

Now, we don’t say this because we don’t believe he can read or something like that...

It would seem to us though, that a pillar of getting lots of Twitter followers is to yell it from the rooftops that you use Twitter. Are we right?



At the very least, if you wanted to grow your following, you might use your **real name** as your ID. Just in case someone who knows you wants to follow your Tweets, they'd be able to find you easily.

## Not Ashton though.

Seems he wants to remain “unlisted” on Twitter. His ID is aplusk, as in A+K, ya know? Pretty discrete. Took us four searches to find his real Twitter ID, which is a lot more work than we'd do for the ID of a good friend.

And here are our students busting their butts, using automated reciprocal follow tools, and Tweeting and re-Tweeting for their lives...yet nobody cares to find them.

*So the questions to ask are:*

Why, when the **struggling marketer** (we'll call him “Joe lunch-bucket”) and **Ashton** both have twitter accounts and while Joe's ID is easy to find and Ashtons is hard to find, and while Joe actively builds his followers and he doesn't...

*Why do people search for that goofball and not Joe?*

*Why do people follow Ashton on twitter and read his tweets but won't read Joe's?*

## The difference is...

His and Joe's **target audience**.

Ashton has a loyal fan-base that will follow him to Twitter, Facebook, and MySpace. In fact, if they discovered he was on his way into hell and was looking for company, we wouldn't be surprised if he had some followers there.

There are a lot of people who watch Ashton Kutcher movies and TV shows. But movie watchers are not the people we're talking about here.

**They are the die-hard celebrity chasers** who watch every episode of Punk'd and love Ashton no matter what crazy shit he does. They buy posters and stick them up on their walls.

They find out when he's in town and go there to see him. They scream in the crowds as he waves in their general direction. And they'll probably buy his chewed gum on e-Bay for \$5,000.

## Are your Twitter followers **THAT** loyal?

Will they chase you all over the internet to find out the goings on in your life? Do they collect your articles and ads and put them into files for future reference?

Ashton's Twitter followers caring about what he had for breakfast and the trivial goings on in his life, has less to do with him being an interesting person and more to do with the fact that he already had a fan base out there.

Demi Moore  
in her UNDERWEAR!!



**Why?** Because his CURRENT fan base cares about these things.

This fan base caused other people to follow him.

So, in reality, his following of a million people originated and evolved from a much smaller list of his **original die-hard fans**.

Outsiders witnessed commotion and wanted to be part of it. Others were passively seeing tweet messages, including re-tweets and @ mentions to Ashton (for example, of the **picture to the left** of his wife Demi brushing her teeth in the bathroom).

This allowed the onlookers on the sidelines (other people's friends & followers) to quickly develop rapport with Ashton and thus **follow him**.

Sure he posted pics of **Demi Moore in her underwear...**

But it all started with that **initial list** of die-hard fans who sought him out and became his followers.

The Key to Social Media is to start with targeted database of subscribers that care about you. The people that care about you, are the people that FIND YOU while actively searching for what THEY care about.

Unfortunately, social media is mostly broad, untargeted groups of people. And marketers try to attract customers from amongst them with what the *marketer* cares about.

BLAH. You can't **MAKE** people care about what you have.

Therefore, you need to begin with a database of people who went LOOKING for what you have.

***This will help explain...***

There are 3 types of direct-response advertising online:

- Interruption Marketing
- Referral Marketing
- Search Marketing

Let's explore the 3 of these in detail...

## 1.) Interruption Marketing

**Interruption marketing** relies on taking someone's attention away from a task they were already doing and directing it at your ad.

It's overused. And it's the **least effective** of the three.

Social media, in particular, is where you see it most, because the platform encourages interruption marketing.

The worst thing about interruption marketing is it tries to stop and convince the prospect that they should want your stuff... instead of attracting people that **ALREADY** want it.

## **They aren't going to want your stuff.**

Because, when you market by interrupting them, the transaction leads with **YOU**. It does **NOT** lead with **THEIR DESIRE** to **WANT** something and they didn't muster up the energy to **LOOK FOR IT**.

Therefore, these people are going to be **FAR LESS** interested in what you are offering, while also needing much more convincing to buy your stuff or to join your program.

Now, there are ways to benefit greatly from interruption marketing, but this form of marketing should almost always be your **LAST RESORT**, and certainly not one you would start with.

## 2.) Referral Marketing

**Referral marketing** is the most powerful form of marketing, because people are reactive from the inspired words of others that **THEY ALREADY TRUST**.

Except you can't **force** a referral.

Because, unfortunately, referral marketing has to start with the "Referrer". And it takes time & numbers to generate these inspired individuals... basically meaning referral marketing is an "outbreak" effect that takes place in the **AFTERMATH** of the sale.

Since this form of marketing results only after a hefty customer base has been generated, it's obviously not something you'd start with or rely on.

Especially considering it's going to be relatively obsolete if you're marketing an affiliate product or biz opp.

### 3.) Search Marketing

Search marketing is the **ONLY** marketing method you can use to *immediately* tap into massive numbers of interested people.

Therefore, **always start with search marketing.**

Search marketing like owning a virtual automated lemonade stand, where people **FIND YOU**.

They search and they find you.

You don't go knocking on their door, annoying them, telling them why you have great stuff that is so great, no one's buying it!

*"Search type" prospects sound better right?*

So what do you use for search marketing?

There is only **one answer** on the internet...

## Enter "Pay-Per-Click" Advertising...

...Or **PPC** for short.

PPC is the **only method** that allows you to set up search marketing campaigns within minutes, and immediately tap into millions of people.

There is no "adding friends", no "replying to messages", no lists of "thousands of spam emails", no "hours a day" in management, and no sales-dog convincing on your part! 😊

Think about it. If you were selling hotdogs, would you want to sell a hotdog to groups of people on Twitter that may consist of 25% vegetarian? Or maybe sell to ‘friends’ on MySpace that don’t even know you, who only care about...

## ***Why Britney Spears shaved her head!***



Wouldn't you rather **SELL** “let someone buy” a hotdog when they go onto Google and type in—

***“I want to buy a hotdog right now”***

Obviously that’s an exaggerated example, but you can see that **anyone with more common sense than a hamster** will now recognize the importance of utilizing search marketing as their

main subscriber list builder.

Now, if you haven’t mastered PPC marketing, but you want to take advantage of the search marketing phenomenon to build a real business that doesn’t consist of selling/peddling, but rather “letting people buy”, **you do have ONE option:**

## **Learn How!**

...And we’ll get to the easiest way to learn PPC in a minute, but first we need to answer the important question for you:



## ***What Is The Google Switch, And How Do You 'Flip' It?***

First, you should know that the “Google Switch” is *NOT* ppc marketing.

**PPC is only the tool used to build the targeted list** that you’ll need for sufficient numbers to automate your Google Switch—after you turn it on.

So let’s talk about what the Google Switch is exactly, and most importantly ***“how to turn it on”...***

## 13.) *Flipping* The “Google Switch”

By now, you might be asking yourself... *“is this ‘google-switch’ thing for real?”*

*Can increasing your traffic and sales really be this easy?*

*Can it all really be automated?*

*Can you really do it with just a few marketing “tweaks”?*

*Can anybody do it?*

## How do we know it *really* works?

Well, this wasn't planned.

Actually, some of it we discovered early on... but most of it we discovered only recently.

It's not until a few months before putting together this report, that we discussed **our results** from implementing these methods.

After putting our brains together... THIS REPORT is the complete game plan we've both agreed on for our own implementation.

And we'll get to the exact strategies in a second... but first, we wanted to show you...

### **Our Results WITHIN DAYS of implementing "The Google Switch" strategy...**

Here is a very brief synapses after putting these strategies into play...

- **Jim** generated **1,217 leads in ONE-DAY**... and within a few weeks, had several thousand people a day visiting this blog... and his blog WASN'T even what he was advertising!
- **David** pulled in **113,228.00 in 29 days** of new business, in his network marketing business alone... after being M.I.A. for the ENTIRE MONTH of February and *WITHOUT making a SINGLE-phone call!*

***Heck, he didn't answer incoming calls either!***

*Actually, he didn't have much of a choice...*

After spending the first half of the month racing the Baja 1000 trail down in Mexico... he came home with what he suspects was the “swine flu”... which left him in bed for about 3 weeks!

This was after he flipped his buggy in Baja, doing 90mph in the salt flats. In fact, here's a picture of...

**Mike Dillard video taping David's wreck,  
after his car did 3 vertical somersaults...**

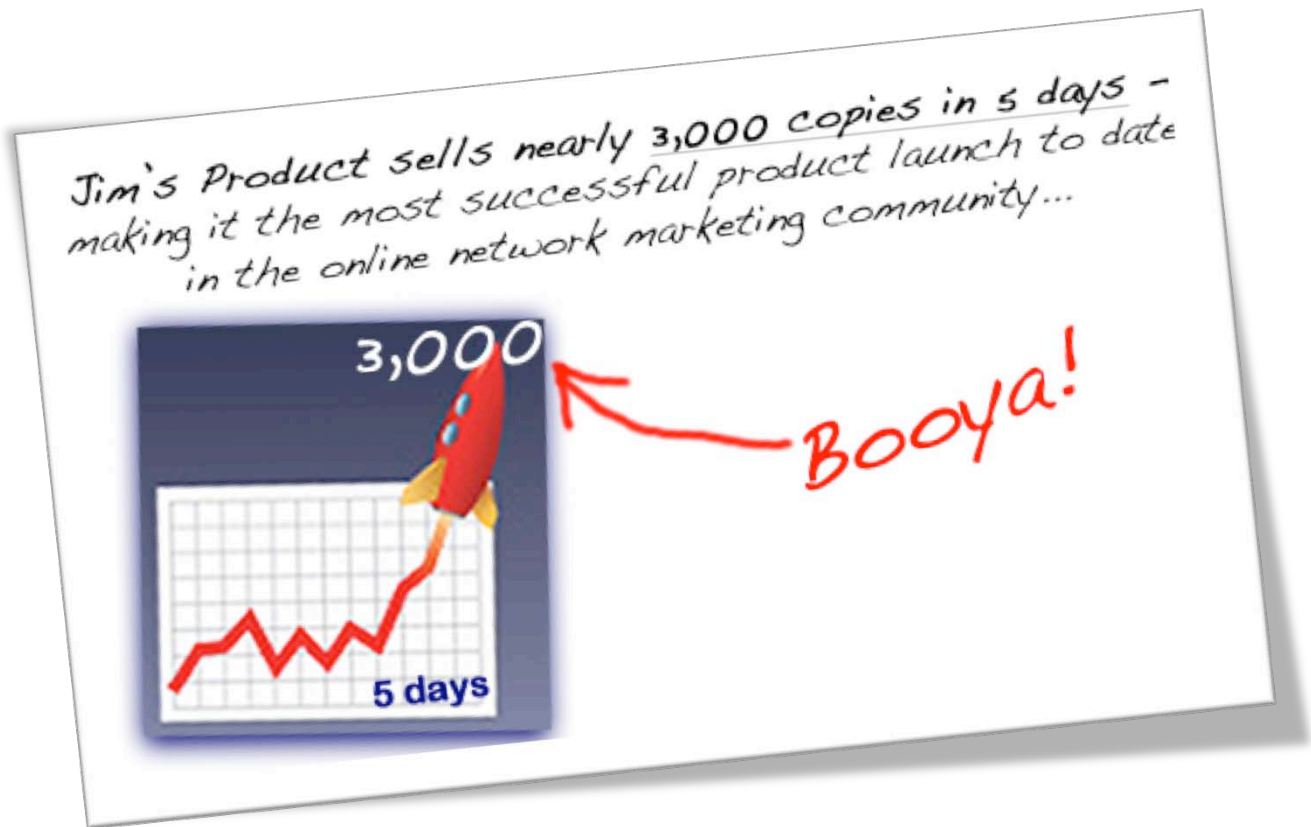
***OUCH...***



See the funny this is, some of this we discovered more or less, out of **pure necessity!**

## We had to think 'outside' of the box.

*Jim was busy with his product launch, which at the time was **the biggest product launch online in network marketing history**. As for David, he was unavailable for about 5 weeks due to traveling and sickness.*



If we couldn't find a way to **automate more** of our efforts and also **build trust and sponsor people without talking to them**... then our businesses would've starved.

But they didn't starve because...

## This stuff works!

And we've *proven it* with **results nobody can touch**... so make sure you use it.

It's REALLY easy and doesn't take much, but a few **small actions** on your part. Just pay attention to the rest of this section as we discuss

## How to "*flip*" the Google-Switch...

Google Switching your traffic is easy. We've grouped three slightly different approaches for you below:

- 1) **Socializing Platforms:** Twitter, Facebook, & MySpace
- 2) **Content Platforms:** Blogs, Articles, Press Releases, Videos
- 3) **SEO:** Google, Yahoo, MSN.

### 1. **Socializing Platforms:** Twitter, Facebook, & MySpace

Just plug your mailing list into these networks.

As you've seen, benefiting from social media is all about leveraging the contacts of a group of people who already know and care about you.

That's the real point of social media.

It's not about barging through a stranger's door and selling to them. Rather, you want to meet someone who knows someone. People will see that you are a friend of their friend Joe, and they'll become curious and check you out.

It's when they look at your profile that it's your job to connect with them, or plug them into your subscriber database.


This process will continue to evolve exponentially, just remember, you have to START with a targeted list that builds itself automatically, 24/7, with people that WENT LOOKING for what you have.  
In other words, they searched for YOU.

## Action Steps:



### Here's a summary of the steps you'll follow:

- 1) Start a subscriber list of targeted prospects built with search marketing.
- 2) Through your autoresponder emails, plug your subscribers in to your various social networks.
- 3) Your social networks grow and expand exponentially, automatically, 24/7 through the *friend networks* of the people you plug into them.
- 4) While your main email database grows, your social networks grow too (your subscribers and their friends add you). Your social networks will deliver *fresh* new prospects into your main subscriber database.
- 5) You continue to build and multiply your database



It's pretty simple, right?

You are basically generating a list of prospects, then taking them from your database... and plugging them into your social networks, while they multiply, then you are taking the "new flesh" and pumping it back into your main database.

So the whole goal is to keep building your list. While you are doing this, you also get to communicate with your prospects through the various portals you now have them associated with.

**Another good tip**, is to

## **Offer your Subscribers different forms of Social Media to connect with You on.**

People are going to want to connect with you on the forms of Social Media THEY already use - Not ones they have to go out of their way to sign up for.

**Don't try to force them** to connect with you on Twitter if they don't use it.

If they use MySpace, then that is where they are going to want to connect with you... so be sure to make yourself available!

By being available on various forms of Social Media, your prospects will find you on their preferred platform and add you.

*Does this mean you have to create and maintain profiles on many different social sites?*

Yes, but profile maintenance can be **automated**.



# How to Automate Social Media:

You only build your profiles once. Siphoning your prospects into them is done through your main database with emails automatically.

You will go about siphoning your prospects from your main database, into your Social Media groups 2 ways...

First, you need to get them while they're **hot and responsive**; otherwise most of them will never see your request.

Second, you need to make it available and convenient for everyone on your list to "connect" with you in your Social Media platforms ONGOINGLY.

Someone might not have "Facebook" yet... but 2 months after joining your list, they might decide to set up a Facebook profile. When they do, you want to make sure they can connect with you IMMEDIATELY, while this priority is in their head.

**Here's how to execute these two ways of plugging your prospects into your Social Media portals:**

## ***To make the connection with NEW, HOT prospects...***

- 1) Ask your new subscribers one time to add you in an email that goes out while they're hot and responsive. If you don't do this early, most of them will never see your request.

**Implementation:** Add a "Let's Be Friends" email to your autoresponder sequence three days into the series. Ask them to "add you as a friend" with links to your Social Media profiles. Make the entire e-mail about this without any other offers, as that will render it ineffective.

### ***To make the connection available ONGOINGLY...***

- 2) Make it available and convenient for everyone on your list to connect with you in your Social Media platforms in an *ongoing* manner.

**Implementation:** Put your all of your Social Media links in your e-mail signature and in all email autoresponder messages. This way you are always available, as long as they are on your list and receiving your emails.

That's it!

Pretty simple, right?

This only take you about 10 minutes to do this once all your Social Media profiles are ready.

## **2. Content Platforms: Blogs, Articles, Press Releases, and Videos.**

This one is simple.

You want to **immediately notify your list** as soon as you post fresh content.

Do it as soon as you write a post to your blog, publish an article to a directory, issue a press release, or upload a video.

As long as it's relevant content to your blog readers, you should **post the same content to your blog**, because some people will be subscribed to your RSS feed and you'll reach them in case your e-mail doesn't. \*Posting to your blog will also notify your Social Media groups of your post, if your automation is set up as we've specified.

Be careful though, if you do this wrongly the views won't count for anything. You must only post to your blog a "teaser" **with a link to the full content**.

The only exception to this rule is video. Remember, the embed code from the video site will automatically increment views over there, even though they actually view it on your blog.

When e-mailing about any new content, always **solicit comments** in your email by asking your subscribers a question. Then tell them to leave their response in the comments section at the bottom, if applicable.

### **3. SEO: Google, Yahoo, MSN**

SEO is not an overnight process.

But it can happen rather quickly... as any popular content has a tendency to **get indexed fast**.

We have both made **substantial profits** from this as a result of the secondary traffic it provides through free search listings.

*Here's why...*

SEO applies to ALL of the other methods we have discussed **in this report**, because it applies to all content on the internet.

SEO happens whether you request it or not.

And it depends heavily on the freshness, the popularity, and the activity of the content. Most importantly, your website will be ranked well in search when a lot of websites link back to it.

SEO experts call these back-links.

Manually building your own back-links is difficult, spammy, and just takes too much damn time.

Unsolicited back-links come to you when you have popular content. There are people out there looking for news and content to post on their websites. They'll link to you if you have popular content.

...And the more back-links you have, the **easier** SEO gets.

By creating commotion through social media, your "friends" and subscribers result in abundant **referral marketing** when they enjoy your content. They share your videos, they re-Tweet your messages, they forward your blog posts, and they post stories around your articles and press releases... thus, **making it popular**.

Everything links back to you, your blog, your profile, and/or your website.

Guess what all this does?

**It creates tens, hundreds, even  
THOUSANDS of back-links!**

Not only that.

We've already seen how when your content is passed around (eg your blog post or video), you immediately gain exposure, activity, and views. This means your content is seen as relevant and helps you gain a respectable spot in the search engines!

Better yet, your Social Media sites themselves begin ranking on various long-tail terms because either you included them naturally in your profile or others do in their comments.

We've both seen many sales come to us through RSS feeds. These are small summaries of fresh content that others subscribe to and post to their websites and profiles. We had nothing to do with those!

...All thanks to the power of *referral marketing*, a happy person saw our content and passed it on for **other curious customers to find**.

So to wrap this up...

**SEO will happen on its own.**

And that's why they call websites that show in search *natural or organic*. You just need the **targeted list that creates the Social Media friends**, blog subscribers and commotion necessary to benefit from all the traffic it can bring you.

Now, to acquire this LARGE LIST of targeted prospects, **take a look at our "Intricate Google Web" in the next chapter...**

## Concept:

Growing traffic from **nothing** will take a lot of time and unnecessary work.

Start with *a small* amount of good, targeted traffic and then cultivate it into a GIANT list of loyal fans.

## Lesson:

To grow your list *FAST*, **start with a foundational database of targeted subscribers** and use it to establish a presence and create commotion in your Social Media platforms.

You'll gain immediate attention from onlookers and leverage the networks of everyone you generate as an initial prospect or friend.

## Implementation:

Apply the implementation steps from all previous chapters. Then apply "Google Switch" actions:

1. Build a targeted list with PPC. (More on this in the next chapter)
2. Add Social Media profile links to the signature line of all your autoresponder emails and broadcasts.
3. Add a single dedicated "Let's Be Friends" email to your autoresponder sequence 3 days within the prospect subscribing.
4. Broadcast often to your list with any important content you post online. This includes blog posts, articles, press releases, videos, etc.

\*You will need a targeted email database of highly qualified prospects to carry this action out. Building your initial list with search marketing will allow you to carry out steps 2-4.

## 14.) The Intricate Google Web

This is quite **spectacular**.

The Google web is a multi-directional network connecting every traffic source to all the others.

We call it a “web” (even though it looks like a funnel) because it’s not just a one-way funnel you shove your customers into, but ***an inter-connected fly-trap to harvest your existing prospects*** and also CATCH NEW ONES.

You’ll notice our “Google Web” begins with list-building using “Pay-Per-Click” marketing, also referred to as “PPC”.

(We’ll tell you how to best take advantage of PPC the “correct way” in a minute...)

***Here’s a picture of how the “Intricate Google Web” works:***

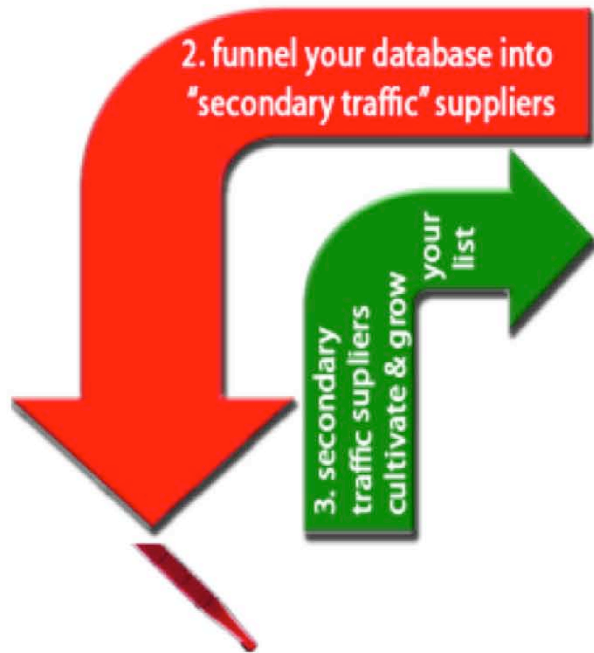
# 1. PPC



Your Database of  
a Gazillion Prospects  
(E-Mail Autoresponder List)

2. funnel your database into  
"secondary traffic" suppliers

3. secondary  
traffic suppliers  
cultivate & grow  
your list



...As you can see, traffic *starts with PPC*.

It builds your main database - then your autoresponder emails drip to your Social Networks and marketing content... then activity and growth in your social networks multiplies and funnels BACK INTO your main database, growing it indefinitely.

This process repeats until the trickles from social referral marketing combined with your search marketing turn into a gushing faucet of traffic...



## This is How You Build a MASSIVE list of Hungry Subscribers, *Automatically*, 24/7:

### Summary:

- 1) **PPC Supplies targeted traffic**
- 2) “Let’s Be Friends” **email message** sent within 3 days builds social media followers.
- 3) **E-Mail signature** line builds new social media followers ongoing.
- 4) Traffic **cultivates and grows** in Social Media networks.
- 5) New prospects resulting from the growth, **enter your main email list** and make it BIGGER
- 6) Allowing the process to run its course creates further commotion, viral exposure, content distribution, and back-linking **resulting in wide-reach SEO**. (more free traffic from search engine listings)
- 7) **Always running PPC ensures that traffic continues** to pulse into this process keeping it alive. *This is essential* because PPC supplies the targeted list of prospects and provides the MOMENTUM needed for the “intricate Google Web” to work.

As you can see in the “Intricate Google Web” image... **PPC is your traffic faucet.**

Traffic is cultivated in your other units - *Social Media, content platforms, and SEO*, until the resulting traffic is ready to be *SLURPED!*

This is possible because of the “traffic faucet” you **started with.**

**Without a “traffic pouring faucet” -  
Your business is a starved, poor, *thirsty* rodent  
in the desert.**

**Here’s How To Turn It Into A “well-fed” *CASH-COW*...**

Implement EVERYTHING in the “implementation steps” of this report, then start sending targeting prospects into your list using “PPC Marketing”.

When it comes to pay-per-click marketing though, **there’s good news and there’s *BAD NEWS*...**

## 15.) Conclusion:

*“The good news & the bad news...”*

### ***First the bad news...***

**The bad news** is that PPC marketing, specifically with Google Adwords is perceived as the most difficult and certainly most frustrating lead generation skill on the net.

While that perception is true, the reality is not exactly that.

What we can say is that PPC certainly is the most “misunderstood” lead generation tool online, but don’t be fooled for a second because it’s...

## A Lead-Generating MONSTER.

What pains us most is that so many people, so many gurus, and *even Google itself* teaches you the incorrect, incomplete, and only “duplicatable” way to use Pay-Per-Click marketing.

Like the vast majority of direct selling organizations and MLM companies, they want to give you basic instruction that’s “duplicatable” to set up... because they can’t risk the “distance going advertiser”. There simply aren’t enough of them.

Sadly, among the *fierce competition* in search marketing today, following that kind of training is no longer a viable way to build your business.

Especially with the cost of advertising continuing to skyrocket, it’s becoming increasingly difficult to recover a return on investment...

**Your probability of getting an ROI on your monies spent is slim to none.**

In other words... with the flaunted “guru” advice that has long circulated the net, and *STILL* does... **you are destined to fail.**

Sure there are plenty of teachers sharing what little they know... and maybe that stuff worked two years ago, but in online marketing two years is like the passing of a century.

If you look past the psychotic numbers in their screenshots and take a closer look, you’ll see their stats are from 2006.

Unless they’re in the trenches they have no idea what actually works...

***Just take a look at all the “PPC tragedies” out there!***

Not pretty.

### ***The Good News...***

**The good news** is that we’ve been using Google to wipe the floor with other advertisers for years now. As recently as today, we generate tens of thousands of leads on autopilot with no chance of slowing down.

**It's easy and extremely profitable when you know how...** people just don't know how to do it correctly...

## ***Because They Were Taught WRONG!***

It's sad really... so we've decided to finally do something about it.

Earlier this year, Jim released a very detailed course called "PPC Domination" with our friend Mike Dillard. In it he wanted to share his experiences and walk people through the thorny areas of using PPC. This made a lot of people very happy because such a product was missing in our world of home business marketing.

***But, we'd like to take it a few steps further...***

We're putting together an intensive three month program that teaches not only how to advertise with PPC correctly and very profitably, but also how to outright *KILL IT*.

This is not about domination. It's about more than that...

## **It's about *total*, utter...SUPREMACY.**

You'll learn a "**simple-method**" philosophy that allows you to organize your efforts, so you can expand indefinitely to CONQUER.

*It's NOT about being one of Google's "dominees" ... it's about making PPC and Google Adwords YOUR DOMINION!*

See when it comes to PPC marketing... we have many different strengths. Ironically though, we structure our accounts and run them the SAME WAY.

...This **is key**, because this was the *ONLY* way we could teach it together.

We have a very different way of utilizing PPC when it comes to the vast majority of marketing guru's out there. In fact, NOBODY uses our PPC philosophies!

And CERTAINLY no one is teaching it! *The funny thing is...*

## **We never planned on being Guru's!**

*And for good reason...*

***With "pay-per-click" marketing, you get paid MORE by using it, than you do by teaching it!***

***It's true... but here's what we've come to realize:***

- We generate *MORE LEADS* via pay-per-click than **anyone** in the industry.
- We generate our leads at a *CHEAPER COST* than **anyone** in the industry.  
(proof below)
- Our PPC students have the *MOST INSANE* **success stories** in the industry.

PROOF!

One of David's Google campaigns:

Google AdWords

DavidSchwind@ | Help | Close Report  
Customer ID: 1111111111

### Account Report

Report Generated: Aug 20, 2009 4:06:32 AM [Show report detail](#)

[Export Report](#) [Create Another Report Like This](#)

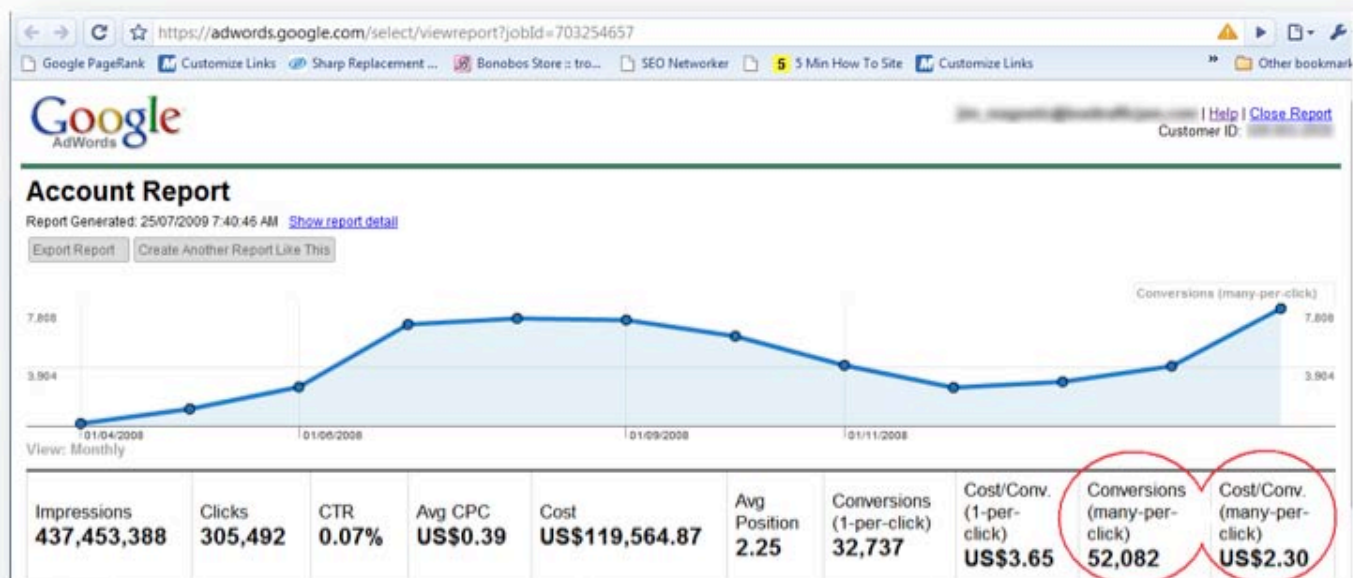
Jan 1, 2009 - Jun 18, 2009

View: Summary

hell yeah!

Impressions <b>106,877,039</b>	Clicks <b>162,692</b>	CTR <b>0.15%</b>	Avg CPC <b>\$0.41</b>	Cost <b>\$66,861.19</b>	Avg Position <b>3.31</b>	Conversions (many- per-click) <b>26,662</b>	Cost/Conv. (many- per-click) <b>\$2.51</b>	
<a href="#">Account</a> ↑	<a href="#">Impressions</a>	<a href="#">Clicks</a>	<a href="#">CTR</a>	<a href="#">Avg CPC</a>	<a href="#">Cost</a>	<a href="#">Avg Position</a>	<a href="#">Conversions (many- per-click)</a>	<a href="#">Cost/Conv. (many- per-click)</a>
Account	106,877,039	162,692	0.15%	\$0.41	\$66,861.19	3.3	26,662	\$2.51

## One of Jim's Google Campaigns:



WTF?!?!  
Is that even possible? →

This is a screenshot from one of Jim's Home Biz PPC accounts. The average cost per lead (\$2.30) was calculated over the span of 12 months. The screenshot taken from David's account, shows an **average cost per lead is 2.51** in the campaign shown above.

\*Both of the above screenshots were taken from home business campaigns, which is one of the most competitive markets online. Although we could go out and generate leads at a tenth of this cost in other markets, achieving results like this in **this market** is unheard of.



Given our extraordinary results, we thought it is time we share our knowledge with everyone wanting to learn, because quite frankly, watching them “crash & burn” is quite *DISTURBING*.

It’s ironic that we never thought of sharing our secrets before, because it’s not just anyone that has multiple 7-FIGURE companies that **DEPEND** on them for traffic.

So we’ve both decided it’s time to “*let the cat out of the bag...*”

*Here’s what we have for you...*

In a matter of days, we’re going to be releasing our highly anticipated *advanced pay-per-click marketing course*. It’s an intense “15 week training session” called...

## **“OPERATION: PPC Supremacy”**

The interactive training will span 3 months. It’s going to be intensive... it’s going to be complete... and it’s going to **ROCK YOUR WORLD!**

But we don’t expect you to just “accept” what we say because **we have the golden word on PPC marketing.**

Sure we have the best results in the industry.... But this isn’t about us... **it’s about YOU.**

**Is it possible for you to succeed with our PPC secrets, *just like we do?***

### ***“ Our little experiment: ”***

We wanted to be sure our students would be able to absorb what we’re going to teach you, so we decided to try it out with a select few.

Jim’s Mother and some marketing friends.

Jim spent 3 months taking his Mother through our PPC curriculum.

The curriculum contains everything in our arsenal to generate leads with PPC, including how to *profit WILDLY*.

Today, Jim’s Mother Basma, **earns a full-time income from home** and can live wherever she pleases.

As far as the few friends and colleagues we taught...

Some of our students (now among the top 5 producers in their companies) are earning up to **\$100,000 dollars monthly, and beyond** using our powerful PPC strategies.

It’s amazing to witness these kinds of results, and quite frankly – very fulfilling for us to be a part of.

## **What “Operation: PPC Supremacy” is about...**

It’s about us sharing the most powerful PPC marketing techniques with you, that you can actually **understand and succeed with**.

So what we’ve done for you, is put together **4 KILLER videos** showing you, *very simply* - how to implement some of the powerful strategies we use.

Each video teaches a different strategy that you can learn and run with today...

**To get your FREE Videos, register below:**

**Visit: <http://www.UltimatePPCmastery.com>**

We really strived to provide quality content that's simple and easy to understand.

Our ethical bribe is that you'll find these free lessons so useful that you'll join us in "Operation: PPC Supremacy" as soon as it's released. But you won't hurt our feelings if you choose to pass up the opportunity.

The videos are killer and you are going to love them.

## **David(left) & Jim(right) after concluding this report, and preparing for 'PPC Supremacy' in Los Angeles...**

(This shot was taken after 2 weeks of 15 hour work days... fun nights out... and an under-exaggerated several dozen red bulls) —Jim had most of them ;-)



### **Follow Jim and David on Twitter...**

<http://twitter.com/DavidSchwind>

<http://twitter.com/JimYaghi>

### **Friend Jim and David on Facebook...**

<http://www.facebook.com/DavidSchwind>

<http://www.facebook.com/JimYaghi>