

The MyNoteTakingNerd Online and Offline Marketing Business Manifesto

How You Too Can Merge Old School Marketing With The New Social Economy Strategy and Tactics

42 Video Tricks

Trust Us: You'll Be the First In Your Local Area To be Doing This



The 7 "Deadly" Review Sites You Must Know About



Scary Truths About Social Media Most Business Owners Deny

Use This Simple Social Media Tool To Build a Fort Knox Wall Around Your Customers

What Your Customers Are Dying To Know About You and The Exact Tool You Need To Be Using To Make Sure They Get The Answers!

11 Steps to a Dominating Facebook Presence

NEWS: Why Email Works Every Single Time If Done The Right

At a time when many are thinking only about “getting by”, shrinking the size of their Business and ambitions, retreating....

...I am launching up to One New Online Business per Month, Growing my offline businesses by leaps and bounds, and I am more optimistic about the future then ever before.

The MyNoteTakingNerd Hyper Marketing Marketing Business Manifesto

17 Insider Secrets and Strategies For Dominating Your Local Market

Dear Friend and Entrepreneur,

I write this report today as someone who truly cares about your success. Even if we’ve never met before. I wish we were sitting down having tea or coffee together so that I could shake your hand and you could feel how much I want to help you.

Why?

Because I believe I’ve been where you may be.

“Dexter I don’t know how...”

“Dexter My Web Guy Told me...”

“Dexter I Need More customers...”

I’ve been dealing with Local and National Business owners for over two decades. I’ve heard the above statements over and over again. I can’t believe how many companies do such a poor job with their marketing. I’ve seen BIG companies with 20Million in sales with websites that a 13 year old kid could design. I’ve seen small local companies with brilliant websites they designed themselves for under \$1,000.

I've seen Big Multi Billion Dollar Companies with customer relationship skills so bad I can't believe a single person ever goes back. Yet I've seen a small local mom and pop shop with customer service so spectacular that their customers stop by just to "chat" cuz they love the place and them so much.

I'm about to Gift you everything I've learned from the best of what I've seen.

I've been to the top of the mountain and at the bottom. I've been seen the best of times and the worst of times.

What you are about to read may shock you. **As a matter of fact it may even Piss You Off.**

The truth is that 95% of you that are reading this report may not make it thru the next few years in business. I Pray that you are not part of that group. However, I can help you become part of the Elite 5% who make it if you heed the information in this report.

Let me start by making a bold statement.

All the HypberBobble or Goulash you read or hear about on T.V. that this economy is turning around is just that.

Smoke and Mirrors set up by politicians, the media, and people "On The Inside" then us till the walls come crumbling down.

If you're anything like me you keep hearing about this turn around yet as you drive down the street you see more and more businesses going out of business, more homes in foreclosure, more of your business neighbors telling you stories of how hard it is, and it's becoming harder and harder to get NEW CUSTOMERS.

World Renown Forecaster Gerald Celente says that by 2012 America will become an undeveloped nation, that there will be a revolution marked by food riots, squatter rebellions, tax revolts and job marches, and that holidays will be more about obtaining food, not gifts.

If Nostradamus were alive today, he'd have a hard time keeping up with Gerald Celente. — New York Post

Is Social Media A Fad?

Or is It The Single Biggest Shift Since The Industrial Revolution?

YEAR TO 50 MILLION USERS!

Radio – 38 Years
T.V. – 13 Years
Internet – 4 Years
Ipod – 3 Years

Facebook – 100 Million Users In Less Than 9 Months.

If Facebook were a country it would be the 4th largest in the world.

Still Think It's a Fad?

Guess what?

There's an ever bigger problem you may not see coming?

What is it?

It's THE FACT that we are moving faster then ever into this **New Social Economy.**

Yep, more and more people are looking toward facebook, twitter, and the hundreds of other local social websites for advice and direction.

And here's the Truth.

If you don't get yourself out front of this emerging Trend then you are going to go the way of the Old Horse and Die.

Yep I said.

DIE. And I mean it.

Did you know that right now there are thousands and thousands of people scouring the internet to Buy the “Stuff” you offer? **And the NUMBER ONE thing they look for is social proof.**

In the world of instant Feedback, message boards, web2.0 and sites that encourage user feedback and participation you simply cannot afford to blow your relationships online. A site like **Yelp.com** can help make or break a small start up cafe by favorable or horrible reviews.

People want transparency and honesty in business and they are getting it more & more each day. The internet is evolving at a rapid pace offering consumers more protection and a larger voice.

What are your customers saying about you?

Today more then ever it's necessary that you merge your Offline Marketing Practices with your Online Marketing.

Read the rest of this report and I'll share with you the exact strategies that you will need to know to dominate your Market and become THE choice in your category of business.

“Quality in a service or product is not what you put into it. It is what the client or customer gets out of it.”

PETER
DRUCKER

Real Life Social Media Success Stories

Naked Pizza, a New Orleans healthful-pizza shop that's hoping to go national -- Mark Cuban is a backer -- has been marketing itself via the microblogging service. And recently it has started to track Twitter-spurred sales at the register. In a test run April 23, an exclusive-to-Twitter promotion brought in 15% of the day's business.

Michael Farah, founder and CEO of Berry Chill, a yogurt shop with three Chicago locations, has [been using Twitter](#) to send out "Sweet Tweets" -- promos that require users to show they're Twitter followers of the store. In a month, he's logged 700 followers and, he said, "sweet tweets" haven't diminished his daily sales.

"Our last big promotion we gave away 1,100 yogurts -- \$5,500 worth of product -- but sales were the same as the day before," he said. "The people who were existing customers standing in line attracted people who hadn't tried it."

Bryce Gruber is the 23-year-old owner of IntenCity Global, a five-person marketing and public-relations firm in New York. She says Facebook works well for her and has brought tangible results. She recently drew more than 300 people to an opening party for a clothing store that she expected would only attract 150 to 200. And the people who learned of the party through Facebook bought several thousand dollars in merchandise.

I'm going to give you an entire Business System for building your Offline and Online Business.

No overblown sales pitches.

As a matter of fact I'll LET YOU KNOW THE CATCH RIGHT NOW.

First off... At no point in this report am I going to be giving you fill in the blank bullshit that requires you to come back to me for answers.

It's all going to be here. Complete strategies with very specific examples.

I'm a No Bullshit type of guy and I get extremely pissed when people waste my time so I promise not to waste yours.

So here's the catch. At the end of this report I'll be asking you to go on over to take a look at the report for the coaching program I included and frequent our [BLOG](#) and take a look at a few different way I may be able to help you with some of this.

IF this report delivers at least \$5,000 in added profit streams for your business as I believe it will, then I fully expect you will join hundreds of other business owners by becoming a member of the [our new coaching club](#).

Fair enough? Ok then, let's get started.

TIME IS RUNNING OUT BUT IF YOU GO TO WORK ON THESE 27 *MyNoteTakingNerd* MARKETING POWER PRINCIPLES YOU MAY SOON HAVE THE BUSINESS YOU'VE ALWAYS WANTED

If you read the "*Who's Dexter*" forward then you know I've had a wild and crazy ride in this thing we call life.

Along the way I've knocked on the doors of more businesses than I can count.

Local business owners like you keep asking me this one question.

Dexter.... How can I get more customers?

Keep reading because I've got the answers to that question.

However, I need to tell you something.

Your time is increasingly becoming limited.

You need to act now and become more efficient at all your "Offline" business practices and merge them with your newfound "Online" Business presence.

In reality online business is booming with over three quarters of consumers now shopping on line for all manner of things including, fruit and vegetables, holidays and plumbers and accountants.

Seth Godin – Best Selling Author and Marketing Expert

What does that mean?

As we dive into the 27 Power Principles of a Wildly Successful Business I will be covering all of the necessary things you need to be doing both in your Brick and Mortar business as well as how to how a “Local” Internet presence.

I’m going to show you how to create a bond with your customers you never thought possible.

This, by the way, is not an option anymore.

As a matter of fact I’m going to make another bold prediction.

Moving forward all businesses who ignore the “relationship” with their customers will cease to exist.

I’m going to share with you simple yet powerful strategies for keeping in contact with your customers and how to keep them In Trance with you and your business.

I don’t want *you* to miss a single opportunity to draw closer to the customers you already Have and those that you gain everyday, and to do more business with them! **Customers are your greatest asset.**

They are also an asset you can immediately leverage, simply by creating more opportunities for them to buy from you – and to buy more frequently. The dynamics of that process are what I call the “27 Power Principles.”

Introducing: YOUR MYNOTETAKINGNERD HYPER MARKETING MARKETING TOOLBOX

Let’s take a closer look at **Principle Number One – The Power is In Your List**

Let me ask you a question.

When was the last time you received a Birthday Card or Holiday Card from your local Walmart? How about your local barber?

I’m not sure about your answer but if your answer is anything like mine or the thousands of local small business owners I’ve come in contact with then the your answer is probably NEVER!

In the past, as business owners, we could get away with this.

Today you can’t.

It’s more important then ever for you to have a direct one on one relationship with your customers.

To know their dreams and desires and become their best friend.

How do you do this if you don’t capture their Name? Address? Email? And as much information as possible about them.

Today's consumer is savvier than ever.

Your customers have access to more information than ever before. When they are looking for something all they have to do is go to Google and type it in. And in a split second they are staring at offers from all your local competitors.

To overcome this you need to become known as their friend. So entrenched in their mind that they'd never consider doing business with anyone else based on price alone.

You simply can't do this without capturing their information and building your list.

You can use this list to email them, communicate with them through your blog, send them a postcard, send them a newsletter, direct them to your Facebook Page, Ect...

Remember this!

How would your customers get in contact with you if your business burned down tomorrow?

How would you communicate with them?

The answer for many local business owners just like you is that they couldn't because they don't have the information. They don't have a list.

Take away all the "Hard Assets" in your business and you have nothing.

The real value of a business is in the list.

How much more will your business be worth if you can turn over a profitable list with predictable income to a potential buyer?

So right now do the following:

- Set up a system to gather the Name, Address, Email, & Phone Number of all your current customers.
- Set up a system to gather the very same information from all your new customers. Preferably at the point of sale.

What if you could capture the name of every single customer as they walked in the door or your virtual door and they eagerly asked you to stay in contact with them?

The power of the Internet and The Landing Page

If you currently have a website or if you are planning to get one then have a landing page is something you simply must have.

A landing page is any page on a website where traffic is sent specifically to prompt a certain action or result.

Maybe your potential customer is offered an incredible deal or Free Report for giving you their information. Think of a golf course... a landing page is the putting green that you drive the ball (prospect) to.

Once on the green, the goal is to get the ball into the hole. Likewise, the goal of the copy and design of a landing page is to get the prospect to take your desired action.

Your landing page should be very clear and specific about what you are offering.

Here is an example of a Cluttered “Bad” landing page:

The screenshot shows a landing page for Home Finance of America. The header includes a logo with a house icon, the company name, and the tagline "Lowest mortgage rates coast to coast". A "CALL NOW" button with the number 1-800-358-5626 is in the top right. Below the header, there are several sections: "Today's Rates" with a table of rates for 30 and 15-year fixed rates; "Our Programs" listing various loan types like "Imperfect Credit" and "First Time Home Buyer"; "Mortgage Tools" with links to "Today's Rates", "Target Your Rate", etc.; and a "Special Offer" section with buttons for "Apply Now", "24 Hr Approval", etc. A large photo of a family is on the left. Text in the center promotes "Lowest Mortgage Rates in the Country" and includes a testimonial. A sidebar on the right features a "Teachers Program" and a "We'll Break Your ARM!" offer. The page is visually busy with many links and buttons.

Here's an example of a “Better” Landing Page:

The screenshot shows a clean landing page for GMAC Mortgage. The header features the GMAC Mortgage logo, navigation links (Log On, Site Map, Contact Us, Help), and a search bar. Below the header is a navigation menu with links for Home, Purchase, Refinance, Home Equity, Check Rates, Calculators, Resource Center, and My Account. The main content area has a large headline "Rates as low as 5.788% APR" and a "GET STARTED" button. A photo of a family is on the right. Below the main content is a testimonial from George K., Alger, MI. The footer includes a privacy policy link, legal information, and copyright information for GMAC Mortgage, LLC. The page is clean and focused on the main offer.

Here's an example of a great Landing Page:

The image shows a landing page for ADT's Fire and Smoke Monitoring service. At the top, there's a navigation bar with the ADT logo, 'Official Site', and a 'FREE Home Security Review' button. The main headline reads 'ACT NOW! Save \$250 Over an ADT Family Protection Package' with a sub-note 'with purchase of ADT alarm monitoring services.' The background features a firefighter holding a dog. A testimonial from Amanda Ammer states, 'ADT acted fast and called the fire department. They rescued Molly just in time.' Below the headline is a form to request a review, with fields for name, address, city, state, zip code, and phone numbers. A 'SUBMIT' button is at the bottom of the form. To the right, there's a section titled 'ADT Fire and Smoke Monitoring' with a paragraph explaining the service and a 'Did you know?' section with statistics about fire deaths and property loss. A 'Legal' link is at the bottom right.

Example of an outstanding Landing Page: Very Clear Offer and Capture Mechanism

The image shows a landing page for Netflix's free trial. At the top, there's a navigation bar with the Netflix logo, 'Buy / Redeem Gift', and 'Member Sign In'. Below the navigation bar are four tabs: 'Start Your Free Trial', 'How It Works', 'Browse Selection', and 'Free Trial Info'. The main headline reads 'Rent as many movies as you want!' with a 'FREE TRIAL' badge. Below the headline are three bullet points: 'Free DVD shipping - Both ways', 'Classics to New Releases to TV episodes', and 'Cancel anytime'. A 'Questions? 1-866-923-0895' link is provided. The page is divided into three columns. The left column has three sections: 'We deliver movie rentals to you' (with a 'More info >>' link), 'Browse our selection of movies' (with a 'More info >>' link), and 'Try us for Free' (with a 'More info >>' link). The middle column has a 'Start Your Free Trial' section with a form for 'Email Address', 'Create a Password', and 'Re-type Password', and a 'Continue' button. The right column has a 'Secure Server' icon and a note: 'We value your privacy. Netflix will not sell or rent your email address to third parties. Free trial offer details.'

As in the examples above your Landing Page should have a very specific offer for your customers.

You can have multiple landing pages for different offers.

Your Landing Page is different from your Main Website.

Remember, when people get on the internet they are typing in and searching for specific things.

So if you have an Auto Shop and one of the things you do is Transmission Repair then you might have a Specific Landing Page that has a very specific offer for potential customers looking for that.

You might then have a Special Report Landing Page on **“17 Things To Do That Will Ensure Your Car Goes 200,000 Miles Without Any Major Problems”**.

This report captures the names of people that have an interest in keeping their cars well kept.

You can then communicate with these people via email ect... and be the Top Of Mind choice when they have a problem with their vehicle.

Quick Note: When you join our coaching program we will help design and create a landing page. We also include a complete guide on how to design a Landing Page that works.

Principle Number Two – The Power of an Endorsement or Referral!

Getting referrals and having an “active” system for obtaining them can be up to 500% or more effective than all other forms of marketing.

Here’s a fact: up to 20 – 30% of your business comes to you from passive referrals.

Why don’t you have a formal system in place to capture them every single time you gain a new customer?

Here’s another fact: obtaining referrals is awkward for most of us but if you have the mindset of truly wanting the very best for your customers and clients why would you not want all of there family and friends to come join your family as well?

To gain referrals you must:

ASK! No Chit Dexter... you might be saying. Guess what I’ve found thru the years? It’s my estimate that as much as 97% or more businesses never ask for a referral. Ask yourself this question. When was the last time a local business asked you for a referral?

How many of the businesses that you frequent would you recommend to a friend? Your favorite local restaurant, mechanic, flow shop, book store?

Here’s the problem. Nobodies asking.

So YOU NEED to start doing what nobody else is doing and start asking.

Get a formal script in place for all of your salesman and yourself to present at the point of sale. Once you have a happy customer with their New Shiny Object or Satisfied Service Completed... they are ready to help you.

I’ll give you a really weird example. A friend of mine once worked for a National Charity that did fundraising by telephone.

He put in place a system to ask all the Donors if they had the name and phone number of a friend or family member that might want to help their worthy cause. About 10% of the Donors gave a name and number and of those about 20% gave a contribution. So for every 10 Donors they got they received 1 New Potential Donor. Out of Every Hundred Donors they got 10 prospects and 2 that made an average contribution of \$100. This added about \$12,000 a year to this operation. A sizable amount of money for just a few more words said.

I bring this example up because this is a Charity offering nothing tangible in return for money and yet they are making referrals work for them.

What would it mean to your business, right now, if 10, 20, or 30% of all your customers started giving you referrals. How many of those prospects would buy. And most important... Would they be a better prospect and customer?

The true value of a referral can be calculated in many ways.

The easiest way is by using this example:

Most business owners would probably agree that out of every 10 "new customers," they will probably pick up a couple of referrals which means an additional 20% more in business.

If those 10 new customers came in and spent say, \$100 each, then that would give the business a \$1,000 Gross Sales Net.

Now if you tie in the value of a referral at an additional 20%, then the business would tack on another \$200.

Giving the company a Gross Sales Net of \$1,200.

You can see what the true dollar value of a referral can be.

Don't forget about the lifetime value of these clients as well.

How many times have you gone back to that fancy restaurant and dropped \$100. Think about how many people you've told, "you have to try that place, its excellent."

Referrals, Referrals, Referrals...

The answer is an astounding YES!!

There are a ton of ways to gain referrals;

- You can run a contest
- Offer a bonus product
- Offer a discount

Online you can do these exact things with pop up forms asking them and offering something in return.

Here's an example of an online form that is asking people to spread the word for a Report.

Share Your Breakthrough Discovery With Your Friends That Need It The Most!

Many Internet marketers are upset about this information being released. They fear it will stop their sales in the future.

It's time everyone had access to this groundbreaking report, which reveals why so many people are falling victim to the product of the week syndrome. Do your friends a favor by spreading the word and exposing them to this important message. All you have to do is enter your name and email, then the name and email address of each person you want to share the Internet Business Manifesto with here...

Tell Your Friends Your Details Your Name: Your Email:

Your Friend Friend's email

Friend's name Friend's email

Hi [FIRSTNAME],
I just read this report by Jane Doe, an Internet business guru. It's a very interesting read about making money online.

I think you will enjoy it. You can get it here, it's free...

Visit:
<http://www.....com>

check this out, it's really good

Tell My Friends!

Another Basic Referral Form:

Reticular Activator?

Dear John,

A friend of mine followed the same route to work for 2 years. Each day passing the same buildings, cars, and people.

One day she met someone that she liked and started to date him. She really liked him!



He drove a blue pick up truck with a white stripe down the side. After meeting this guy, she began to notice more and more blue pick-up trucks with white stripes. Every day on her way to work she would notice two, or sometimes three that look exactly like his!

Well, that is her RETICULAR ACTIVATOR working. When we are going through a "process" we see more of that "process" than normal. While you are going through the mortgage process, please remember that if you hear someone thinking about a mortgage, finance, selling, or buying real estate - to let me know. Just call my team, or simply click the button below.

I can use the help! My business depends on your support with referrals of great clients just like you.

P.S. If you need extra business cards, or a flyer to post at work in the break room let me know my team will prepare either, or both right away.

[Click here to give referrals](#)

Cut and paste this link into your browser:

<http://www.qivereferrals.com/referrals.html?qid=preview&previewdid=245&previewqname=>

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With over 10 years in the business and hundreds of satisfied clients, we believe that we are the best choice for top-quality service in the Springfield area.

We will help to define your Referral strategy in the Nerd Transformation Coaching Program

Principle Number Three – The Number One MUST of all Businesses...A POWERFUL GUARANTEE!

In my opinion this may be the number one area where small to mid-size business owners screw themselves.

They are afraid of putting a guarantee on their product or services. They think people are out to get them. That people will abuse it.

Here's the truth. If you truly have a great product or service and have good customer service less than 5% of your customers (at the high end) will ever take you up on such an offer.

Here's a shocking statement: THE BOLDER YOUR GUARANTEE IS THE LESS PEOPLE WILL TAKE YOU UP ON IT.

Why? Because just the assurance of you standing behind your product empowers your customers and clients.

You will also get many more referrals because your customers know that their friends and family are protected.

By lifting risk from the buyer's shoulders and carrying it yourself, your sales proposition will be so much more powerful, appealing and embraceable that many more customers will break out of their shells and take advantage of your offer!

When companies use "risk reversal," it's not a rare thing for them to double and even triple their sales. A few customers will take advantage of your guarantee, to be sure, but so many more will buy that it will make refunds only a minor headache. And, even if you do get refund requests, it's not difficult to turn those complaints and requests into profits.

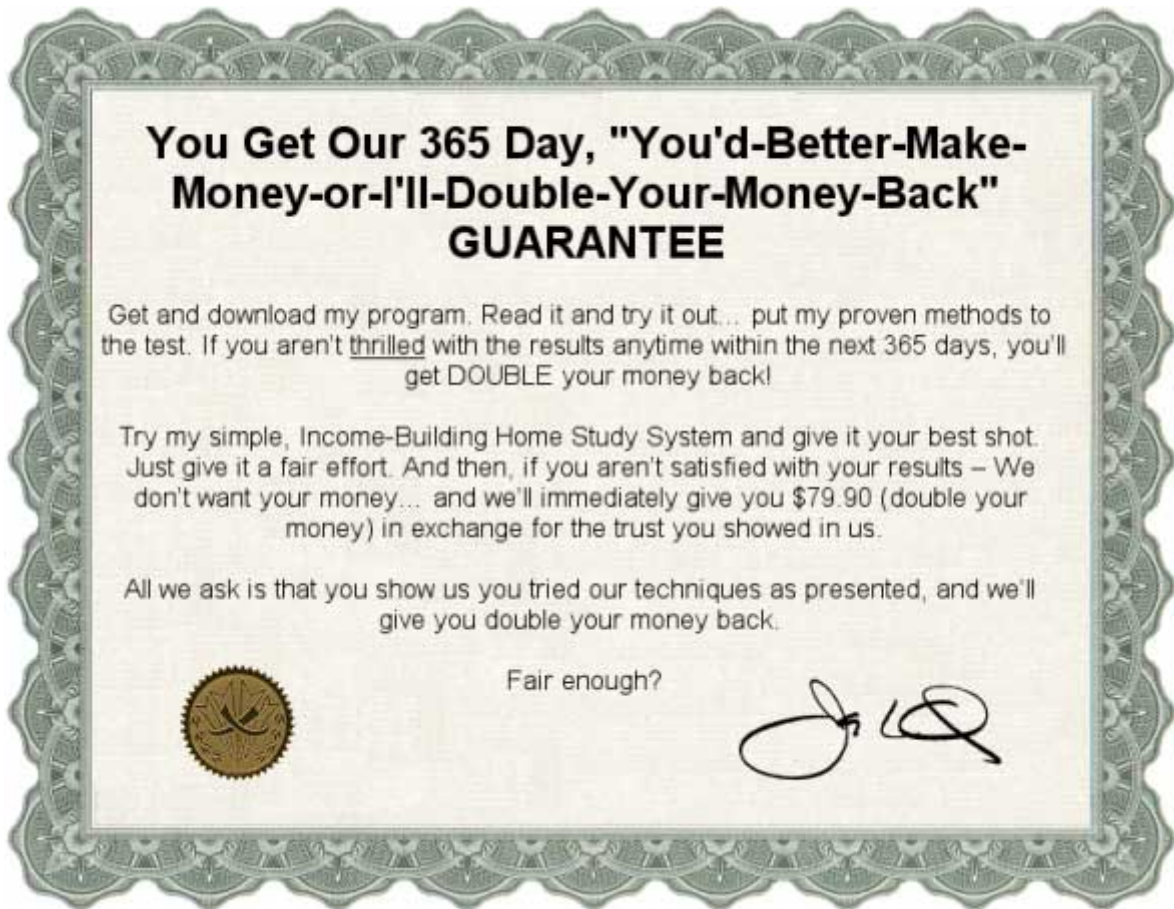
Risk-reversal guarantees can scare the living daylights out of business people. We start shaking in our boots imagining hundreds of screaming people demanding their (our) money back. However, if you don't believe your product or service has enough value that you can give people a guarantee, then maybe you need to improve your product or service. Or get out of business.

Here are a few examples on risk-reversal guarantees:

1. A car dealer he worked with doubled his business by offering – no questions asked – a two week, 100 percent money-back guarantee on any new or used car purchase. Why would anyone buy from any other dealer when they can get a guarantee like that? A few people did return the cars. But most of them had decided they wanted a more expensive or luxury model and traded up. So he made more money from them.
2. A company that sells a home teaching program to improve the reading skills of children offers this compelling guarantee: "Your child will raise his reading or spelling grade by at least one grade level on his next report card or your money back." If you're a parent, you realize the power of that risk reversal offer.

3. A prominent builder-developer guarantees the development costs to his clients. If he goes over budget he pays the cost, not his clients. He's the only person in his area doing this and he gets most of the business because of it.

Here's a phenomenal example of a BETTER THEN RISK FREE PROPOSITION!



Offer a Guarantee that is so EXTRAORDINARY and so Profound that no one in your marketplace would DARE compare with it.

So right now begin to ask yourself how you can put all the fears of your customers to rest.

How can you make sure that all your potential customers hesitations are put to rest?

Put your Bold Guarantee to work in your business today.

Principle Number Four – Turning Your Pen Into A Money Machine!

If you haven't figured it out yet.

I'm not the world's greatest writer. I kinda suck at grammar. My sentences run on sometimes. What the heck is a plural? The list goes on and on.

As a matter of fact the Grammar Nazi's will attack me for the screw up in this Manifesto.

Guess what. While they are at home worrying about how my grammar is Fu... up I'm waiting for the next sale to come into my Money Machine.

O.K. Dexter! You might be asking. "Why does this have anything to do with me?"

Because as we move forward your relationship with your customers will become more and more intertwined with your written words and online videos.

To become good at this you've got to master the basic skills in a dirty little word called "copywriting".

What is it?

I'm sure you know but if you don't a great mentor of mine, John Carlton, calls it Salesmanship in Print.

Today that might be Salesmanship in Video as well.

You will need to be able to stay in constant contact with your customers through the New Era of Facebook, Myspace, Youtube, your Blog, ect... ect...

Let me give you a few resources that will give you a great basic primer and ever more;

- First and probably the BEST Free resource on the internet: Go check out Clayton Makepeace (may be the greatest living copywriter) at www.makepeacetotalpackage.com
- Second go check out The late great and legendary Copywriter Gary Halbert at www.garyhalbert.com. Here you will find ALL of his extremely good newsletter for FREE.
- Check out marketing genius Dan Kennedy's blog and look at his writing style and ability to connect with his customers. www.dankennedy.com
- Finally.. you've gotta go check out John Carlton's blog at www.John-Carlton.com .

Check This Out: In our MyNoteTakingNerd Transformation Coaching Program, you will receive a Copywriting Module where we will teach you everything you need to know to grab the attention of your Market and keep them hooked for years to come.

Principle Number Five – The Obvious Choice Strategy.

Let me ask you a question.

Can you tell me why your potential customers or clients should pick you over any other choice they have?

If you can't answer that question in a sentence or less then you are losing more business then you ever thought possible.

In the "Old School" business world we could survive and get away with this.

As we move forward into this new Social Media economy this will change dramatically.

Why? You might ask.

Because right now within seconds I can type in the name of a category of business I want and I can then "Skim" the cream of the crop and decide which business best suits me.

However, the only businesses that are going to stand out are the one's that are giving very specific and defined benefits for doing business with them today.

Just today I typed in "Barber Shops" and "Phoenix Arizona" in Google.

I chose one for a number of reasons such as 89 years in business, New Age barbers, location, and it had great testimonials.

However, I will say this. Very few of the search results came back with anything so amazing that I didn't want to look thru everything.

What if today you defined the results your potential customer or client was going to receive so powerful that when they saw your ad in the Newspaper, yellow pages, in Google, On Facebook, or anywhere else they would immediately know that you are the place for them.

So right now begin to think about what it is that make you The Obvious Choice in your category of business.

If you don't think this Social Media thing is going to wreck havoc on your business if you ignore it then go check out www.yelp.com or www.citysearch.com and look at the way different businesses are positioning there businesses but most importantly look at the power of the testimonials.

Become The Obvious Choice For Your Potential Customers

Here are a few well-known examples of what generally called a Unique Selling Proposition:

- **Burger King: Have it your way**

They build on the premise that it's easy for a customer to request changes. Benefit to the customer: Satisfaction. No hassles (for trying to change the standard burger offerings) and a hamburger that's just the way you like it.

- **Enterprise: Pick Enterprise. We'll pick you up.**

While Avis made a name for itself with its "We're number two, We try harder" slogan that emphasized customer service, Enterprise focuses on one key selling point - customer pick up. Benefit to the customer: Convenience. You don't have to worry about taking a cab or bother with finding some other way to go get your rental car. It comes to you.

- **Bounty: The Quicker Picker-Upper**

Many products, such as paper towels or toilet tissue, have similar qualities. Bounty makes their mark by saying that their product absorbs spills faster. Benefit to the customer: Time-Savings. You get the dirty work done sooner and can get on to other more important matters.

What's Unique About You

When you're doing desktop publishing, on the surface you're offering the same thing that thousands of others are offering. How do you set yourself apart? Look at what you do and how you do it. Look at your current customers (or those you wish to attract).

- **What do you do?** If you have a broad offering, can you focus on one or two key services that are most in demand? List your specialities or niche areas.
-
- **How do you do business?** Is there something special, unusual, or significant about the way you do business? Do you offer 24 or 48 hour turnaround? Do you deliver for free?
-
- **Who are your customers?** Look at the demographics - age, interests, location (local, all over the world).
-
- **What do your customers want?** Is it low-price, your personality, your location, your reputation, or something else that attracts customers to your business? List the benefits that customers derive from you.

There may be very little difference between your product and your competitors' — but if you can't find a way to communicate uniqueness and connect it to a need of your target, you might as well quit fighting your competition and sell out to them.

Principle Number Six – Turning Press Releases into FREE Money!

Press releases are a powerful, but frequently overlooked promotional tool that can be valuable for just about any type of business.

If you haven't added press releases to your marketing mix, you may be missing out on one of the quickest and most cost-effective ways to get the word out about your services.

Here are some of the benefits you can expect from using well-written press releases as a promotional tool:

- **Press releases can maximize your reach both in traditional media and new media:** You can send your press releases out to local, industry and other targeted publications to attract the attention of traditional (i.e. offline) media. You can also submit your releases to online distribution sites to maximize your visibility in new media (i.e. online) outlets. Tomorrow's post will provide a list of online press release distribution sites
- **Press releases are inexpensive:** Many times, press releases cost nothing but time. Of course, you can pay for enhanced online submissions or mail your releases out with samples and other supporting information, but if you submit your release to free online distribution sites or send them out to traditional media, it requires very little investment
- **There are considerable SEO benefits from online press releases:** If you take time to write a well-formatted and effective press release, it will contain targeted keywords, links and very specific information about your business. When your release is distributed online, many web sites, news and search engines will pick it up and it will increase your visibility dramatically.
- **A good press release can enhance your credibility:** If you consistently write and submit relevant and well-timed press releases, they can quickly increase your exposure and brand name recognition among your target audience. Plus, you can create a media section on your web site where you can list your releases as news items. You can even develop a media kit that contains your releases and other information on your business that interested parties can download.

Press releases are powerful because they allow you to create news that is interesting to your target audience. Just about anything you do in your business – from launching a new web site, to offering new services, to volunteering for a local charity, to speaking at a conference – can be newsworthy.

The most important thing to keep in mind is that a press release should not be an outwardly promotional tool, but instead, it should focus on the needs of your target audience. Your release should successfully answer the top question posed by your audience: "How will this benefit me?" If it does, you have a winning press release ready to send out to the masses.

Finished press releases can be faxed or emailed to media outlets. Business owners can also mail press releases to regional Associated Press and other major media outlets. Events, products and services limited to a city or region should be addressed to media in those areas.

Entrepreneurs and Media Exposure

Entrepreneurs can use directories like Gebbie Press and News Link to locate local, state, regional and national media outlets. Emails, faxes and snail mail envelopes that include the press release should be addressed by first and last name to a specific editor at the newspaper, magazine, radio or television station.

Press Release Template

FOR IMMEDIATE RELEASE:

CONTACT:

Contact Person
Company Name
Voice Phone Number
FAX Number
Email Address
Website URL

XYZ, Inc. Announces Widget to Maximize Customer Response Rate

This headline is one of the most important components of the press release as this needs to "grab the attention" of the editor. It should be in bold type and a font that is larger than the body text. Preferred type fonts are Arial, Times New Roman, or Verdana. Keep the headline to 80-125 characters maximum. Capitalize every word with the exception of "a", "the" "an" or any word that is three characters or less.

<City>, <State>, <Date> - Your first paragraph of the release should be written in a clear and concise manner. The opening sentence contains the most important information; keep it to 25 words or less. Never take for granted that the reader has read your headline. It needs contain information that will "entice" the reader. Remember, your story must be newsworthy and factual; don't make it a sales pitch or it will end up in the trash.

Answer the questions "who", "what", "when", "where", "why" and "how". Your text should include pertinent information about your product, service or event. If writing about a product, make sure to include details on when the product is available, where it can be purchased and the cost. If you're writing about an event, include the date, location of the event and any other pertinent information. You should include a quote from someone that is a credible source of information; include their title or position with the company, and why they are considered a credible source. Always include information on any awards they have won, articles they've published or interviews they have given.

Keep your sentences and paragraphs short; a paragraph should be no more than 3-4 sentences. Your release should be between 500 to 800 words, written in a word processing program, and spell checked for errors. Don't forget to proofread for grammatical errors. The mood of the release should be factual, not hyped; don't use a sales pitch as it will ruin your credibility with the reader.

The last paragraph before the company information should read: For additional information on (put in the subject of this release), contact "name" or visit www.yoururl.com. If you offer a sample, copy or demo, put the information in here. You can also include details on product availability, trademark acknowledgment, etc. in this area of the release.

ABOUT <COMPANY> - Include a brief description of your company along with the products and services it provides.

END —*At the end of the release, you need to indicate that the release is ended. This lets the journalists know they have received the entire release. Type "End" on the first line after your text is completed. If your release goes over one page, type "MORE" at the bottom of the first page*

Principle Number Seven – Understanding The True Value Of Your Customer! The New Customer Paradigm

Most small business owners are so busy they only see their customers as “The Lady or Gentleman who bought X from me today”.

This type of thinking is detrimental to your business.

Today you must begin to see your customers as they should be seen.

If you sell a product or service for \$19 Dollars and you treat your customers as if they are only worth \$19 then they will get and “Fee” and entirely different experience than a customer you see as worth significantly much more.

How do you think a customer, that is looking to buy a Ferrari, is treated?

Why don't you treat your customers the exact same way?

Here's the answer.

Because you do not see them as Worth the time or effort.

However what if I were to tell you that the truth is they are worth every bit as much and more to you and the success of your business.

By knowing the LIFETIME VALUE OF EACH OF YOUR CUSTOMERS you will begin to change how you market, the experience of each of your customers, and therefore the long term success of your business.

How do you do this?

You just need to know or estimate how much your average customer spends, how many times a year they purchase, how many years they will stay with you on average and how many customers they will refer you and how much they are worth.

If you walk into a company-owned cell phone store to sign up for a contract, what are you worth?

Given the huge gross margins at AT&T and Verizon and the standard two-year contract, I think it's easy to figure on more than \$2000 in lifetime value.

If you ran a business where a customer represented an additional \$2,000 in profit, how would you staff? How long would you make someone wait? If staff costs \$25 an hour, how long would that extra person take to pay off?

Few businesses understand (really understand) just how much a customer is worth. Add to this the additional profit you get from a delighted customer spreading the word--it can easily double or triple the lifetime value.

So, a chiropractor might see a new patient being worth \$2,500, easily. And yet... how much is she spending on courting, catering to and seducing that new customer? My guess is that \$50 feels like a lot to the doc. Instead of comparing what you invest to the benefit you receive from the first bill, the first visit, the first transaction, it's important to not only recognize but embrace the true lifetime value of one more customer.

If you own a Local Restaurant or Auto Shop and you only see each customer as worth \$10 or \$20 how will you treat them?

But if that same Restaurant Patron comes to your place 2*^s per week @ an average purchase of \$10 and profit of \$4 * 46 weeks per year = 's \$184 *^s 5 year average lifetime = 's \$920 and they refer to you just two customers during this time then they are now worth \$2,760.

Who get's treated better? The \$10 customer or \$2,760 customer?

Write it down. Post it on the wall. What would happen if you spent 100% of the first month's profit on each of your next ten new customers? That's more money than you have to spend right now, I know that, but what would happen? Imagine how fast you would grow, how quickly the word would spread.

Here's how you'll know when you've really embraced this--a good customer at your podiatry practice (or supermarket or tax firm) walks out the door in a huff and you turn to your partner and say, "**There goes \$74,000.**"

As you go forward and become the MyNoteTakingNerd Hyper Marketing Business of choice in your local area or in your Niche you may want to add some of the following practices to increase the likelihood that your customers spend more money and stay with you longer:

- Membership cards and membership programs
- Welcome and thank you communications
- Satisfaction surveys, followed up by phone calls and letters
- Beefed up customer service, empowered to solve problems
- Enhanced technical support with follow up satisfaction calls
- Frequent buyer programs which permit customers to build up equity
- Event driven communications that are meaningful to the customers' lives
- Databases that keep track of customer's purchases, preferences, complements and complaints, which are used to carry out loyalty building services and dialogs.
- Integrated marketing programs where the advertising, direct communications, customer service, database marketing and sales programs are all orchestrated together and designed to build loyalty.
- Segmentation of the customer base by lifetime value groups, and different marketing programs designed for each segment.
- A Newsletter to communicate with your customers.
- An online blog to build a deep relationship with your customers.
- Using email to stay in contact and make more offers.

Key Point: Remember your job as a business owner is to first and foremost “See Yourself” as a Marketer and Customer Relationship Expert. By implementing the strategies in this manifesto you will be able to Master the Ultimate Business Success Formula:

Getting your customers to spend more money, purchase more often, refer you new customers, and stick around as customers longer.

Moving from “Old School” marketing to the “New Social Economy Marketing Model”.

In the past the traditional way of getting in front of our customers, other than direct marketing, was to place an ad on Radio, in a newspaper, on Television, etc...

However, that approach is like throwing mud and hoping it sticks.

Your ad is seen by the five year old, mom, dad, grandma, and the homeless person as he's watching passing by a store window.



Has it worked? Yes.

It's all we had.

However, as we move deeper into this new Social Media revolution we will be able to place our message immediately in front of very specific customers who want “exactly” what we have to offer.

Below I'm going to outline some of the Key Strategies you need to be using in your business today.

From talking with many local businesses I realize that many of you may not be doing any of this.

I want to tell you something that will put you at ease.

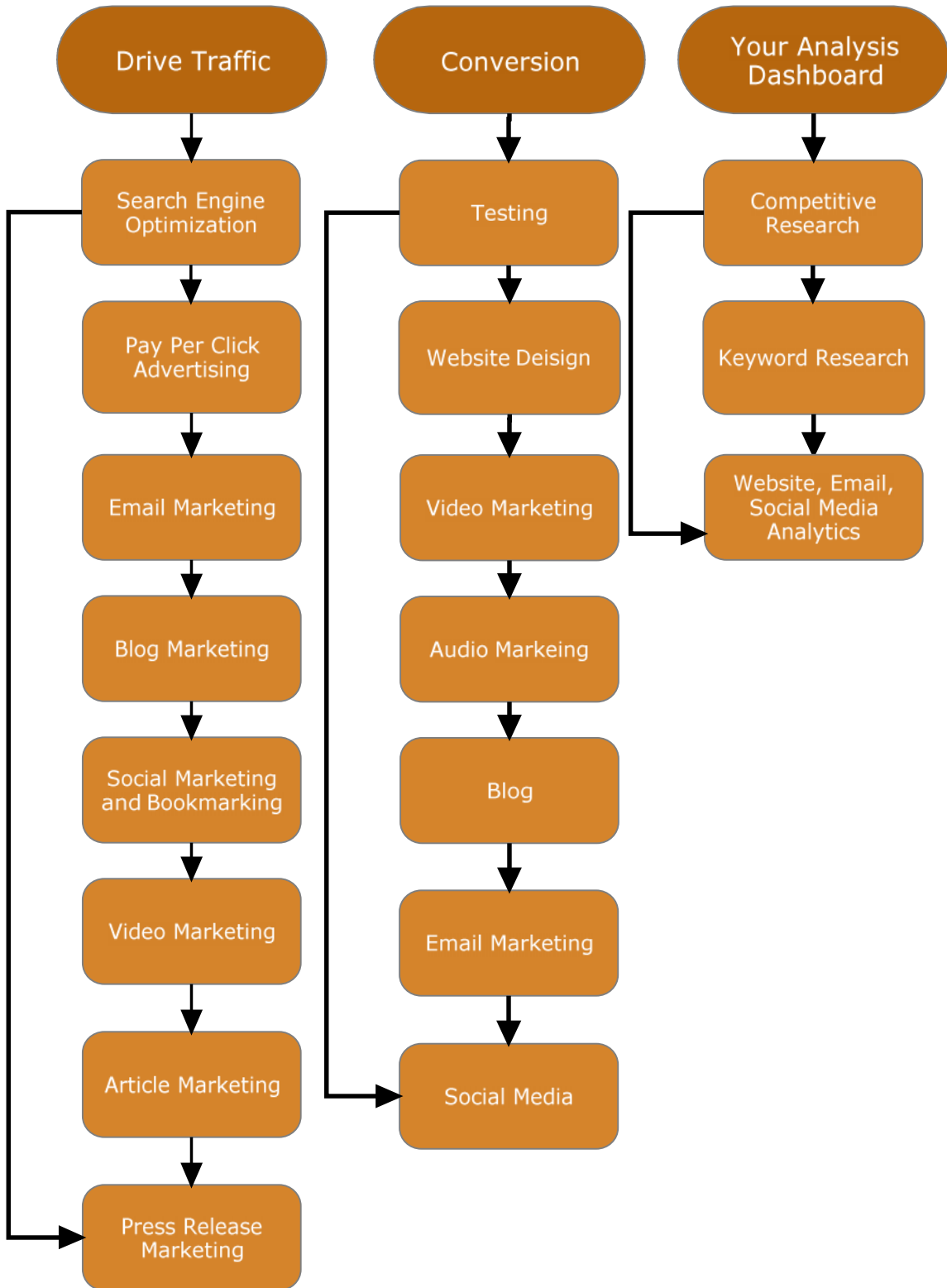
Marketing your business is no longer hard.

As a matter of fact you can be up and online doing everything I'm about to share with you within a few short weeks.

In the new Economy every customer wants and demands to feel special. You can now find and market to your dream customers. They are out there standing up, waving their hands, saying; “Hey, look at me, Pick me” Go get em..

So Now I'm going to share with you a few “New Social Media Economy” strategies to get your business from where it's at to where you want it to be.

Marketing Your Local Hyper Business Online



Google

facebook



twitter



Where was all this 10 Year Ago? Think This Social Media Economy Is Going Away? I don't Think So!!

Social Media Landscape



FredCavazza.net

I've got a confession to make on behalf of many of my small business friends.

You may know by now that I travel a lot. I've been toe to toe and elbow to elbow with thousands of Entrepreneurs just like you.

I'm shocked at how many of them DO NOT even have a website.

Heck many of you have a hard time figuring out where the power button on the computer is at and that thing we called email is confusing and frustrating.

However, I'm here to tell you that because of the advances in technology all this Techno Mumbo Jumbo truly is easy.

As a matter of fact when you decide to work with us here at MyNoteTakingNerd Hyper Marketing we do all the "hard stuff" for you.

After that it's all plug and play.

The good news is that whether we become your choice for the Done For You stuff this is all easily attainable by yourself and we want to be the guys to help you along the way.

So here's the Confession. I'm an old school guy and I once too found this Internet Marketing and Social Media stuff hard to follow but NOW It's as easy as riding my bike or driving me car.

Once you get the proper basic education it all just kind of falls together.

So Let's get moving on to the NEW stuff.

Principle Number Eight – Having a Website that “Works” – The 7 Keys to a Hybrid Website that brings in money.

Wanna know what I love about the new business model we are moving towards.

The con artist and scam artist at Ad Agencies, Yellow Pages, Radio Stations, Television, etc... will finally be held accountable.

No more Pretty Ads with no results.

“I've got the best looking ad” never worked in the first place.

That's the great thing about the internet.

You get instant results, in real time, about the success or failure of an ad, campaign, or anything you do.

Is there anything better for you business then knowing if the money you are spending is worth it or not. I don't think so.

So to begin with you've gotta have a Website that works and below I'm going to outline the 7 Musts of a Super Successful Kick Ass Website that brings in the money.

Just for a second...

Imagine having the perfect salesman. One that never complained. Worked 24 hours a day. Gave the perfect presentation every single time. Did exactly as you asked. Never called in late for work and brought you in all the Sales you could handle as long as you did your part.

Well that's the potential of a good website.

Your customers and clients are getting more and more comfortable with the internet as a means of doing business.

In the future the majority of commerce may be done this way.

The great thing is that you can leverage your talents across the world.

Here are 7 Things Your Website Must Do:

Have a clear and concise message as to what you offer your potential customer. Most websites are jumbled with so many offers and buttons that you get so dang confused you just leave. Your website should be very clean looking. Think of it as being freshly shaven versus the guy who's been unemployed and sitting at home for the past six months in a depressed stupor. Which guy do you think is most likely to get a date?

You need to **have an offer and mechanism to capture your potential customers** names and email address so that you can communicate with them and make additional offers until they become purchasing customers.

You need to have a **link to your blog**. The place where you communicate with your marketplace, handle challenges, offer advice, and become known as "The Choice" in your category of business.

You need to use as much **Direct Marketing Copy** as possible. Your website is your salesman and nothing works better than Sales Letter. Imagine that your website is sitting across from your potential customer. Would you just say "Hey, we sell X and the price is \$49.99". No I bet you wouldn't. You'd have a well crafted sales presentation and your website is no different.

You need to have all your **social media buttons** on the website. Yep we live in this new Social Media world and your customers are interacting on Facebook, Twitter, etc.. on a daily basis. They need to know where they can go to communicate and share with you as well.

You need to have a **"What My Customers and Community is Saying About Me" link**. Let me ask you a question. When you go into a bookstore to get a book in a specific category how important are the testimonials? If your anything like me they can persuade me like no other. This is extremely truthful in your local community. People want to know that people just like them are receiving great results. So start gathering testimonials from your customers and posting them on your website. And it's very important to post any media write ups or reviews as well.

You need to have your **Guarantee and way to handle customer complaints** very visible and clearly defined.

Principle Number Nine – Basic “Local” Search Engine Marketing (SEM).

Consider this when thinking about Local Search and Internet:

- 70% of all consumers now use the internet as a resource when making Local Purchases.
- 30% of all business owners use the internet when considering a local purchase.
- Product Research and Comparison shopping happens online but 70% of the purchases happen offline.
- 43% of all searches on Google included a Geographical Identifier. 83% of those are followed up by a phone call.
- 129 Million people did a Local Search last year.
- Forbes magazine predicts 13 Billion dollars will be spent on Local Advertising Online in 2010.

Here’s the questions you need to ask yourself.

- How can I stand out in my local market?
- How does my business name come up when people type in “My Business” in “Podunk U.S.”?
- How do I consistently stay on top of the search results?

Remember there are tons of search engines but the main ones are Google, Yahoo, and Bing.

The job of the search engines is to put the most relevant answers to peoples questions or searches in front of them.

Your job is to let the search engine know that you are out there.

To be truthful you it would take a 200 page report to give you all the answers to this complex beast called SEO.

In SEO you have:

Local Business Results (SEO)
Pay Per Click Advertising (PPC)
Organic Search (SEO)

Before I go into some specifics you can use immediately I want to share with you some basics into how the search engines work without having you run out your front door screaming my name followed by swear words.

The search engines have spiders that crawl the web. Eventually they find their way to you and index your sit.

It is estimated that the search results are affected by about 30% for behind the scenes stuff such as your content and code. The other 70% is stuff like popularity and back links (other websites linking to your website).

So first thing to remember is that Content is King and build content for the user not yourself or the search engine. Eventually your popularity will help drive the search engine results.

Second, begin to actively search out and get links. Think of links as a popularity vote. The more you get, the more friends you seem to have, the better the search engines rank you.

For the sake of time today I'm going to be sharing with you a very specific strategy for setting up your Google Adwords (PPC) campaigns.

This may be the single best thing you can do to begin to drive traffic to your website once it's up and going.

Keyword Research

The **Search Network** consists of Google's search partners, which includes other search engines, such as Ask.com, and shopping comparison sites. Your ad will appear when a user searches for information relating to the keywords you've chosen.

The **Content Network** includes any sites displaying Google ads, so this network ranges widely from small blogs to large information portals. Your ads appear on sites where Google's system recognises a match between the content on the site and the keywords in your campaign.

On the Google search network, do not use long tail keywords in a single campaign on search unless all of them are relevant to your ad and landing page.

Use long tail keywords in the content network only.

If they are not relevant, you'll likely get Google slapped.

Types of Keywords

Make sure you do your keyword research first, because you want to use them in the title tags, the landing page, ads, and what not.

1. Seeker/Direct Keywords
2. Synonyms
3. Themed Vocabulary (Jargon)
4. Thought Strings/Mindset – If you can enter a conversation in someone's mind, then you have great influence over them

Keyword Tools

1. Wordtracker
2. Google Keywords Tool
3. KWBrowse.com
4. KeywordTopia.com

Spying Tools:

1. Spyfu.com
2. Keywordspy.com
3. Keycompete.com
4. Hexatrack.com

Before creating your keyword list, login to your adwords account and set a relevant ad with your landing page. If you don't have an lp ready, use a competitors landing page and pause your campaign.

This way Google can give you a QS assessment and a proper avg CPC.

So set the LP and ad and then build the keyword list within adwords.

Build the content network keyword list first

Dump all the main, synonym, domain, Google suggested, keywordspy and long tail campaigns within one adgroup.

You can bid on related brand names. These people are in the buying mode and you get great ROI on these terms (i.e. brand names or competitors products)

Brainstorming Thought Strings

Try to hone in on what people are thinking. **This is for content network.**

- Popular article titles (buy syndication)
 - When an article is published by the AP and you can see similar articles on popurls and other sites, you can bid on the article titles and get your ads on the page adsense.
 - And since the ad is exactly what the person is thinking about, it will perform very well.
- Book titles.
 - Go to amazon, type in your keyword and get your book names as keyword.
- “[keyword] so bad” - Phrase matching.
 - Works where medical terms/pain is involved. E.g. My Arthritis was so bad, that ...”.
 - Your ad will be: “Arthritis So Bad?” Come here to find the solution. Free report.
 - Nothing will yank them off the page as much as an ad that will read their mind.
- “of [keyword]” – this ad will only get triggered if the words are used in a conversational tone. So spam type pages wont display this term. E.g.: “of man boobs” will trigger ads for “symptoms of man boobs”, etc
- “[related brand name] didn't work”. E.g. on forums “Man boobs pill brand name didn't work”
- “Has anyone tried [related brand name]” and your ad is “Brand Name Sucks” or “Has anyone tried brand name?”

- Common market vernacular. E.g. If you are selling IM products: “money is in the list”. People are saying this sentence in blogs and forums all the time.
- Spoken desires/frustrations like: “I need to ____” or “I want to ____”
 - E.g. “I need to lose weight”, “I want to go on a vacation”, “I want to make some quick cash”

Keyword research is an ongoing process. So make sure you have some book titles and articles titles in the beginning and then take it from there.

Keyword Matching

- Broad: keyword
- Phrase: “keyword”
- Exact: [keyword]
- Negative: -keyword
- Use all matching types at first
- Watch your analytics for exact match and negative match ideas.
- Prune the low CTR broad match keywords very quickly.

Organizing Your Campaigns

- **Separate campaigns for search network and content network**
- Give each keyword it’s own adgroup (different adgroup for broad, phrase and exact each)
- Edit Campaign Settings
 - In search, use accelerated. In content, use standard show ads evenly over time.
 - Rotate ads for true split testing
 - Turn off 12-5 AM in content network. Turn it on if it’s a winner.

Ad Groups for Content Network

1. **Long tail:** This is the keyword dump where you put in all your keywords that you’ve got from adwords keywords tool and

2. **Market:** The market centric keywords. Ask yourself “who”. So think about what kind of pages your buyers might be on. E.g. if you’re selling a man-boobs eBook, you might have keywords like “football”, “dating”, etc in this adgroup.

3. **Mindset:** Thought string. “Where to get ___”, “How to _____”, etc.

It is important to buy content too and not only search.

Lower ticket products convert better on the content network.

Ad Groups for Search Network

- Search ads are boring ads. Here you tell them what you’ve got.
- Delivery method: accelerated
- 1 keyword per adgroup in Search
- Perry uses a maximum of 50 keywords per campaign in Search

In the end, it doesn't matter how the keywords are organized as long as all the keywords in the adgroup are relevant to the landing page.

Google AdWords: Local Advertising

Search engine advertising is beneficial for local advertisers as well as national advertisers. Google's advertising system, AdWords, offers the option to target ads to searchers in a specific geographic region. Due to the method Google uses to identify the location of these searchers, though, it's imperative for local advertisers to run national ads as well.

Let's look at a specific example: marketing for a bank in Columbia, Maryland. With Google's system, it's important to create two advertising campaigns, one with a national focus and one with a regional focus. The national campaign needs to include regional-specific keywords while the regional campaign should include more generic keywords. Why is the national campaign necessary? For two reasons:

1. Google's local targeting is achieved by correlating computer IP addresses to geographic locations. Users connected via large ISPs (like AOL) will be routed through proxy servers and the location of those proxy servers (at the ISP) will be the only location Google can ascertain. This location is often not anywhere near the actual searcher's location.
2. Many people search at work. If these searchers have a long commute, their geographic location might not match the location from a Google regional campaign. However, these searchers might be searching for products or services near their home and not their workplace.

Read the Region and City Targeting Accuracy section in the Google AdWords Learning Center* to confirm the need for two campaigns. The table below includes some examples of the types of keywords a Columbia, MD bank might employ while creating local search marketing campaigns using Google AdWords:

| Campaign 1: Region and City | Campaign 2: National |
|----------------------------------|-----------------------------------|
| Location Targeting: Columbia, MD | Location Targeting: United States |
| Keywords: | Keywords: |
| - bank | - columbia md bank |
| - banks | - columbia maryland bank |
| - banking | - columbia md banks |
| - savings account | - columbia maryland banks |
| - checking account | - howard county bank |
| - free checking | - howard county banks |

Keep in mind that a real ad campaign on Google would include phrase, exact and negative matches as well as broad matches like those shown in the above table. Additionally, a Google AdWords campaign is comprised of ad groups which include at least one ad and a list of keywords. The keyword list for each ad group should be organized around a theme which

closely matches the text of the ad(s). A local campaign targeted to Columbia, MD might include an ad group focused on checking accounts. The keyword list might look something like this:

checking account
checking accounts
[checking account]
[checking accounts]
free checking
[free checking]
...

and the ad text for an ad in this ad group might read:

[Free Checking Account](#)
Choose a bank with local roots.
Locations in Howard County only.
www.Columbia-MD-Bank.com
Columbia, MD

Note that Google appends a fifth line of text to local ads in order to distinguish them from national ads. A bank in Columbia, MD would clearly want to be visible on the search engines when someone in the Columbia, MD area does a search for "free checking" on Google. The ad will be most effective if, upon clicking the ad, the searcher is sent directly to a page which talks about free checking options with the local bank. If the ad is linked to the bank's home page and the searcher has to search again on the bank's web site to find free checking information, the ad will not be quite as effective.

For the national campaign, that fifth line will obviously not be present so the text of the ad(s) should include the geographic location. Note that the campaign is, indeed, a local campaign. It's configured on Google's system as a national campaign but it's actually a local campaign since all keywords include geographic locations. Accordingly, the ad text should include location keywords listed in a given ad group:

[Columbia Maryland Bank](#)
Choose a bank with local roots.
Locations in Howard County only.
www.Columbia-MD-Bank.com

How To Write Ads That Get The Click

Basic Ad Structure (AIDA)

- **Headline** -> Get Attention (in Search, you do this by telling them you've got what they want)
- **First Line** -> Generate Interest (Benefit)
- **Second Line** -> Decision (Why Click?)

- Display URL -> Take Action (Call To Action)
- Use the display url as an extra line of advertizing. Use it as a call to action. (GrowHairToday.com/GetFreeTrainingReport.com). Use it to include your keyword. It is 25% of the ad that 99% of the advertisers waste.
- There is no benefit of trying to brand your product with the display url.
- Don't use superlatives in the ad.

Rules for Search Network Ads

- **Relevancy is EVERYTHING!**
- You don't need to be creative – just tell them what you've got.
- Keyword on every line(ideally).
- Keep it simple.
- Get keyword-rich URLs for top 5 words.
- Create separate ads for your main keywords.

e.g.

[High Intensity Training](#)

3 Minute High Intensity Training Guide

New High Intensity Training Guide

[GetHighIntensityTraining.com](#)

When you're starting a new campaign, you want the search traffic to be as cheap as possible. And that can be done by keeping it simple and including as many keywords as possible.

Rules for Content Network Ads

This is where Google shows their ads to passive buyers or people passing through.

What you are supposed to do on the content network is get the people of the page they are reading and on to your page.

This is where you put your marketing knowledge to work.

Search is a catalog. People are flipping through a catalog looking for things to buy

Content is a magazine. People are flipping through the pages, so you've got to grab their attention.

Attention is EVERYTHING!

Become market-centric as opposed to keyword-centric.

Ad must do more “heavy lifting”. Because people are not necessarily looking for what you’re selling.

Landing page has got to do a lot more work too, because you have got to convince them that you’ve got what they need.

Gimmicky ads work on content network (not in search)

Strike a balance (still paying PER CLICK)

Content network works best with low ticket items with presell landing pages or lead generation
Don’t send content network traffic to long sales letters.

Types of content ads:

- Ask Questions
- Tease ‘Em (unfinished 3rd line)
- Get Negative
- Call Out To your Prospect (i.e. “Hey You”, or better yet, “Hey Ash-Tray Breath”)
- Use Numbers
- Shock and Awe Ads
- Text News-Based Ads (pertaining to the world and your market)
- Use Weird Characters (“? \$# % ”) That Catch the Eye.

Types of Ads for “Content Network”

These ads are to get attention. There are different types of ads here and each use different influence strategies.

If you send all of them directly to the same sales page, it probably wont work.

Create a landing page which carries the message of the ad forward (which your sales page may or may not be able to do, depending on the ad).

Hence always use a landing page to carry the message of your ad forward.

Example: Ask a Question

[Are You A "Tubbo" Butt?](#)
Get Rock Hard Bod in 27 Mins a Week
Stallone Used For Rambo & Rocky
[How-To-Build-Muscle-Lose-Fat.com](#)

Example: Tease ‘Em

[Texas Man Goes From Fat](#)
To Ripped In Just 3 Minutes a Day
Losing Fat and Building Mass just..
[Free-Fat-Man-Gets-Ripped-Story.com](#)

Use the & character whenever possible

... shows that the story is incomplete which invokes curiosity
No mention of high intensity training, because people on content network need not know about it in the ad.
Content network ads are just to generate curiosity and sell the click.

Example: Negative Ad

[Intensity Training Scam?](#)
Is High Intensity Training Fake?
We Uncover HIIT Training Lies
[High-Intensity-Free-Report.com](#)

Words like Scam, Fake, Uncover/Expose, Lies.

The CTR on this types of ads will be higher than most other types.

This is the only other ad, apart from the straight – tell-em-what-you-got type of ads, that you could run on the Search network. The CTR will be higher, but the conversions may be lower.

These ads can't be run on relatively unrelated sites. They have to be run on your product related sites only – only the direct market. The indirect market might be lesser for negative ads.

The only problem is you've set the negative mentality in the customer, so you've got a difficult job ahead of you to convince the customer on your landing page: "Just kidding. We've researched the best HIIT products out there and most of them don't work, except a couple. We've compiled the best possible info Blah blah

The most attention grabbing ad.

AIDA principle – attention in the headline. Benefit/Desire in 1st line. CTA in URL.

These types of ads are perfect for indirect markets. E.g. think about what sites the guy is browsing on before he leaves for say a vacation in the Bahamas. E.g. Swimsuit sites, so you can bid on the keyword "swim suit" or "golf clubs" "barefoot skiing", etc.

It has been tested, among all Call-Out ads, the "Hey You," in the beginning of the headline works best.

Examples:

Hey You, Ash-Tray Breath.

Hey You, Yellow-Teeth.

Hey You, [Insult] type of ads seem to work best.

Example: Call-Out Ad

[Hey You, Mr. Man Boobs?](#)
Get a Rock Hard Body 3 Mins a Day
Science Proof 100's of Case Studies
[Get Rid of Man Boobs.com](#)

Example: Using Weird Characters

["Naked Ripped Muscles?"](#)

Bulging Buttocks Breasts & Thighs*
Virgina Body Builder Secrets = Mass
[Naked-Sexy-Muscle-Builder.com](#)

[Amazing 3X Method @ Works](#)

The 3X Method @ 3 Mins a Day
Proof - The 3X Method @ Guaranteed
[www.buy3XMethod.com](#)

[How To Build Muscle](#)

& Lose Fat in 27 Minutes a Week
Stallone Used For Rambo & Rocky
[How-To-Build-Muscle-Lose-Fat.com](#)

“” in the headline work 50% of the time

? almost always give positive results

*always gives positive results

“How I _____? Always gives positives results” e.g. “How I lost weight?”

Example: Using Numbers

[3 Minutes Packs On Muscle](#)

Get Rock Hard Bod in 27 Mins a Week
Stallone Used For Rambo & Rocky
[www.3-Minute-Muscle-Moves.com](#)

People love specificity and numbers give them that.

“How to” and “Top 3 ways” type of ads dominate Digg and there’s a reason for that.

Never spell out a number.

Example: Shock and Awe Ad

["Naked Ripped Muscles?"](#)

Bulging Buttocks Breasts & Thighs*
Virgina Body Builder Secrets = Mass
[Naked-Sexy-Muscle-Builder.com](#)

Gross, Nasty, Ugly, Naked kind of words really grab attention.

“Sneaky little tricks” – another attention phrase.

Example: News-Based Ads

[Val Kilmer's Boobs Real?](#)
Get Rid of Man Boobs 3 Minutes
3 Times a Day - Free HIIT Report
www.Get-Rid-of-Man-Boobs.com

How you can incorporate what's going on right now/what people are talking about with your product.

Also use news-based stuff from your own market.

Branding Ads

[Amazing 3X Method © Works](#)
The 3X Method © 3 Mins a Day
Proof - The 3X Method © Guaranteed
www.buy3XMethod.com

The use of the word “BUY” in the display URL **kills CTR**

This type of ads are to get some exposure to your product without getting too many clicks, to establish your brand name.

This triggers the liking principle as people in your market become familiar with your product over a period of time.

Digging For Ideas

- Digg is the World's largest headline text collection
- Use digg for generating ideas for “Content Network Ads”, “Sales Page Headlines”, etc.
- **Best way to write email subject lines. Increased Perry's email open rate by 200%**
- Provides you with Market tested headlines
- Search All stories, by title only and sort by most diggs. Search for 1 word, your main keyword e.g. “Muscle”
- Digg is the ultimate idea generating, headline generating and swipe file generating system.
- Great tool for creating ads for content network, because it's operating in the same medium.
- The odd's of a person writing more creative stuff than has been proved my market testing on digg is very low.
- Use digg/reddit/popurls to can be used to generate article writing ideas too.
- **You can generate lots of product creating ideas by seeing the popular “How to” articles. Look at the comments for more ideas and questions that need solving and incorporate them in your product.**

Principle Number Ten – Blogs – How they work. What you need to be doing with it and how to set one up immediately. Your Voice, Your Character, and your Continuing Story.

Look past the yakkers, hobbyists, and political mobs. Your customers and rivals are figuring blogs out. Our advice: Catch up...or catch you later

Go ahead and bellyache about blogs. But you cannot afford to close your eyes to them, because they're simply the most explosive outbreak in the information world since the Internet itself. And they're going to shake up just about every business -- including yours. It doesn't matter whether you're shipping paper clips, pork bellies, or videos of Britney in a bikini, or selling flowers at your shop.... **blogs are a phenomenon that you cannot ignore, postpone, or delegate.** Given the changes barreling down upon us, blogs are not a business elective. They're a prerequisite

I'm here to tell you that a Blog can be your very best marketing weapon.

It's where your customers come to get to know you, your story, and why they should continue to do business with you.

Here are Six Reasons you should be blogging right now:

1. Build a base of regular readers that become hyper responsive customers.
2. Your Blog becomes the human face of your business.
3. You can actively engage with your readers about their concerns and success stories.
4. By adding fresh content in your niche or category of business you move up the SEO Engines.
5. Your blog becomes an excellent traffic generator for your website.
6. It's dang near FREE and may become one of your number one sources of Online and Offline Traffic.

Seven Things You Should Write About On Your Blog:

1. Your continuing story. In todays social economy your customers want to know more about you and your life.
2. Company news, awards, write up etc..
3. "How to" stuff for your market
4. Videos of your company, your employees, and environment
5. Product or Service Reviews
6. Industry expert interviews
7. Case Study and Testimonials from your customers

Hey Dexter... how do I set up a Blog?

I'm not going to sit here and blog smoke up your Bum...that's just not my style.

There's two ways to set up a blog.

One is the harder way. Which is to self host it on your own server or hosting company.

This way is a bit more complicated. We will help you do this at MyNoteTakingNerd Hyper Marketing Marketing if you choose to do business with us.

The Second way is as simple as it gets.

I'm only going to recommend three different places to get your FREE blog.

They are all great although I prefer Wordpress.

They are:

1. Wordpress.org
2. Blogger.com
3. Typepad.com – This has a very small fee but a good service.

**All of these require little to no techie experience and you can be up and going within a few hours of logging on.

We will show you exactly how to do this in the Coaching Program....

Principle Number Eleven – Email Marketing

Why Email is Appropriate for Small Businesses

Email has to be the most appropriate tactic I can think of for most small businesses. Not only is insanely cheap to send, but it completely compliments the business model of most small businesses. Here are a few examples:

- **Most small businesses already do direct mail.** Because you already send special offers, promotions, and reminders to your customers you are already in the habit of developing these materials. The transition from a printed piece to email should not only be easy for you, it should also save you money in printing and postage.
- **Email is can be tracked and is easily segmented.** You will immediately be able to test open rates, headlines, offers, etc....
- **Email is inexpensive.** The pennies it costs to send an email as compared to the printing and postage expenses of direct mail can easily be made to fit within the budgets of small businesses.

- **Email marketing is convenient and a relatively small commitment.** For a small business, it is very convenient to update and send email without ever having to install any software or call up the designer. It's something that you can do on your own.
- **Small businesses already are used to providing great service.** Most small businesses remain competitive by offering superior service as compared to their larger competitors. A side effect of this is that their communications are often seen as more genuine. People are more willing to hand over their email address to a small business they have grown to trust rather than a large corporation.

Email Marketing Tools: There are many but only Two that I recommend.

www.constantcontact.com

www.aweber.com

**Both services allow you to automate your emails by sending autoresponders or just send out a mass email to all of your contacts. You can segment your list and just about everything else you'd like to do with a campaign.

Spotlight! Going to the Dogs.

Email marketing allows this customer to focus on clients, not technology

The Salty Paw
Randi Karmin

Constant Contact Customer Since: November 2006

List size: 900

Open rate: 27.4%

Website: www.thesaltypaw.com⁴

Email gives us a tool to communicate frequently and effectively with our current and potential customers.

For many years, Amanda Zink and Randi Karmin, friends and longtime residents of New York City's Seaport and Financial District, saw a need for a pet spa, day camp, and accessory boutique in the area. In March 2006, the duo capitalized on that need and opened The Salty Paw. "We cater to animals and animal lovers who want to care for and shop for their pets in a warm, inviting atmosphere," says Karmin, the shop's co-owner and marketing director. "We know our clients treat their pets like a member of the family, and so we treat them the same way." The boutique features unique pet-related items that, when possible, come from local manufacturers and artists.

Challenge: Connecting to the Local Community

As a small, independent business among the hustle and bustle of a large city, it might be easy to miss The Salty Paw. So connecting with the local community is crucial for the business' health — especially since pet owners can be, pardon the term, rabid when it comes to their furry friends. "We want to create a more fluid relationship with our clients so they continue to take advantage of our services and shop with us more, as well as spread word-of-mouth," Karmin says.

Solution: Monthly Email Newsletters Communicate Effectively and Frequently

“ We consider Email on par with any other marketing tool we employ, and it's as valuable as employee communication with our clients. ” The Salty Paw has worked with Constant since the beginning, adding a "sign up for our newsletter" box on its website. They also ask new in-store customers if they'd like to receive the newsletter, and in case salespeople forget, there is a sign-up sheet right at the counter. "Constant Contact gives us a tool to communicate frequently and effectively with our current and potential customers," Karmin explains. "We typically reach out to our database on a monthly basis with additional messaging when promoting a special sale or event." Those events include anything from the store's Puppy Prom to its summer flea and tick 'buster' program.

And Karmin says the best part about using Constant Contact is that it lets The Salty Paw keep its focus on the animals, rather than the technology. "I always recommend Constant Contact to anyone considering email marketing because it provides both technical and design solutions for someone who may not be adept with technology or digital communication," Karmin says.

Results: As Valuable As Face-to-Face Interactions

Karmin adds that her favorite feature is the reporting and statistical feedback that comes bundled in Constant Contact's interface. This has allowed The Salty Paw to do a little bit of direct response measurement by including coupons in its email newsletters. "We get a 10% response from the coupons we send out through Constant Contact," Karmin reports.

Most importantly, though, The Salty Paw's customers have responded positively to the messaging and event invites. In fact, Karmin says people tell her they love the newsletter so much that they sign up for the mailing list even though they don't live in the Seaport area, demonstrating the value of The Salty Paw keeping in front of its customers, no matter where those customers may be.

"We consider Constant Contact on par with any other marketing tool we employ," Karmin says, "and it's as valuable as employee communication with our clients."

We will Dive Deep on How to Write Killer Emails in the Coaching Program

Email Marketing Success Story: How a Local Business Aces Recession with Email Newsletter



Here is a story that should give you another reason why you should establish a web presence for your brick-and-mortar business.

From the story, you can learn that establishing a website alone is not enough. However, incorporating what some called obsolete marketing method, email newsletter, the local business thrives in today's economic turmoil.

Dave the owner of Dave's Steak has his eyes fixed on setting up an online presence for his meat shop – He has set up a website for his shop. However, with the recession these days, he has to incorporate his website more, as brochures and flyers need a certain amount of investment, and this is what Dave claimed he don't have at the moment.

Here is what Dave does: Instead of handling out brochures and flyers, he set up email newsletter system in his shop's website. To encourage visitors to sign up, he did what I thought was brilliant: He offer free birthday steaks for those who subscribed.

The result is encouraging: There are 2,400 email newsletter subscribers to date. What's more, with the success in Dave's email newsletter campaign, along came what every business owner is hoping for: An increase in sales.

Dave's steak has increased in sales by 15 percent – Thanks to the innovative way to attract new and repeat business. Dave is also claiming that due to this bootstrapping, he increases his business' profit margin, as well as has built a buzz on Dave's Steak (including some news coverage, such as the below video), as what Dave does is a new thing for a local business.

Principle Number Twelve - Local and Niche Forum, Group, Review Site, and Comment Marketing.

What I'm about to share with you may be the Single Biggest thing you can do to entrench yourself as the "Go To Business" in your Local Area or Niche.

Let me ask you a question?

Do you ever go online to research a product/service before you go out and get it?

If you're like me or the countless other people I've spoke to then your answer is "almost every time".

Guess what?

That trend will become the Norm for just about every single one of us in the future.

Doing what I'm about to share with you will enable you to become Top Of Mind when your customers are searching for your service or product.

You're probably saying "Alright Dexter...Cut the crap and give me the Meat".

Here is what you do.

1. Make a list of every single chamber of commerce, SBA, other type of general business associations in your area.
2. Next make a list of every forum in your Niche.
3. Add to that list all of the local or national Social Review sites that your type of business may be reviewed or listed in. This may include sites such as Yelp.com, citysearch.com, etc.. etc...
4. Then add to that all competing businesses, businesses that share your type of customer, and any other type of website in your local area that may have your "Type" of potential customers.
5. Once you've created the list you will then plug all these names into a spreadsheet with two headings. Website and date of comment.
6. You'll then want to rotate thru these websites (2- 3 per day) on a continuous basis leaving comments on the blog or website. You will usually do this on the blog. So if they write an article you will be leaving a comment. The comment needs to be useful and informative. Not the typical "nice article bob" type of comment. But an addition to what was already written.

Simple? Yes.... Easy to do? Yes... Who does it? Nobody!

I promise that if you do this you will move your way through the minds of your customers to the top of the heap. Why? Because you will be seen everywhere they are looking for your type of product or service. This type of "Top of mind" awareness in the marketplace will set you apart in ways nothing else can do.

So get your butt on the computer and start engaging your customers where they are at.

7 Local Business Review Sites Capturing Your Customers' Attention

Restaurants, dry cleaners, apartment management companies, mechanics, doctors, day spas, limousine services, law firms, and other brick (click) and mortar businesses lose and gain customers daily based on based on their past and current customers' opinions. Bad service news travels faster than good service, the old adage goes. **Welcome to the new word-of-mouth (mouse).** When you're looking for someone to do business with, and recommendations from your friends and family aren't readily available, where else can people turn, but online?

Customer reviews can reward one business and completely destroy another. Learn the highest leverage ones for your business.

Yelp.com

Insiderpages.com

Maps.google.com

Citysearch.com

Local.Yahoo.com
Local.com
MerchantCircle.com

There are 1000s of local business review sites and directories, but as a business owner, you should first pay attention to the truly important ones already showing up in Google, Yahoo!, and MSN for your keywords. You can list your business on the sites above and past and current customers can review for free, although some have paid versions in order to "expand your page" (MerchantCircle and CitySearch), it's not always necessary because they will take reviews all day (more content for them).

Believe it or not, you and your competitors are being reviewed by past and current customers on these sites everyday.

The credibility and authenticity you'll never be able to achieve from your website alone with no amount of testimonials on your site. If you haven't received any reviews on these sites, that says something as well. It's important to give customers the opportunity to rate your company, as scary as that might sound. But wait!

Three Important Local Business Review Marketing Tips

- 1). **Never fake reviews** or testimonies, it's not worth the consequences (possible banning).
- 2). **Ask happy customers** to review right after he/she has bought, and keep reminding.
- 3). **Don't freak out** if there are some less than 100% positive reviews.

To address the last one, potential customers expect a balance with everything veering on the side of positive and not for your business to be perfect.

If there are any negative reviews follow up with that person by contacting him/her and try to make their after experience a good one.

Consumer studies and surveys have proven customers are more satisfied with a company in which there was a small issue and the issue was resolved, compared to if there was never one in the first place. After you have addressed his or her concern, ask them to make an addition to their review.

Principle Number Thirteen – The Age of YouTube. Video Marketing.

- Over 17 Billion Videos Viewed Monthly Online
- Videos show up in search much faster than anything else
- Over 56% of all web traffic is for video
- The human brain is wired for video. The Art of storytelling.

Online video gives you the ability to connect with your customers in a way never thought possible. You can use visual imagery, spoken words, audio, and text.

Imagine being able to take a virtual tour of your service or product before your customer ever reaches your store.

Online video will become the norm in the future. Our grandchildren will mock us when we speak of Television.

I recently ran across an article discussing 42 ways to use video in your local business. I think from reading this you can see the ENORMOUS potential for this vehicle in your business.

I've even taken the time to rank each one with their potential. I think you'll agree with me on this.

Take a look at this. What do you think?

Customer Reference Videos

- 1. Video Customer Testimonials** (Popularity: Moderate | Growth Potential: High)
- 2. Video Success Stories** (Popularity: Moderate | Growth Potential: High)
- 3. Video Case Study** (Popularity: Low | Growth Potential: Moderate)
- 4. Man-in-the-street Interviews**(Popularity: Moderate | Growth Potential: High)
- 5. Customer Presentations.** (Popularity: Low | Growth Potential: Low)

Product and Service Promotions

- 6. Product Presentations** (Popularity: Moderate | Growth Potential: High)
- 7. Product Demonstrations** (Popularity: Moderate | Growth Potential: High)
- 8. Product Reviews** (Popularity: Moderate | Growth Potential: High)
- 9. Visual Stories**(Popularity: Moderate | Growth Potential: High)

Corporate Videos

- 10. Corporate Overview** (Popularity: High | Growth Potential: moderate)
- 11. Executive Presentations** (Popularity: Low | Growth Potential: Moderate)
- 12. Staff Presentations** (Popularity: Low | Growth Potential: Moderate)
- 13. Corporate facilities or equipment tour** (Popularity: Low | Growth Potential: Low)

Training and Support Videos

- 14. Training** (Popularity: High | Growth Potential: High)
- 15. Overnight expert videos (Sales Support)** (Popularity: Low | Growth Potential: Moderate)
- 16. Just-in-time learning**(Popularity: Low | Growth Potential: High)
- 17. Post sale support and maintenance videos** (Popularity: Low | Growth Potential: Moderate)

Internal Communications Videos

18. Internal Communications (Popularity: Low | Growth Potential: Moderate)

19. Event/Conference and Trade Show Communications.(Popularity: Low | Growth Potential: Moderate)

20. Employee orientation (Popularity: Low | Growth Potential: Moderate)

21. Health, Legal & Safety (Popularity: Low | Growth Potential: High)

Advertising , Marketing and Promotion

22. Commercials (Popularity: High | Growth Potential: High)

23. Viral Video (Popularity: High | Growth Potential: High)

24. Email Video(Popularity: Moderate | Growth Potential: High)

25. Infomercials(Popularity: High | Growth Potential: Moderate)

26. Content Marketing(Popularity: Low | Growth Potential: Huge)

27. Landing pages and micro sites (Popularity: Moderate | Growth Potential: High)

PR Support and Community Relations

28. Video Press Releases (Popularity: Low | Growth Potential: High)

29. PR Support Materials(Popularity: Low | Growth Potential: Moderate)

30. Community Relations Video (Popularity: Low | Growth Potential: High)

Event Video

31. Event Presentation video(Popularity: Low | Growth Potential: High)

32. Round table Sessions (Popularity: Low | Growth Potential: High)

33. Q&A Expert sessions. (Popularity: Low | Growth Potential: Moderate)

Other Uses of Video

34. Recruitment Videos (Popularity: Low | Growth Potential: Moderate)

35. VLOG (Popularity: Moderate | Growth Potential: Low)

36. In Store Video(Popularity: Low | Growth Potential: High)

37. Company Lobby / Waiting Room Video (Popularity: Low | Growth Potential: Moderate)

38. Mobile Video (Popularity: Low | Growth Potential: Huge)

39. Market research, focus groups and polling (Popularity: Low | Growth Potential: Moderate)

40. Website FAQ Video(Popularity: Low | Growth Potential: Moderate)

41. Video White paper (Popularity: Low | Growth Potential: Low)

42. Video Magazine (Popularity: Low | Growth Potential: Low)

I don't have time, here in this manifesto, to go over everything about video but there are a few things you need to know.

Your videos do not need to be professionally edited. As a matter of fact go take a look at some of the videos at youtube.com and you will find that many of the 2 million plus videos look like they are done with a cheap home camcorder.

The point is that your videos are to be shot as if you're speaking to a friend.

Think it's hard to do all this? Think you need an entirely new budget?

Heck no. You can literally get started for such a small price it's crazy.

Here's what you'll need to get started;

1. Webcam (\$40)
2. Camtasia Desktop Video
3. A Flip Cam (\$199 bucks) or HD camcorder
4. Editing Software (I recommend sony vegas but you can use anything)

Yep! That's it. A few simple tools and your ready to start.

Take a look at the list from above and begin to brainstorm some simple yet powerful ways you can use video to interact with your customers today.

Local Case Study

FACT:

"83% of U.S. households now use the Internet as an information source when shopping locally for products and services... the Internet will soon surpass newspapers as a local shopping information resource." Source: The Kelsey Group

Because these consumers are actively looking locally they are **motivated BUYERS!**

PROBLEMS:

- 1. A local offline business had very limited online visibility in their local market when consumers did searches for their services.** This caused their local competitors to take away market share and become dominant in their market.
- 2. The same local offline business was not listed in Google's local business center & Google Maps.** Many local consumers do searches for local business phone numbers, hours of operation and directions so they do map searches.
- 3. The same local offline business had poor online visibility & branding when consumers did searches for the business's name.** Many consumers do searches on the search engines for specific company names in order to get phone numbers, hours of operation and directions.

SOLUTIONS:

Within 3 months this company increased their company's visibility online which led to huge gains in visitors to their new locally optimized website & local Google business listing. They used many of the same techniques we are sharing with you in the manifesto.

WEBSITE STATISTICS:

Increase in visitors: May to Aug = **150% increase**

Overall increase in search traffic: May to Aug = **300% increase**

Increase in visitors finding website by searching

for the company by it's name: May to Aug = **250% increase**

Increase in visitors to website by searches for this company's services: May to Aug = **190% increase**

RESULTS: All 10 listings on the 1st page of Google

Within 3 months they were able to push their competitors OFF of the 1st page of Google results and DOMINATE THE 1ST PAGE OF GOOGLE IN THEIR LOCAL MARKET making them look like not only the only business in town for their services but also making them look like the AUTHORITY IN THEIR LOCAL MARKET.

Google westport car wash and wax [Search] LOCAL MARKET DOMINATION

Results 1 - 10 of about 11,300 for westport car wash and wax (0.19 seconds)

Westport Wash & Wax
www.westportwashandwax.com
791 Post Road East
Westport, CT 06880
(203) 227-9274
Get directions

The ONLY local car wash listing

Client's website position 1+2

Sponsored Links
Car Wax
We Are Car Care! Over 60 brands of car detailing products with how-to. www.AutoGeek.net
Westport Car Wash
The one & only Westport Wash & Wax. Extend the life & value of your car. www.WestportWashAndWax.com
791 Post Rd E, Westport, CT
Westport Wax Visitor Info
Loading and complete visitor info for Washington's Cranberry Coast. cranberrycoastguide.com

Westport Car Wash :: Westport Wash and Wax
In contrast, the Bearinger PRO 100 car wash machine used at Westport Wash & Wax utilizes high-pressure prep guns and water jets to remove grit from your car ...
www.westportwashandwax.com/westport-car-wash/ - Cached - Similar

Car Wash Facts :: Westport Wash and Wax
May 6, 2009 ... In contrast, when you have your car washed at Westport Wash and Wax, the majority of the water used to wash each car is recycled. ...
www.westportwashandwax.com/category/car-wash-facts/ - Cached - Similar

Westport Wash and Wax Car Wash by splashofink - Revver ...
Jun 3, 2009
A video by splashofink - http://www.WestportWashAndWax.com Westport Wash and Wax Car Wash is the finest Car Wash in Fairfield County ...
revver.com/Video/1611754/westport-wash-and-wax-car-wash/ - Related videos

VIDEO

Westport Wash and Wax Car Wash on Yahoo! Video
http://www.WestportWashAndWax.com Westport Wash and Wax Car Wash is the finest Car Wash in Fairfield County Connecticut. Give us a try and you will see ...
ca.video.yahoo.com/watch/1024327/1319556 - Cached - Similar

DIRECTORY

video Westport Wash and Wax Car Wash - westport wash and ...
39 sec - Apr 23, 2009
video Westport Wash and Wax Car Wash - http://www.WestportWashAndWax.com Westport Wash and Wax Car Wash is the finest Car Wash in ...
www.kevego.com/Video/LjR0oofm.html - Related videos

VIDEO

Westport Wash & Wax - Westport CT 06880 - MerchantCircle.com
Westport Wash and Wax http://www.westportwashandwax.com car wash in Westport CT is the only car wash I trust to bring my car for the best and safest car ...
www.merchantcircle.com/.../Westport Wash And Wax 203-227-9274 - Cached - Similar

DIRECTORY

Car Wash Benefits Interfaith Housing - Topix
Jun 26, 2009 ... Car Wash Benefits Interfaith Housing. For the ninth consecutive year, Westport Wash and Wax at 791 Post Road East has held a "Good Neighbor ...
www.topix.com/.../westport...car-wash-benefits-interfaith-housing - Cached - Similar

HYPERLOCAL BLOG

Westport Wash and Wax car wash tips Home - Westport Wash and Wax ...
Jul 12, 2009 ... Car washing tips from Westport Wash and Wax Westport, CT.
westportwashandwax.wpaint.com - Cached - Similar

WEB 2.0

Car Washing & Polishing Westport > Connecticut Auto Detailing ...
Browse Business Listings of Westport Car Washing & Polishing (Connecticut) ...
Westport Wash & Wax 791 Post Road East Westport, Connecticut, 06880 ...
www.autodetail.net/.../westport/auto...car_washing_polishing - Cached - Similar

DIRECTORY

Westport Wash and Wax Car Wash Video by Amy - MySpace Video
Apr 23, 2009 ... http://www.WestportWashAndWax.com Westport Wash and Wax Car Wash is the finest Car Wash in Fairfield County Connecticut.
profile.myspace.com/index.cfm?fuseaction=video... - Cached - Similar

SOCIAL NETWORK & VIDEO

Have you ever seen a business dominate an entire market like this?

Have you ever seen a business dominate the entire first page of Google like this?

Can you imagine how much your business would grow and how many more customers your business would get if you had **NO COMPETITORS?**

Become a Member of MyNoteTakingNerd Hyper Marketing and you too will soon dominate your Local market.

Principle Number Fourteen – Article Marketing

Article marketing has a reputation for being able to draw traffic to a website from all over the globe.

After all, the World Wide Web knows no geographical boundaries, so no matter where you live people on the other side of the planet can easily be exposed to your business.

But what if your business is a local, non-internet based business?

What if you simply want to have a website that attracts the attention of the people in your neighborhood or city?

Can article marketing work for you?

Definitely!

ARTICLE MARKETING ATTRACTS TARGETED CUSTOMERS

Don't let the "global domination" aspect of article marketing overwhelm or intimate you.

At its heart, article marketing is an excellent way to draw targeted traffic to your website.

This means that if your target market is in your city or your neighborhood, you can submit articles in such a way as to draw those specific types of people to your site.

HERE'S HOW:

Write on the topic of your business. For example, if your business sells gardening supplies, then write about gardening.

Then, in your resource box, provide an author bio that includes your location (city and state). If the neighborhood is important, then include that too. You should also include your business name.

There is no need to include your address and phone number in your resource box--people can go to your website for that info.

If appropriate, you may be able to work your location into your title also. For example, if you're a real estate agent in Atlanta, and your article is about upcoming neighborhoods in Atlanta, then your title can be "Upcoming Atlanta Neighborhoods" or "Atlanta Real Estate: Top 5 Upcoming Neighborhoods".

By writing on the topic of your niche and including your location in your resource box (and possibly your title, when appropriate), **Google will know to associate your location with your business.**

YOUR CUSTOMERS ARE SEARCHING FOR YOU

When you have your article marketing campaign going strong, the goal is that your target

customer will go to Google (or any other search engine) and do a search for "Boston garden store" (or whatever the keywords for your business are), and then your website will turn up high in the results listings.

Having a high search engine ranking is beneficial to ALL business, even local ones. The reason is that nowadays folks do their research on the web rather than via the phone book.

If they want to find a garden supply store, then they Google it. If your website turns up high in the rankings, then you have a much better chance that that customer will patronize your shop rather than the shop that appears further down in the rankings.

ARTICLE MARKETING HELPS YOUR CUSTOMERS FIND YOUR WEBSITE

And here's another way your customers will find you online--let's say a friend tells them about a great garden shop that they've been to, and you want to go there as well. Your friend told you the name of the shop, but you need to find their website so that you can figure out directions for getting there and store hours.

How will you find this info?

Most people will do a Google Search on the business name.

Now, even if you have a website, it is not a given that your site will turn up high in the results when someone Googles your business name.

I ask you--what is the point in having a website if your customers can't find your site even when they Google your business name?

HAVING A WEBSITE IS ONLY THE BEGINNING

Every local business owner must have a website, but having a website is not enough. You must market that site in order for it to turn up high in Google's rankings.

The sad fact is that most local business owners do not market their websites online. Usually the most that a local business owner will do is set up a website and then expect the customers to come pouring in. Unfortunately, the internet doesn't work like that.

The bright spot is that your competitors are likely not spending much or any time marketing their websites online either. That means that when you start submitting articles that you will have an easier time dominating Google for your keyword terms.

HERE'S HOW TO GET STARTED:

Just write articles on your niche and submit them. Include your location in your resource box. Keep on doing this month in and month out--just make it a regular part of your marketing plan. Be very thankful that most of your competitors don't know about this very powerful marketing tool.

Here are Four of The Top Article Submission Directories for you to use:

Article Dashboard

It is a very popular site for your articles, it offers you from free syndication service, so that your articles can be spread and shared by the web surfers.

Articles Base

Still a very common article submission site. It has a good record a website rank of 604, which good be very good, bringing in thousands of hits per day. Always consider this site in submission of your article.

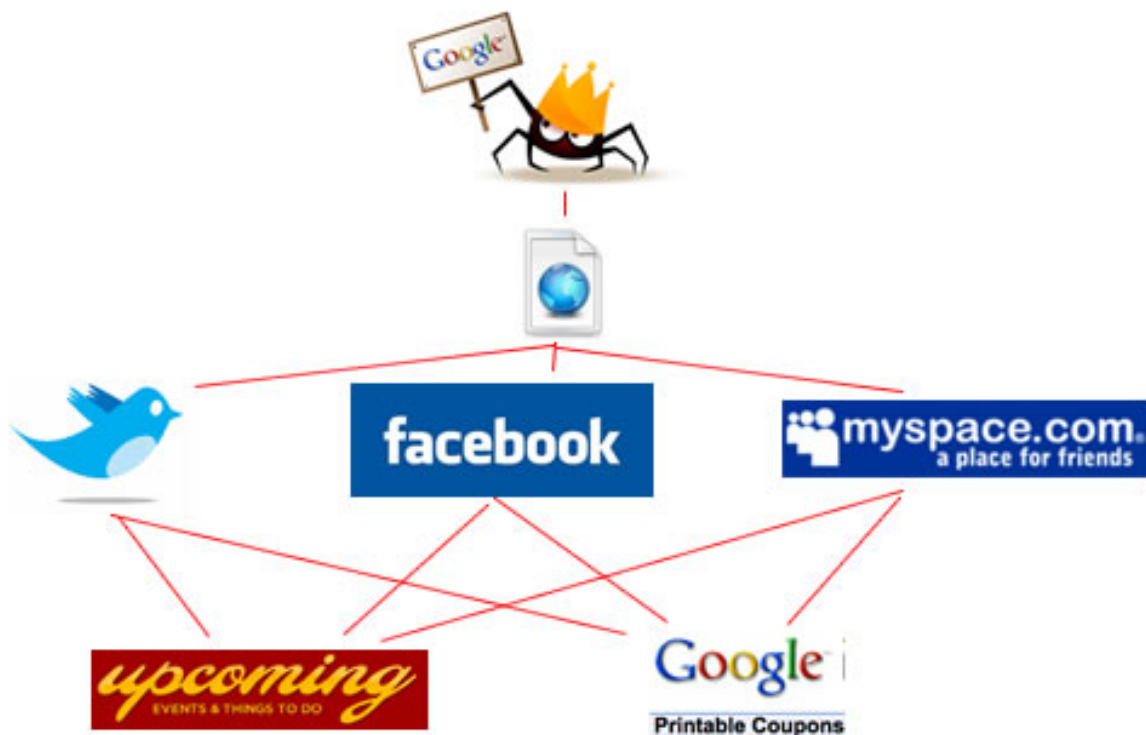
Ezine Articles

This is the most popular site of all, this is one service you cannot avoid. Ezine articles has an Alexa of 155, this is one of the top websites in theWorld Wide Web , let alone article submission sites. It has a database with thousands and even million of articles, which range in a variety of topic. Millions of people visit this website every year.

Goarticles.com

This article submission site is one of the great service offered by related sites, but using this article submission site needs money. Nowadays there are a vast amounts of spam, that's why goarticles is attempting to curtail junk articles.

NEXT!!! Leveraging Social Media For Your Local Business



Here's a fact: Social Media for small businesses will adopt faster than any other technology to date.

"Word of mouth has always been the most powerful marketing tool; what social media has done is dramatically increase the scale, velocity and immediacy with which people can influence each other and create the biggest revolution to hit our industry since television," said - David Jones, global CEO of Euro RSCG.

Principle Number Fifteen – Harnessing the Power of Twitter to Build a Fence Around Your Customers!

The Twitter social networking and micro-blogging service was launched only two years ago, but it's rocketing up in usage numbers quickly, and it seems likely to turn red-hot. Many companies are rapidly cluing into the promotional value, but smaller businesses appear slow to hop on the bandwagon. Here are a few tips on leveraging Twitter to help your locally-oriented business.

As oft pointed-out among search marketers, Twitter links do not pass "link juice"—that is, they don't transfer PageRank value from Twitter to linked-to sites. Even though links in Twitter are not followed, there still could be some small value in real ranking terms, according to the theory that references appear to sometimes help improve rankings in local search. So, at the very least, it's a good idea to claim a profile in Twitter and link back to your business site.

But, the larger value of Twitter to your company may be in terms of audience engagement and as a communication vehicle, if you learn to use Twitter effectively.

Here's the sort of thing you'd love to see: a customer happens by your store and is fascinated with something there, and "tweets" a pic of it out to all his Twitter followers:



dannysullivan pita pit Newport beach opened today and already big hit <http://twitpic.com/1t0bh> gosh even fight over line jumping
2:55 PM Mar 2nd from twitterrific

Even better, if they endorse the business to their followers, this becomes an online species of word-of-mouth-marketing. So, how do you encourage this to happen?

Twitter is full of word of mouth Marketing opportunities. Here's a sample of just a few tweets I saw that came up in the last week for people seeking NYC restaurants:

- *"I need a good reco for a restaurant in NYC with fried chicken. Anyone have suggestions?"*
- *"looking for inexpensive restaurant options in NYC. Anyone want to help? I'll be in Soho, but all around the island"*
- *"I'm seeking NYC Mexican restaurant recommendations, any thoughts?"*
- *"looking for a NYC restaurant recommendation for me and my lady friends..."*

If your business is something people seek out frequently, like an entertainment venue or restaurant, **then consider monitoring Twitter mentions containing apropos keyword phrases and send replies recommending your place to them.** Use Twitter Search for this.

Twitter might consider such suggestions to be spam, but I'd argue that the user was actually **asking** for that advice. Probably, there's a dividing line between being too aggressive/intrusive and cooperatively engaging with the community, so, be conservative. If someone's asking for referrals to your type of business (say they're asking about "eateries in Miami" and you're a Miami restaurant) you could suggest your place to them. But, if they're only distantly related to your business (say they just mention they're passing through Miami) then don't intrude on them.

Also, keep a pulse on how many of your types of business are in Twitter. If a user gets inundated with dozens of recommendations from businesses for such a query, they're likely to get irritated. And be aware that Twitter may take a very conservative approach with this to rightly protect their service's usability.

(Also interesting in an aside, check out [Twellow](#), a service that uses Twitter profiles to build out a sort of online yellow pages. Presumably, if you don't have a profile for your local business on Twitter, then a listing for it might not appear inside Twellow.)

Here are some tips I have for ways that you might be able to use Twitter to find and engage with customers:

- **Send instant coupons.** Empty restaurant? Tweet out a small discount offer for the next hour and fill the place up!
- How about Tweet coupons based upon the customer showing you that they've retweeted the offer out to their list of followers? ("Retweeting" = "forwarding" to other Tweeters). This encourages a viral behavior.
- Entertainment venues—tweet out the week's events!

[Antone's Nightclub](#), Home of the Blues, in Austin appears to be doing this:



AntonesNightclub

- **Tweet collaboratively. Partner up with other local businesses and tweet each other. Also consider package deals.**
- If you have a local blog, tweet each time you post to promote your blog. Be sure to use a shortened URL in the tweet! (I like [Zi.ma](#) and [Bit.ly](#) for URL shortening services).
- **Tweet out pics of special stuff going on with your store**— things like new product teasers, celebs who visit your store, other interesting aspects of stuff your company does like charitable fundraisers.
- Once you've built up sufficient numbers of followers, **use Twitter to perform quick polls about what products, features, services your customers would prefer.** Cheap, fast input from your client base!

Pioneers using Twitter for local marketing



readinglocal

The four Portland authors behind [ReadingLocal](#) are doing a phenomenal job of collaborating to promote local bookstores, local authors and locally-authored books.



NJTaxi

This [NJ taxi company](#) seems to be tweeting experimentally, providing info on where taxi pickup locations may be found, tips to getting good taxi service and comments on local taxi regulations. Their engagement approach seems to be a cool one.



MarriottIntl

John Wolf, Senior Director of Public Relations at Marriott International seems to be handling the hotels chain's corporate Twitter presence really adeptly. Can one man keep up with a huge chain in Twitterspace? So far, so good, but when usage continues to ramp up?



LuxorLV

Not to be outdone, the [Luxor Hotel & Casino](#) in Las Vegas is tweeting entertainment tix and lodging promo codes. Perhaps they're just slightly edgy/risky in the icon they use for their Twitter profile, though — could it be an actual picture of Brandie, their “Interactive Marketing Ninja,” in that revealing bikini?



SDHE

[San Diego Harbor Excursion](#) is using Twitter to promote themselves, mentioning weather conditions on the bay as well as upcoming dinner cruises, recent press, and other events they offer.



gglasstheatre

The [Lookingglass Theatre in Chicago](#) is using Twitter to mention press, upcoming shows, and other delicious tidbits about their work.



EdYoung

The pastor ([Ed Young](#)) at A mega church in Dallas, Fellowship Church, has just begun Tweeting as well, reminding members of upcoming events, commenting on stuff going on and using it as yet another means of keeping connected. Odd for a church to be so sophisticated at marketing, but actually a natural progression for this one since their mission is to be highly relevant and dynamic. It's really great that they make it personal by having Ed do it, rather than using just an impersonal, institutional persona.



WholeFoods

[Whole Foods grocery stores](#) appear to be using Twitter for audience engagement, very frequently answering tons of questions sent by other Twitterers. Their bio humorously describes: “Fresh organic tweets from Whole Foods Market HQ in Austin, TX.” They must be promoting Twitter elsewhere, since they have a whopping 176K of followers! Could be some users are finding them through Facebook and coming over to Twitter?



eclewis

[Elizabeth Lewis](#), a small business attorney in Colorado, uses Twitter to mention personal stuff, promote her blog postings, and generally connect up. Big points on her Twitter avatar, too—her dog's portrait conveys friendliness while keeping her face private—personal without too much self-exposure.

Twitter is still a new and evolving medium. There's some compelling numbers of people using Twitter, and the numbers appear to be growing daily. Try it out and see if you can find ways to promote your business and online/mobile presence through Twitter. The service really lends itself to local business marketing opportunities.

Gold and Silver Members will receive the “MyNoteTakingNerd Hyper Marketing Complete Guide To Setting Up and Using Twitter To Build A Fence Around Your Customers”. **\$49**

Principle Number Sixteen – Facebook



Facebook = BIG:

- 55 million active users
- 250,000 new users per day
- One year from now 200 million people
- Greater than entire sum of paid and unpaid usage of newspapers in 2006
- 70 billion page views/month
- 1 trillion page views per year by end of 2007
- 40 page views per user per day

Users are already leveraging the social network to build awareness.

Facebook has an easy way for businesses to create a highly functional webpage that leverages all of the functionality of Facebook and the companies who are developing applications for Facebook's platform. Every business can have a page and have a conversation with its customers. You can make a page in five minutes and add all of your data.

Once you have a page you can use Social Ads to broadcast your message

You decide who you want to target based on Facebook having highly reliable data on its users. Some examples of how you can target your ads:

- Location
- Country
- Age
- Gender
- Interests
- Activities
- Music
- Book
- TV shows
- High School

Local Businesses produce 74% of the advertising revenue for Facebook

July 22, 2009

According to the **released data** by Borrell Associates, it has been reported that 74% of advertisement revenue is generated through local business on facebook. In order to be more precise and specific about the revenue generated, an estimate of \$310 million will be coming from Local advertisers this year.

And the ads can ride with a referral from someone in your social network.

And using Facebook's Beacon system the social messages/ads can run all over the Web.

So the problem we always had with InsiderPages is that we were trying to bolt a social network onto local search. FB already has the social network and now they are bolting local search on top of that. A much better way to go in my opinion.

If Facebook's business pages take off I believe they have solved a big part of local search by creating a highly reliable credible referral network for local businesses. The key point is that people on Facebook are who they say they are so these referrals are highly likely to be genuine.

Assuming it's a Facebook world (and that's a big assumption) my gut says that if this thing works it will be much more effective than any IYP or smaller social local referral site like Yelp.

What's their marketing plan to sign up small businesses?

I BELIEVE Facebook will become one of the Top Three Viral Social Sites for the next generation, if not the Numero Uno.

It would take 20 pages to completely cover Facebook. Below I've listed 11 steps to getting your Facebook Page up and running today.

Remember!

You must first complete YOUR facebook page and then you can create your fan pages and product pages.

Your Facebook Blueprint

Step 1

Optimize & Create a Irresistable Bio- List Tangible, Measurable bullets that you offer to make a powerful first impression. Make sure you list your website as a hyperlink. www.yourbusiness.com

Step 2

Start adding 20-25 friends strategically from Centers of Influence & people in your niche (be conservative and do not add more as Facebook may shut down your profile).

Step 3

Add your HTML Opt-in box form to your profile with Profile HTML App (I use aweber to create my form offering my free videos).

Step 4

Spend some time filling out your Info (About You) as thoroughly as possible to leverage the law of attraction to attract similar friends.

Step 5

Add an attractive photo where you are smiling to make a great first impression. Add lifestyle photos and photos where you are happy, having fun, with your mentors for social proof, etc...

Step 6

Add the Video & Youtube box Apps to be able to upload your videos to Facebook. Make sure you leverage and fill out the tags & descriptions completely to increase views to your videos.

Step 7

Synch your blog to your Profile & Fan Page with Networked Blogs app. Your content will be more visible and seen by more people.

Step 8

Post to your profile 1-10 x per day minimum to show up on your friends news feeds. Post comments on your friends walls & build relationships.

Step 9

Choose the applications you want to install. Ping.fm, friendfeed, twitter Add Web Profile App to your Youtube channel.

Step 10

- Create your Facebook Group & or Fan Page
- Add your Opt in box to your Fan Page to build your list.
- Ad polls & discussions Apps to survey your market

Step 11

Choose whether you want to advertise on Facebook per click and determine your budget.

FaceBook Success Stories

On the company page of Rootsgear's, which designs T-shirts with political and social messages, people can look at the firm's designs and see a calendar of upcoming events. The company stokes its group membership of about 1,400 by every few months sending out invitations to join to new Facebook friends collected by cofounder Sunmit Singh. Mr. Singh says the Facebook page drives more traffic to Rootsgear's e-commerce site than Google's search engine or MySpace, another social-networking site where it has a presence. And Facebook has helped the year-old company's sales.

The company page on Facebook of Junnoon, an Indian restaurant in Palo Alto, Calif., includes basic information such as address, hours, prices, photos and coming events, as well as reviews from local newspapers and Zagat. By opting to become a "fan" on the company page, instead of just a Facebook friend, people can make reservations directly from the page and post ratings and reviews. Although company pages are free, Facebook hopes companies that use them also will buy ad space through its new Social Ads program. Ads can be used to target Indian food enthusiasts in the local area. Companies can either pay per click or per page view. The minimum cost is \$5 per day.

Social Media Example #1

Scenario: A pediatrician wants to know how she would be able to use social media to promote her practice. She's currently spending money on local advertising in multiple areas and wants to know how social media marketing would work for her. She's not viewed as the best pediatrician in her community but is widely recognized as one of the top five.

Dexters ideas:

1. I would recommend that the pediatrician create a [Google Adwords](#) campaign targeted to her local zipcode(s).
2. I'd advise that she be sure she is included on Goggle in their business search results by adding herself to [Google maps](#).
3. Depending on her available time and interest, I would suggest developing a blog and posting to it regularly. The blog would also offer all appropriate social bookmarks and tags.
4. She should also considering posting on local parenting forums always being sure to link back to her website.
5. Finally, she should consider sponsoring a quality parenting Internet radio show (AKA "podcast") like Two Boobs and a Baby. 😊

Social Media Example #2

How would a weekend fly fishing guide and instructor use social media to grow his business?

Dexters Ideas:

1. Fly Fishing Tips Blog

Creating an instructional blog is a great way to target specific customers. Don't worry about revealing too much. You want to do just the opposite. This is a great opportunity to show your expertise in fly fishing. As an instructional blog, it has a clear focus. Many blogs are all over the place and have no consistency. Creating a clear, precise blog is a great way to target customers. Remember it's not the quantity of visitors you want, it's the quality. Five strong customers are better than 100 5-second visits.

2. Start the conversation on [Twitter](#)

Start following friends, colleagues and competitors. Now of course, tweeting with friends will not expand the bank account. However, it does start the conversation. By discussing fly fishing... the conversation expands beyond friends. After friends, begin following local lodging companies, restaurants, and local organizations. Don't just follow. Join the conversation. Make friends. Make partnerships. Twitter creates followers, it creates buzz, and it eventually creates customers. It all begins with one sentence: What are you doing?

3. [Flickr](#) Photo Contest

Ask for photographs of favorite fly-fishing spots. Then, give away free instructions to the best entries. After it's over, be sure to give something to all entries. Even if it's small, everyone loves winning. Flickr requires minimal time and investment. Plus, it has great photo sharing tools that allow you to integrate those photos into your blog and more importantly it allows customers to share those photos.

Other tips, outside of Social Media:

- Create packages with local lodging companies
- Place brochures in state border Welcome Centers
- Find ways to give away lessons. A small gesture will lead to great word of mouth
- Email is a great way to talk with customers. Look for ways to collect email addresses.

Principle Number Seventeen – Metrics – The lifeblood of your Business – Your Personal Dashboard – Don't Bowl Blind Anymore.

COMING SOON IN PART TWO OF THE MANIFESTO...

HOPE YOU ENJOYED...

[YOU CAN READ ABOUT THE NERD TRANSFORMATION COACHING GROUP HERE](#)

<http://mynotetakingnerd.com/NerdPlatinumClub.html>