

The Ultimate Short, Simple & In-Complete Guide
to Online Marketing for Your Business

"Discover The Formula for Online Marketing Success."

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Marketing
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In this short guide we're going to out-line a simple online marketing game-plan for your business.

Think of each of these concepts as a separate category. Each category can then produce its own sub-categories. A sub-list if you will. It will be up to you to constantly evolve the sub-list.

This online marketing game-plan applies to your business if...

1. You serve a market with a specifically targeted geographic footprint.
2. You go on-site to perform work for clients and customers.
3. Customers/clients come to your place of business.

Focus is key.

Having clear objectives for your online marketing is where online marketing success starts.

Quick Story... (I know this might not relate to you - but stay with me. It's important)...

I talked to an independent retail chain with a bunch of locations. Beyond having a less than spectacular website, virtually no online plan and an un-clear business identity on the web (we'll talk about that later) their main issue began at the core. It was simple... their website was built on a platform meant for online commerce. In discussions it was pretty clear... They had no desire to sell online. Their target customer was someone who enjoys shopping local. Basically... a total miss-match between what they wanted to happen as a result of their online marketing efforts and the web platform chosen.

This happens all the time. No clear objectives set prior to setting out online.

Since 2004...

Since 2004 I have been involved in online marketing. The funny part... my first website was one of those horrible and cheap things you get when someone "owes you a favor or money." It really did not work to do anything but take up space online. Then, in 2005, I met a woman that would become the future co-owner of one of my companies. She helped me build a website that had a clear objective... Getting folks to my place of business.

Selling Online...

In 2006 I began selling online. What I did with my online business at the time was nothing that you will end up doing. I sold information. Tools, training, ideas and business advice to a specific vertical market. That's known as "niche information marketing." There are

plenty of "Gurus" who will happily take your money and teach you "information marketing. To this day I still sell products on the web.

Fast Forward to 2010...

In 2010 we began helping a diverse set of businesses with online marketing. Our list of services consists of Website Design and Development, Search Engine Marketing, Facebook Ads management, Social Medial Consulting, Website Maintenance, Blogging and Mobile Apps. What our diverse clients have in common is they all serve a specific geographic market area.

The rest of this short guide will dive into a few details to keep you focused online. As a local business you have to be careful about how you spend your time. There are so many rabbit holes to fall down - I want to help you stay clear of the rabbit holes so you can focus.

OK... Let's go...

Properly Maintaining Your Website...

Gone are the days of just slapping a website up and forgetting about it. Consumers are smart. They understand what they are looking for when it comes to finding the right information online. Consumers want information so they can make educated decisions and feel good about those decisions.

Your website must be maintained. It must always be an accurate and professional representation of your business. If your website is out of date - you have a problem. When I tell folks this they're often skeptical. Of course, I don't blame them. After all... I am the guy selling websites and online marketing.

Seriously... Websites that are outdated are a problem. Did you know *Fox Small Business, Entrepreneur* and many other small business news outlets have reported on studies that showed a high percentage of consumers would not trust a business with an outdated or unprofessional website. I guess the feeling... is "Wow...If this business does not care about how their website looks - why would they care about me as a customer/client?"

We did a website redesign project for a company that once lost a bid because of their tired old website. I found this out by asking the client prior to getting started... "So why are we redesigning this website?" He told me the story about how one prospect held several bids side by side. Still un-decided the prospect went and checked all of the websites for the companies that submitted bids. Needless to say - prior to the redesign - the website was pretty bad and these guys did not get the contract.

Guess what... This same scenario happened to us. We were in the process of redesigning our own website. Remember the "shoemaker's kids?" Their shoes are not the best or because the shoemaker is busy making shoes for others? Well... our site was falling behind. And we lost a bid because, all things being equal - the company we quoted did their final homework and checked our website. They did not like what we had to show them. Of course, we finished our "redesign" and this has not been a problem since.

Your website is not static! Change offers and calls-to-action from time to time. Test new ideas. Watch your analytic reports and make educated decisions based on data. If something is not working - change it!

Code Maintenance is another reason for the importance of website platform updates. If your website is built on a CMS (Content Management System) you must keep it secure. Update the "plug-ins" and

update for the latest security protocol. It is no fun when a website gets hacked. Proper maintenance can prevent any issues.

Being Found - SEO

OK... the website is looking good and it is well-maintained. Good for you. You're ahead of most.

Google, Bing and Yahoo are the major search engines. At the time of this writing... Google controls about 65% of the search market. Bing is a distant second. Yahoo is next. Bing actually powers most of Yahoo's results. Meaning... Yahoo and Bing struck a ten-year deal in 2009 for Yahoo to license Bing's technology. Yahoo does layer their own "style" on their search results but the fact is Yahoo does not develop much search technology anymore. Yahoo lost to Google a long time ago.

For a small businesses with a local footprint you must ask yourself three questions to determine how intense your "SEO" should be...

3 questions...

1. "What are we selling?"
2. "Where are we selling it?"
3. "Who else is selling it?"

Fact is... if there are not that many competitors selling what you're selling in your defined geography you really do not need "SEO." A well-built site will do the trick in a smaller market.

If you're business is in a competitive market - chances are you might need some SEO work. Start by getting a detailed ranking report of where you stand.

<http://www.cyberspacetoyourplace.com/seo-audit/>

SEO is unique to your business and ever-evolving. Adjustments must be made. The basics are a well-built site and a clear business identity including proper citations and a strong local presence. Buyer Beware! No SEO company should quote you prices for "SEO" until they first see exactly where you stand for the specific keywords you want to be found for!

Online Reputation Marketing.

Complaints, Compliments... you have heard both. If you have been around long enough you remember the days of Zagat and the Better Business Bureau. Both still exist. But now... reviews and word of mouth move quickly on social media and review sites like Yelp and Google Local. I think it all started with Amazon product reviews. Everyone thought Amazon founder, Jeff Bezos, was crazy for allowing customers to say whatever they wanted about any product. Bezos obviously knew what he was doing.

Yahoo local and Yelp were in the "review" game before Google. There are now countless places where someone can talk (good or bad) about your business.

The main places are...

Facebook: Even though Facebook is really not a "review site" they keep making strides to push reviews. Plus, Facebook is social so it is perfect for positive (or negative) word of mouth. Folks can simple use their newsfeed to say what they want about you. They could "tag" your business as they talk about it. They could go to your business Facebook page and leave a star rating. So... Facebook is a review site and you can guarantee it plays into your online reputation. And... Facebook as a review platform for local businesses will keep evolving.

Google: Google has its "local component." Known right now as "Google My Business." I say "right now" because Google has changed this product so much in the past few years it is hard to keep up. How it works is your business data gets aggregated and a "Google Page" is created. This usually happens for most businesses if they want it to happen or not. Meaning - it's there even if you didn't ask for it. You can "claim" your business listing. From there you can add photos and content to it. Once claimed you can reply to any reviews and you can also respond to any negative reviews. Verifying your Google listings is local internet marketing kindergarten.

Yelp: Yelp is ONLY a local business review site/app. It is not a search engine, even though "Yelpers" do use Yelp to search for things. I like Yelp, but mainly for restaurants. When I am out of town I will often skip Google and go right to my Yelp app. I read reviews. I consider a high volume of reviews as a sign... "this place is busy!" Then, I will click over to the website and online menu to get a feel. I am always turned off if the website and online menu for the place is crappy, bad on a mobile device or simply does not exist. My wife is even more critical as she really, really wants to see an exact menu!

Interesting thing about Yelp. Yelp's artificial intelligence actually knows when a review is "fake." They know (most of the time) when a

good review has been rigged or a bad review is some A-hole with a chip on his shoulder. They protect their reviews because it is the main driver of their business. Without solid reviews Yelp has no business.

Yahoo and Bing: Interesting about Yahoo. They were one of the first players in the "local online market." Over the years as their business went in several directions they got away from "Yahoo Local." Plus, they lost eyeballs to Google and Yelp. Now... as mentioned before... they are pulling Bing's search technology and also bringing in Yelp reviews. But, strangely enough, at the time of this writing, their Yahoo Local review engine still exists.

Bing is well... Bing. Microsoft's sometimes struggling by scrappy search engine meant to take on Google. And of course they offer a local "Bing for Business" listing or whatever it is. Just see the Google paragraph. Then understand you most-likely will not see many reviews on your Bing page. PS - they also pull in Yelp data.

OK... Those are the big dogs and if all four are big dogs... Google and Yelp are Great Danes and Yahoo and Bing are like Boxers (one more dog metaphor coming)... which means the rest are like... dachshunds. (Those are the tiny hotdog looking things. My dog, Lucky, thinks they are cats.) But... and there is always a but...

The rest of the local databases are small potatoes compared to the big four. But they are still relevant. Plus, some are "stand-outs" in the niches they serve. Think Trip Advisor or Houzz. When we do a local search marketing campaign we maximize almost 93 of these directories to create solid "back links" and citations. This creates a clear business identity.

Now you can focus on getting more reviews and building a solid business reputation online because you now have the basics.

To start...

You will want to focus your attention on Yelp and Google. Of course, Facebook makes sense too and don't forget the "niche" review platforms.

But Yelp and Google is where your reviews and online reputation (Good or Bad) will have the most impact. So why not let them help you? Reviews do matter and you can tip the scales in your favor with a solid online reputation.

Quick story. We had to go to Hollywood, Florida for one of my daughters to compete in a dance competition. We were hungry when we landed! As we waited for our bags I searched on Yelp for a healthy place to eat. I found this place with smoothies/wraps /yada yada. So, we told the cab driver to take us there. (Uber was banned from the airport - so to run up the fair the cab driver pretended not to know

where the place was... JERK!). When we got there we noticed a little shrine to Yelp. It was all about how their Yelp reviews created some crazy increase in business. That's why we ended up there -go figure!

No one will do your push-ups for you when it comes to online reviews. You have to ask your clients and customers to help you. Some will do it on their own. Unfortunately... our world finds it easier to complain rather compliment. You have to encourage but not bribe for good feedback.

As review sites have become more relevant and prolific - Google has given local businesses with a stronger review presence more clout in local rankings. As always, no one really knows or can claim to know Google's formula for ranking. You can only add up all factors and look for the variables.

Reviews are something no local business can ignore.

I find businesses fit into one of three categories when it comes to reviews...

- 1- On their game: Businesses that are on their game get reviews via two methods. By default. Example: I'm from Philly, originally. You may have heard of Pat's Steaks? I have talked to the owners on a couple of occasions. When I had a martial arts school in Philly, the owner's granddaughter was a student for a while with us. One thing I know is these guys really do not do a bunch of marketing because they don't have to. And I know they couldn't care less about reviews and online reputation.

Pat's Steaks is just one of the unique businesses where you can throw all of these ideas and marketing concepts out the window. Pat's has not even claimed their Google or Yelp listings. They have a 3.5 out of 5 star rating and they ain't losin' sleep over it. Pat's has 168,000 check-ins on Facebook and they do not do anything with their Facebook page!

The point is... some businesses get reviews by simple volume. If they are busy enough - just the numbers game alone causes them to get reviews. If the food is awesome and the service top-notch, by default a good restaurant can easily get a 4.0 or 5.0 rating. In the case of Pat's Steaks and their 3.5 overall rating it's mainly due to the basic unfriendliness of their staff. (I am not complaining - I like it!) Have you ever been there? It's fun. Depending on the time of the day you go... you stand in a long line and wait your turn. When you get up to the window you are expected to know "how to order a Philly steak." You place your order, the woman or man takes your money as they look through you and into the street. They slide your steak to you and shout... "Next!" So some folks who don't like that customer service model

will surely leave a bad review... but again... Pat's doesn't care! Even though Pat's does nothing to get reviews they are still "on their game" because of how busy they are.

The next type of "on their game" business does not have the volume of a Pat's Steaks and they can be in any type of business. These businesses have adapted what I call the C.A.S. method for a powerful online reputation. The "C" stands for Culture. They recognize we are in a culture that values reviews. So they ingrain this culture into their team and employees. The "C" in the formula also means there is a high level of awareness around customer and client reviews.

The "A" in the formula stands for "Ask." If you don't ask you will not get. It's that simple. Asking can never take the form of bribes. Ever! You just have to ask at the right time. You must work this asking into your communication. It can be done during check-up calls or it can be done when the job, the meal is complete or the minor goal is achieved. Asking also gets done as soon as someone gives you a compliment. When you get a compliment it is time to pounce!

The "S" in the formula ties it all together. It stands for System. There is no magic in the system except for working the first two letters and doing it all the time. The system NEVER stops. Ever!

The challenge with being on your game and working the system is usually centered around customers, clients and members having to sign up for an account with Yelp or Google to leave you a review. This is a good thing! Because it helps protect the reviews. Facebook is the same way with their reviews. No fake people hiding behind the internet can leave a review (most of the time).

There are two ways to approach this...

One -- Live with it and realize it will always be a numbers game because not everyone will go through the trouble of leaving the review on Google or Yelp, etc. Two - You can beat it. The software we sell helps you gather reviews at one central point. It also stores all of your reviews in one area. Then, the "Reputation Marketing Ninja" automates the process and encourages happy clients, customers and members to make any 4.0 or 5.0 reviews also available on Yelp, Google and Facebook, etc. It is a powerful resource.

Check out: <http://www.reputationdomination.ninja/help.html>

2. Off Their Game: I doubt anyone "off their game" when it comes to reviews are even reading this. But, here goes. It's simple.

They are off their game because they have a low online rating. There are too many bad reviews or just too few reviews period and most are bad. To even get an average rating Google requires a minimum amount of reviews. I think the number Google uses is five. Picture a business having five reviews and most being three or less stars? Guess what... Poor Rating.

Business are off their game because they are usually confused on how to fix it. They actually believe the reviews can be removed. Nope! And obviously, something else is off because why else would they have such a poor rating?

3. Almost Non-Existent: Believe it or not 50% of small businesses out there do not have a website or control their own web presence. All that is out there on the web to represent them is a bunch aggregated data from various sources. Their Google Page, Yelp Page, Etc is not own-verified. These businesses are obscure online.

It some cases this is perfectly fine. Because the business is not effected at all by the web. In short... the web and any sort of online marketing really don't apply. (The truth is - many business think they are in this category... of the web not applying to them... but they are often mistaken.) I often joke when speaking to audiences how Warren Buffet's business is not affected by his old and out-dated website.

But sadly... most businesses that have crappy websites or no online footprint at all are not Buffet. And they are simply being apathetic and ignorant or maybe arrogant. I doubt there is any help for someone with the qualities of apathy, ignorance and arrogance shining through.

For some additional information about review strategies visit...

<http://www.reputationdomination.ninja/help.html>

And be sure you check our Google Review page...

<https://plus.google.com/+Cyberspacetoyourplacedotcom/about?hl=en>

Email Marketing:

So 1999? It seems like email marketing has been around since forever. The good news... Email Marketing is more relevant and effective now than it has ever been. Sure... there's more competition in the inbox, but if you can learn how to stand out like a violin in marching band - you will get results.

A few basics.

Email marketing is NOT, BCC'ing all of your contacts with your message.

Email marketing is NOT collecting business cards at a networking event and blasting emails out to all of those people. You will only annoy them!

Finally... Good email marketing is NOT spam! The "Can Spam Act" of 2004 classifies Spam as an unsolicited commercial email. It's when you email someone about business and there has been no previous touch-point. It is worse and becomes true spam when this is done in bulk.

In the early days of the internet - most companies would post email addresses on websites - with the hope that prospects would see those email addresses and contact them. Sure... it worked, but it also enabled spammers free access to email addresses. These spammers would use software to harvest these addresses and send bulk messages. Way back when there was not a lot of competition for attention in the in-box, before spam filters were born - you can bet these early spammers made tons of cash. Sure, they pissed off a ton of people in the process too. Once this (spam) became common the game was on and then quickly over with needed Government intervention and spam filters.

Again... Spam is unsolicited with no previous contact. I gave you this history lesson so you can get the right perspective on email marketing and spam.

What Spam is NOT... Spam is not an email marketing piece or an email newsletter sent to folks who have given you permission or implied permission to contact them via email. Implied permission can be anything from a verbal yes to a head nod.

It's about pre-framing. Pre-framing is about setting the frame properly with the goal of controlling perceptions. If you interact with someone and ask them if it is OK for you to add them to your email newsletter list and they say... "sure thing," you now have permission. To take it a step further pre-framing can also be done during the first email correspondence. Which leads to the concept of..

Double Opt-In. A double opt in is when the prospect/email recipient clicks on a link that confirms they want to receive your email pieces. This is actually both technical and important in the grand scheme of things. Email marketing software (and there tons of options here) is what is used to send bulk email. These companies need to protect the integrity of their sending mail servers. A double opt-in usually equals a recipient that will not reach for the spam complaint button.

The practice of double opt-in and pre-framing properly helps keep your email marketing list as clean as possible. Of course, you can have all of the safeguards in place and still offend some very fragile wall-flowers. That's why, what's next is most important..

Doing the Email Marketing..

Studies show email marketing has a return of \$40 earned for every \$1 spent. Meaning.. the time you spend doing email marketing - The time you spend crafting the message and the cost of your email marketing software.. Add all of these up and calculate your return. Email marketing works.

I am often asked.. "How often should I send out emails to my lists of prospects, customers and clients?" The answer really does depend on your business. Some can get away with the barebones minimum and do once per month. Others must do once a week. And there are some businesses that do email marketing daily.

My rule.. Do what works for you but don't be shy about it. When you have information to share along with a relevant offer - you should email! If you're an expert at what you do - you should be emailing your folks. And, it is perfectly OK to offer deals and specials. You just have to have fun, inform your peeps and be smart about it.

Building an Email List...

NO.. You will not go out and purchase a list. Lists must be built over time with the right marketing and compelling reasons for someone to want to be on your list in the first place. You can build your list using multiple angles..

- Website Offers
- Landing Page Offers
- Networking
- Shows
- Offline Marketing
- SEO
- Social Media

The take-away is..

In all of your interactions about your business your mission is two-fold. One - to gain clients and customers. Two, to add folks to your list that want you to keep in touch with them.

Last Tip..

Don't be uptight and "stuffy" about email marketing. Have fun and be conversational.

Mobile Apps

If you are still not sure what a mobile app is VS a mobile-friendly or responsive website you are a tad behind the times. An app is downloadable in the Apple App Store or the Google Play store. Yes... Amazon, Windows Store (or whatever it's called) - these are all other places where you can also download apps. But Windows and Blackberry are nothing compared to the Play Store and the App Store.

The one thing you have to understand about mobile apps. They are mainly for customer/client/member engagement and retention. Sure... prospects can download your app too, but the safest play and ROI calculation is to assume your app is there to re-engage the folks you already have a relationship with.

Native...

It is a powerful point of contact when your customer/client or prospect decides to download your mobile app. They are inviting you into their world via that valuable piece of real estate... known as the screen on their device. (Mainly their smartphone).

Apps for Small Business Marketing...

When I talk to people about the kind of apps we build or when I am training new salespeople to represent our company I often have to explain how the types of apps we build are for small business marketing.

When pop-culture thinks of mobile apps they think of *Instagram*, *Uber* and the many other billion dollar apps out there. There is a big difference between building a mobile app to conquer the world or kill the taxi industry (Uber) VS building an app to market your business.

An app for your small business marketing simply becomes an additional marketing channel. You have to hustle to let your prospects, customers and clients know about your app... then... you use the app to engage with them and stay connected.

Your mobile app becomes a convenient place for your audience to absorb more content from your business. Images, videos, upcoming events, news, notices, ordering, sharing and interaction.

The Crazy Thing About Mobile Apps...

I wrote the first draft of this short ebook in the summer of 2015. These are not exact stats... but I think something like 70+% of Americans have smartphones and only 5% of small businesses have embraced the power of a mobile app to connect with them on their devices.

You can get ahead of the curve with a mobile app. I am including a link to a video presentation on our website about mobile apps and how to use them..

<http://www.cyberspacetoyourplace.com/services/mobile-apps/>

Website Updates - Blog/News - Events and Recent Projects.

Websites are meant to be dynamic. It is so sad to see so many websites out there representing small businesses that have not been updated in years. Static is the word I am looking for.

It doesn't have to be this way! Websites are easy to update these days. Wordpress powers almost 20% of the entire web. It is the platform we build most sites on. We always make sure each site has a solid blog, news area and recent projects or upcoming events area.

Be an expert in your business. Post valuable information to your blog. Inform your market. Keep them in the know.

News about your business and industry... You can use your website as a tool to post news and developments about your business.

Events and Recent Projects... If you have a business that promotes events your website is a simple way to spread the word. If you have the type of business that works on visual projects... think home remodeling... etc... your website can be a place to showcase recent work and show your market things are happening with your business.

Why Bother?

Simple... Keeping your website updated shows your prospect your business has a pulse. As they are checking you out they get a good vibe because they see things are happening. There are studies that show consumers trust a business with an updated website over one with an outdated and stale website.

Search Engines...

Google and Bing love fresh content. Google more than Bing. Every time you post a blog Google and Bing have a reason to come back and index the pages in search.

When is a good time? Any time really... Just be consistent.

Facebook Advertising:

I don't want to spoil your fiction in case you foolishly thought Facebook was free. Facebook is NOT FREE. Not if you actually want to get some results. Facebook is meant for its users. The users are the product. The data Facebook book collects on you and me has a high value to advertisers that know what they are doing. The balance that Facebook has to achieve (and does a great job achieving) is the fact that users would rather not see any ads. But, users know, for the most part, Facebook has to pay its bills. That's why Facebook Ads can be so powerful.

The targeting is based on the user's likes and profile. Facebook is what we call an "interruption marketing medium." That just means unlike Google, a Facebook user does not really go to Facebook seeking anything out. The user goes to Facebook to be a voyeur and a narcissist all under one roof.

Now for your big let-down moment...

In 2012 I wrote an entire book on Facebook Ads strategy. The problem is this... Facebook has changed so many things over the years and continues to change. That's why in this ebook I can only tell you one thing...

If you and your business are serious about marketing... Facebook Ads is a MUST. You either go in and figure it out or you hire an agency and a consultant to help you. We do help several clients with Facebook Advertising campaigns and strategy.

Experience matters...

Facebook is constantly changing and evolving their ads platform. Experience helps you navigate these changes. Most changes are built on and are improvements on the current product. To publish anything in a "book" about Facebook Ads is foolish so you won't catch me doing it anymore. You either gain the wisdom and the experience or you work with someone who does.

Learn more about how we work with clients and help them with Facebook Ads here...

<http://www.cyberspacetoyourplace.com/services-2/facebook-marketing/>

Social Media Content:

Ahh... the question... "Should we outsource social media content?"

Simple answer... Not really.

The fact is the best social media content comes from within your small business. It comes from your ability to develop some sort of framework around your social media marketing.

It starts with choosing the best social platform. The best platform is the one your prospects, customers, clients and members are on. At the time of this writing... Facebook is the one juggernaut we all share. Facebook is the one place where most of our prospects are. Facebook is the one place where mountains of data has been collected on our target market.

But sure...

An Instagram strategy will definitely reach a younger and engaged audience.

Snapchat may help you story-tell to a young social media user who is highly fixated.

Twitter... well... no one knows. Seriously... I have always said Twitter was best for news outlets and celebs.

At one point we thought Tumblr would be the way to reach urban folks. Maybe it still is... but since Yahoo bought it... who knows??

Pinterest has always been mostly women. And the studies show it can really drive some online sales.

LinkedIn... for B2B peeps and sales pros. LinkedIn has many layers to what you can do there.

I know I forgot... Google+ and Youtube.

I also did not mention the new popular live-streaming mobile apps... Periscope and Meerkat. These apps allow you to live broadcast to your followers. Side-note: Facebook is moving down the path of enabling live broadcasting for brands and businesses.

Here's the problem with all these platforms...

The old joke...

"You don't want to try to sell me anything as I can't afford to pay... ATTENTION!"

Attention is one of the most valuable things right next to time. Attention IS time.

The attention problem has two elements for us.

As business owners our attention is limited. So the amount of time we can spend to learn and implement social media strategies for various platforms is also limited.

Then... we have the problem and the reality that our best prospects also have limited attention and choose their social platforms accordingly. Most of the attention goes to Facebook. Accept it.

Promotional Pages (landing pages) to Match All Marketing..

Want to be more savvy with all of this online marketing stuff?

Then... become a landing page monster! I joke that I have landing pages coming out my butt... now I just need the \$500,000 ad budget to promote them.

Seriously... You don't need that much in your ad budget to promote landing pages. A few dollars per day is just fine. Landing pages are what savvy online marketers use to clock big ROI from ad dollars.

Think of a landing page as a simple web page focused on one thing..

Driving the visitor to the call to action and influencing the result you want. Nothing else. Nothing else matters.

ALL of your online ad money should point to landing pages to match the specific offer in the ad. Google Ads, Facebook Ads ... everything.

Easiest example of a landing page...

Check this one out. It's one of my many landing pages. And this one simply drives the visitors to request a quote to redesign their business website. It is focused on problems with out-dated websites. The landing page agitates the problem a little and then offers a solution.

<http://www.cyberspacetoyourplace.com/problems/>

Sales ...

HELP! Sales is the life-blood of your business. If you're not selling at a high level... it's a problem.

Here's my take on (not all) sales training and sales books. Who has time to write sales books (I'm guilty of writing one) and create sales manuals... if... they are busy selling stuff? Heck, even if you're busy selling the sales training and the sales manuals and book... you still have to be too busy to update things, right? A first sales book should be written for your own business. The first sales manual I wrote was written to train people who worked for me.

That's why if I ever do sales training I will NEVER read from a manual or use a manual. I'll just show up and help the sales manager tell his guys and girls what he's been trying to tell them all along.

"Do something, sell something, work smart and work hard, but do both!"

Working Smart in Sales is simple...

It comes down to knowing how not to kill a deal. Working smart in sales comes from understanding the sharp axe concept. You can take whacks at the tree for hours with a dull axe. Or you can make it sharp, take less whacks at the tree and cut the tree down in less time.

No fluff. Your prospects really don't have time for fluff. I get it. Some higher end sales are based on playing golf and going out to dinner with prospects and customers/clients. But ya know what... that's relationship building - not sales. If you get to the point of getting someone to dinner, then I bet you have already closed something. I mean, who wants to eat dinner with people they don't like? What's up with that? People only buy from people they like.

Sales is about smart work and hard work. And never let anyone fool you. Sales is still a numbers game. Sure, it's not just about quantity, it's about quality too. But if you could do quality in large quantities, that's good right? Hard work is your volume and the amount of sales interactions you have on a daily basis. Quality is about what you bring to each interaction.

Doesn't matter the business you're in.

Low ticket sales or high ticket sales with a long sales cycle. Whatever. Sales is sales. Hustle is hustle. Remember Dave Thomas? The Wendy's founder. He was famous amongst his top executives and operations people to constantly grill them on what they were doing to stimulate sales.

Phycology, Persuasion and a Touch of Psychopath.

Those are the three P's needed to be awesome at selling.

Never forget you're dealing with the human brain when selling. You are mainly dealing with people's innate fears of losing something or taking a risk. That's why trust is the biggest hurdle in sales. You are dealing with people's weak decision-making muscles. Most people would rather not go through the exertion of making a decision.

Making something out of nothing.

The real sales opportunity is not in selling by default. Yes... of course... Apple makes kick-ass products (I guess) - but it was Steve Jobs who first sold the masses on why they had to have them. Now Apple has to keep that going with their great stuff and their PR engine.

But guess what... making something out of nothing would be taking me... the stubborn Windows user and Samsung/Android fan and converting me to a Mac and an iPhone. For me - no amount of product launch magic will do it. You'd have to sell me, knee to knee and belly to belly. That's making something out of nothing.

The best salespeople make something out of nothing by finding problems to solve and showing suspects and prospects solutions and opportunities. That's the persuasion side. The psycho side comes in the follow up tenacity and ability that's needed to win the game.

That's all for now about sales.

Conclusion:

Well... that's it. Short and simple, right? The truth is this book (it's more of a "guide") could have been 200 to 500 pages. It could be an exact step by step guide to marketing. The problem with that is ... one... you wouldn't follow it step by step... and two... that would be too long so you wouldn't read it.

You have to fill in the blanks. You have to deploy the tactics. Sure, we can help you. Ultimately, the buck stops with you. You have to take the each of these (and more) and then build on them. Do something every day to move your business forward.

Your success will ultimately come from consistent action every day.

Reach out. Let us know if we can help.

All the best,

Mike D.

PS: Call me... 888-500-2365 X 20

PPS: Also check out...

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

Also check out (for complete marketing help)...

<http://www.cyberspacetoyourplace.com/consiglieri/>