



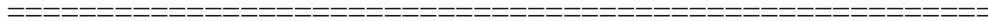
How to Succeed Online: Create Your Confident Online Business Presence in 5-Easy Steps

A Training Project for the NACWIB Training Grounds

Consuelo Meux, Ph.D., Founder and President NACWIB

“The Lord says, ‘I will guide you along the best pathway for your life. I will advise you and watch over you’.” Psalm 32:8

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SECTION 5: Marketing

Let people know how to find you with these online and offline marketing techniques.

Here’s what you’ll cover in Section 5

- Strategic Marketing
- Your First Product
- Write a Focused Ezine
- Internet Marketing Strategies
- Offline Marketing Strategies
- Time to Get Your Online Presence

SECTION 5 ACTION PLAN: Marketing



SECTION 5: Marketing

Let people know how to find you with these online and offline marketing techniques.

“If any of you lacks wisdom, you should ask God, who gives generously to all without finding fault, and it will be given to you.” (James 1:5)

Strategic Marketing

“Trust in the LORD with all your heart; and lean not on your own understanding.” (Proverbs 3:5)

Every public thing you do to let people know about your business becomes a part of your marketing strategy. Marketing is a basic business activity and vital to your business growth. A basic definition of marketing is:

Marketing is the process of getting information to the public about your business in order to influence a buying decision.

All of your marketing efforts should address the needs of the target market. Portray your business offerings in a clear and focused manner to that market group. Then your marketing strategy will do most of the selling of your business before you even make contact with the clients. This is particularly important in an Internet business where your only contact with a client might be through your web presence.

Strategic Marketing Tactics

Marketing tactics are the steps taken to create a full marketing strategy. This keeps you on track to reach your target market. For instance, social marketing on the Internet is very important. Creating a presence on social networking to reach your target market should be a part of your marketing strategy. Decide which tactics place your business in a position to get the most impact. Just like offline marketing, not every potential online marketing outlet will provide effective results with your target group.

Two key points for a solid marketing plan are to use it to create ‘reach’ and ‘frequency’ with consumers.

- Reach refers to how many people are exposed to your business because of the marketing. Certain forms of advertising reach certain people at particular times. Reach needs to have the ability to find your target market in all of the different areas where they reside, physically and mentally.
- Frequency refers to the number of times your target consumer is exposed to your marketing message. These exposures must effectively reach your target market to influence them take some type of action.



Having a consistent presence in front of your target market helps your products to be on the minds of consumer when they need what you have. Your marketing must be consistent and frequent because only a small percentage of consumers are ever in the market for a product or service at any time.

For example, say you have 1,000 people on your mailing list. If only 1 to 5% are interested in what you have to offer, the average response to a targeted offer will result in only 1 to 5 purchases based on your Internet marketing efforts. However, if the theory is correct and you continue to make offers to this group, you could inspire one to five purchases over a consistent period of time.

To complicate things, people in market groups are constantly moving about. Sometimes people are in the market and then they are out of the market. Plus, buyers desire change. Maybe what looked good yesterday is no longer a need today. Frequent marketing efforts give you the best chance of being on the consumers mind at the right time to catch their attention and motivate a buying decision. Select the type of media, both online and offline that is most effective both in cost and impact as you develop your marketing strategy.

Benefits, Benefits, Benefits

Realtors say location, location, location. Marketers shout about benefits. Any effective marketing strategy emphasizes the benefits you provide to the customers. Unfortunately, most business owners put the features of the products and services. Here's how you know the difference between features and benefits:

Features

Features are the delivery mechanism of the products or services. Features are not the strong motivators in the buying decision; it's benefits that move a person to buy.

Features can be measurable. For example:

- Three coaching sessions a month at 45 minutes.
- Two pieces of chicken with a vegetable and piece of cornbread.
- A free make-up purse with every purchase of two jewelry items.

Features also include how the product or service is delivered.

- Two clean, soft feather queen sized beds per room.
- Reclining chairs in the front of the plane plus full dinner services.
- A web site with your logo and slogan on each page.



Benefits

Benefits are the expected outcomes that people look for when making a buying decision. These benefits must appeal to customers at emotional, financial, personal, and professional levels.

Benefits provide an experience for the customer. For example, here are some descriptions of benefits offered by various products or services:

- You will get a feeling of relief from money worries through the manifestation of more spendable income due to the creation of new income streams in your small business.
- You will have more self-confidence and higher self-esteem from the more youthful look and appearance gained through our image development process.
- Experience the enjoyment of more quality time to spend with family or loved ones due to a better organized office that cuts down wasted time resulting in higher productivity in a shorter period of time.
- Enjoy increased feelings of security and relief due to a new job offer as a result of the enhanced technical skills you gained from the training session.

The majority of small businesses start their marketing campaigns with information about the individual person or the features instead of what the client gains from the business transaction. This makes it difficult to distinguish your business from the competition. For instance, every coach might be certified, competent and experienced. But maybe you're the only one who knows the thrill of selling a successful small business and being able to start a new one. You can share the benefits that come with going through the challenging times to reach this level of success.

Market benefits to attract the business clients you desire. This type of marketing strategy automatically sets you apart from the competition.

Your First Product

“For the LORD gives wisdom: out of his mouth comes knowledge and understanding.” Proverbs 2:6

Information is the foundation of the web. Audio, video, telecasts and other technology are all the new rage but the web remains primarily a medium that thrives on written content. Your understanding of Search Engine Optimized (SEO) writing with keywords will be one of your best assets as information products should always be designed around keywords.

An information product or e-product is a web based product designed to be digitally delivered primarily through the Internet. It can also be sent through special electronic product readers, CD, DVD's iPhones, iPods, and other electronic devices. The basic form of written online information products is an e-book, e-course, special report, or online articles.



Some people develop one product and create a whole business out of it by expanding it to several different formats. This includes teleclasses, MP3 recordings, article series, membership sites, online courses and classes, ecourses, or even physical products sold by mail such as home study courses, printed books and other types of offline products.

Purpose of Your First Product

Getting people to sign up on your mailing list will be the most important marketing tactic used to grow an online business. The purpose of the product is to motivate people to sign up for your mailing list. Then you can begin to send them information through your autoresponder related to your business on a consistent basis. You want to motivate as many web visitors as possible to sign up for your mailing list.

The product is the first introduction of your business to the market; therefore make sure it contains valuable information. It lets the subscriber know you are the expert in the field. The most common type of free products are short reports or ebooks, an audio lesson or both. All of these are easy and fast to create once you learn the basic techniques.

Consumer Behavior Considerations

However, these are not the only ways to get the interest of your target group. To know what type of information product to use in order to generate interest in your mailing list, have an understanding of consumer behavior which shows that consumers purchase items differently depending on price points.

The lower the price point, the quicker the buying decision. People at a lower price point also like to receive a lot of free things. They want samples, free giveaway, drawings. The same holds true with Internet marketing. The lower the price point the more free things this group will want. Take a look at this concept. If you are spending what you consider a small amount of money, isn't it easier for your to make a quick purchase decision? The consequences are not as great. You want a good product but you know there's a chance that the product may or may not be as good as stated.

The higher the price point, the longer and more intense the buying decision. Buyers want more information about the product or service before making a purchase. Credibility is important as well as testimonials from satisfied customers. The buying decision might take longer. Buyers expect a quality product that they believe will deliver high value for their money. Getting something free is not as important as getting something of quality.

Keep your target group in mind as you develop your information products. You may not need to develop a free giveaway but provide more information through a longer ecourse series, or more extensive information on the website.

Make it Easy



Don't over do or over think this first product. Just make it beneficial, high-quality and responsive to one of the greatest needs or your target market. Remember, this product is your primary marketing tool. Therefore take these steps to turn this product into a marketing tool:

- Always include your contact information, name, business domain name and URL on the information product. This can be inserted into a header/footer area.
- If you prepare a written report, put your logo, slogan or other identifiable marketing information on the front page, throughout the report and on the last pages.
- At the beginning and end of the product, include information on the particular product or service available from your site and include a link to a specific page on your website. Write the entire URL including the <http://www>. so when you convert the document to PDF the link will be "live." That means, if a person clicks on the link while reading the .PDF document from the website, it will take them to that site from the PDF document.

Always convert documents to PDF before uploading them to the web. I use PDF995, a free open source software to convert my documents to PDF's before uploading them to the website. Find it at <http://www.pdf995.com>. Once you learn how to write and convert a short report into a PDF file and upload it to the web you are on your way to writing ebooks and other online information products.

If this language about PDF's and converting reports starts to sound technical and difficult, I want to assure you that you can either easily learn to do these techniques or you can find people to assist you or ask questions in the Training Grounds area on NACWIB.com for more help.

Write a Focused Ezine

“God made the earth by His power; He established the world by His wisdom and by His understanding and skill stretched out the heavens.” Jeremiah 10:12

Subscribers need attention, so give it to them through your ezine. An ezine is an online newsletter delivered to subscribers who opt-in to receive the ezine through your website. After you get people to subscribe to your mailing list by downloading your free product, your ezine becomes the primary way to build an ongoing relationship with your subscribers, create your expert status, and establish your credibility as an expert in your field.

Design an ezine that best suits the personality of your subscribers.

- * Some target groups only want a brief tip every once in awhile
- * Others look for a major mailing each month.



Try new designs and watch what gets the best response. Then build your ezine mailings around that design.

A well-written ezine can become the primary tool for a complete business model. You simply use it as the hub to promote all other aspects of your business by including articles and links to products and services. You can sell ecourses, teleseminars, home study programs and gain new clients just by sending out a regular, high-quality ezine.

Email Formats

Subscribe to several mailing lists to see the type of designs used by different Internet businesses. You can always unsubscribe later if you want. Find the one design you enjoy the most to model in your ezine. Look at the articles, layout, length, mailing consistency and determine what you could model in your ezine.

Here are some of the most common ezine formats:

1. Regular email text message. This is in the form of a simple email. It is easy to produce and easy for subscribers to read. Instead of keeping the email plain, jazz it up with lines in between the articles and features. This form works well because people are inclined to open a regular email. You can insert clickable links to other online sites.

The cons are the people might not like the simple format or see the value.

2. HTML Format. The HTML format looks like a web page sent through email. Some Internet marketers feel this increases the readability and overall response rate to the ezine. It is colorful and interesting and can look like a regular printed newsletter.

The cons are some people set their email accounts to only receive text messages and to send HTML messages to the spam folder.

2. Blog-zines. Set your ezine up on a blog. Send an email message to subscribers and tell them to click to the blog to read the latest issues of your ezine. Using a blog to host your ezines is good because the content gets logged on the Internet. It also forms an immediate archive of past newsletters that allows search engines to find and categorize the content which can drive free web traffic to your sites. The cons are that some people may not click through to the blog.

3. Web Page. Set up a regular web page for each issue of your ezine then send an email directing subscribers to the site. This builds content for your website and helps to bring your site up in the page rankings.

The cons are some subscribers won't want to take the extra step of clicking through to the website.

4. PDF Format. Develop a PDF newsletter that can be read online or downloaded and read. This means formatting the ezine almost like an ebook or article and uploading it to you website. Insert



a link to either your website where you'll list the link to that issue or send the link directly in the email.

The con is some people don't like to download .PDF. However, they could read the document from their desktop too.

5. Audio/Video Newsletter. Use audio or video to record an ezine. You can include an audio or video for just some content in the written ezine to see how this idea works. It gives variety to people who prefer to receive their information in something other than a written format.

The cons would be some people may not access audio or video. However, these might not be your target group either.

Ezine Schedules

It's best to contact your subscribers on a regular basis such as weekly or bi-weekly. To keep on schedule, take a tip from the publishing world and create an editorial schedule for your ezine. By doing this you can actually prepare a whole year's worth of ezine topics in one sitting. Write or find a series of relevant articles, information, tips, and other elements for each topic; then leave space for special announcements and something relevant to the seasons with each mailing. Create a file for the pre-written content and cut-and-paste the ezine together when it's time to mail it out. Then just insert it into your autoresponder to mail.

No matter what you do, just get started developing the type of ezine that works best for you and your subscribers. Start simple and build from there.

Internet Marketing Strategies

“Wisdom is the principal thing; Therefore get wisdom. And in all your getting, get understanding.” Proverbs 4:7

It's time to start marketing your online business. You've done the heavy work of getting focused and creating a web presence. Now, you have to get the word out that you exist. The thing about an Internet site is that you also have to market it offline in order to get people to go online to find you.

The basic goals of any marketing strategy are to:

- Focus on your target market
- Let your target market know that your business exists
- Inform them of what you sell or provide



- Give them contact information and the location of your website
- Promote the benefits they receive from working with or purchasing from you

Before starting your marketing techniques review the basic steps needed to be effective on the Internet. Then get ideas on how to market your web business both on and off the web.

Basic Internet Marketing Steps (Review)

1. Create a focused web presence using a website, blog or social network site. You only need one but can have both or several sites. Focus each page of the website on one theme and one primary keyword.
2. Create at least a one-page opt-in page to collect email addresses and build your mailing list. Build a larger site if your business model warrants it. Draft the site design on paper first.
3. Put an opt-in box on each page of your site using the code from the autoresponder software.
4. Create your first product as an incentive to motivate people to sign up for your mailing list. This can be an audio lesson, or something in PDF format such as an eBook, short report, tips list, or both.
5. Design an ezine and send regular mailings to your growing list to build a relationship with your subscribers.

These are your basic steps. Now you want to do more marketing to get a thriving web presence moving.

Linking

One goal when marketing your site will be to get as many quality incoming links to your site as possible as this can raise your rankings in the search engine. You want to be listed on the first or second page for your keyword. Linking is one of the key factors for driving web spiders to your site during a browser search.

When other sites link to you, it tells the search engines that your site has content others find worthy on a particular topic. The more focused your information, the more valuable it will be to multiple sites. You can also link to other sites. So if you have a website and a blog, link the two to each other.

Drive Traffic

Along with the question of how to get focused on the Internet, people want to know how to drive traffic to a website. The term “web traffic” refers to people who have some motive to click onto



your web site. When you create this motivation, you drive traffic to your site, so your web visitors are called “traffic.”

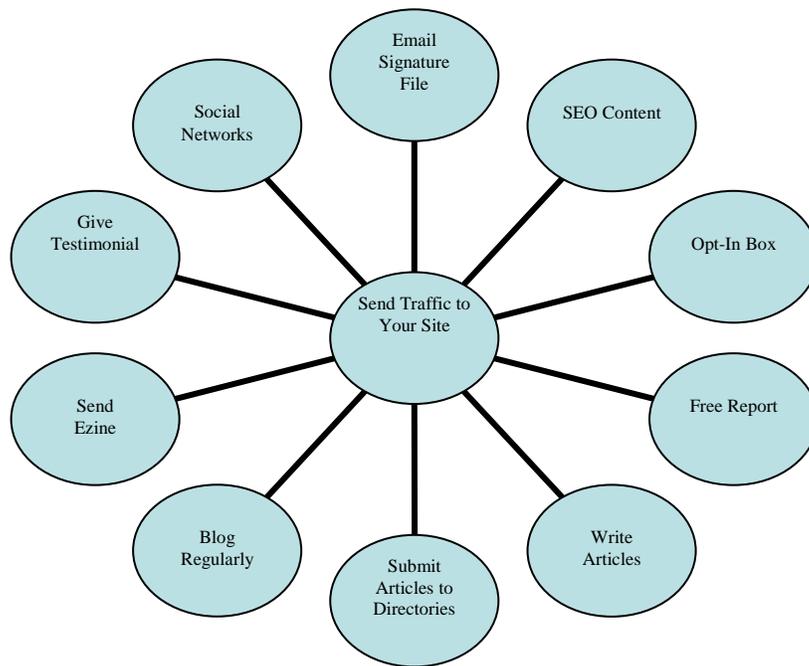
You want as much traffic as possible to come to your website. As with any form of sales and marketing, the magic is in the numbers; the more people who visit your website the more possibility that you will get a business transaction.

There are plenty of ways to drive traffic to your website but here’s a tip; don’t try to do every single marketing technique you learn about. Your marketing strategy will only be effective when you match it to your business model. For instance, if you are selling a product from the internet, your model will be different from a service provider. Review your business model created in an earlier chapter and look at how you divided your business activities. Then determine the marketing tactics that are most efficient to reach your target market on a consistent basis based on your business model.

New marketing ideas will show up almost everyday on the Internet. Stick to what works for your target market to build your business and your web presence. For instance, social networking sites are very popular and more of them pop up each day. While this can be exciting, it can also be time consuming to be on the social networking sites all day. Decide which sites best fit your target market and concentrate on those instead of signing up for all of them.

Free Internet Marketing Ideas

The great thing about Internet marketing is that you can find many free and low-cost ways to get people to find your site out of the billions of websites online. This visual shows you 10 basic free Internet marketing methods that I recommend you consider to get started with your Internet marketing.



Here's a description of these 10 basic traffic techniques:

1. **Signature File.** Add a signature file to everything you post online. That includes email and forums. Find the options on any site that let you set up your personal signature file. Write a few lines of text describing who you are and make an enticing offer to get people to click the link to your website. Avoid using the words “free,” “Internet marketing,” and other words that trigger spam bots or your messages may not get delivered.
2. **SEO Content.** Use keywords and search engine optimized content in your writing, audios or videos on your websites or blog. Keep your content updated so the search engine spiders will keep coming back to your sites.
3. **Opt-In Box.** Set up an autoresponder and insert an opt-in box with an enticing offer on every website you can to encourage visitors to get on your mailing list then start sending out your ezines.
4. **Free Report.** Offer a free report to people who subscribe to your mailing list. Design an exciting newsletter that make people want to read it.
5. **Articles.** Write articles on your topic using SEO techniques and post them to your website, blog or social networking sites. Write them yourself, use articles from online article directories or rewrite Private Label Rights (PLR) articles.
6. **Submit to Directories.** Submit your SEO focused articles to online article directories. Learn how to maximize the article and the author's information area at these directory



sties. Other marketers can use the articles and are required to include your URL when posting the articles. Readers will click through to get more information.

7. **Blogging.** Create your blog and set up a schedule to make posts on a regular basis using keywords in the posts. Find out how to set up keyword tags on the blog and ways to “Ping” the posts to outlets online. Pinging is usually a part of the blog software. Establish yourself as an expert and people will come back for more.
8. **Ezine.** Create your ezine and send regular information packed mailings to your subscribers to keep them interested in your business. After building your list, use your ezine to make sales to your subscribers and build your business.
9. **Testimonials.** Provide other online marketers with a testimonial they can post to their website. Be sure to ask to have your URL included. People often check to see if the person giving the testimonial is real so they will use the URL to go to your site.
10. **Social Networking.** Carefully select social networking sites that provide leads and support for business professionals. Some of these sites are simply for sharing chatty stuff with others. Find out which ones are built for promoting what you do as an online business professional.

Many of these ideas can be started immediately using the software you will already have to operate your Internet business. The only thing you’ll have to add is your time and effort. Some require a few extra technical skills such as learning how to submit articles to articles directories or convert documents to a PDF file. The good thing is that you will use these techniques repeatedly as you build your online presence so learning them will be very worthwhile.

There are also several good ways to build internet traffic through paid methods and combining offline and online tactics that come in the final chapter.

Offline Marketing

“So teach us to number our days, that we may get us a heart of wisdom.” Psalm 90:12

Learning to market your business offline is also important for online business growth in most cases. One of the best ways to get known offline is to use techniques that let people get to know you personally. Develop succinct, targeted messages that get to the heart of what you do in a memorable and quick way. Often less is more and most people don’t want to hear a long sermon about what you do.

Using Offline Techniques



People often think of paying for some type of advertising but there are multiple ways to market your business without a lot of expense. Plan your offline marketing so it won't end up being cost prohibitive. The advantage of offline marketing is that you can reach specific target markets that may not generally use the Internet on a regular basis. It also lets you increase the amount of contacts you have with prospects.

For example, if you only reach your target market through email newsletters they may not consider your product or service unless they can find them online. However, if you reach the same target group through a networking event, a direct mail piece, an article in a trade magazine or newspaper, or through a donation to their favorite charity, you've made multiple contacts that keep your business in the front of your target customer.

Low and No-Cost Offline Tactics

Following are several low and no-cost marketing tactics you can use on a consistent basis to market your Internet business offline. You will note that these can be time-consuming more than anything else. Personal exposure can work wonders when you are doing a business. Review this list and see what you can do to get started immediately.

Speaking Engagements. Speaking is one of the best ways to get leads for your business. Prepare your talk, write it out, and practice. Develop a presentation on a topic related to your area of expertise and fine tune it to the interests of the audience. As the word grows about you and your business, you may even find yourself speaking with your local radio hosts or on your local news.

Word of Mouth. Creating a word of mouth buzz is an actual marketing technique. Get involved with your community, provide a donation to a contest, drawings or auctions and get to know people. Offer incentives to people who recommend you by giving a special gift product or limited discount. I don't encourage a lot of discounting of your major products. Instead, find a product or service that you can give that relates to your business but does not affect your overall pricing structure to offer.

Workshops/Seminars. Introduce your topic through free or paid workshops and seminars. Find sponsors or offer to present to groups, clubs and associations.

Trials/Demonstrations. Give free demonstrations of your products and services. For instance at a recent workshop, one person started to do hand massages with her soy candles to relax attendees after a long day. This turned into an opportunity to film the demonstration to insert on her website.

Networking. Networking gives you the chance to meet others in a face-to-face activity, to create a positive impression, share business cards and learn something memorable about the people you meet. Attend as many networking events as possible to reach your target market group. Of course, you'll want to join networking groups and the Chamber of Commerce in your area for more publicity too.



Business Cards. Carry business cards with your URL, logo and tag-line (slogan) and hand them out when you meet potential customers. When you collect a business card, put a brief note on the back of the card as soon as you can so you can remember something about the person who gave it to you. Send a quick “so glad to meet you at the event” email the next day and ask the person to visit your website.

Build Lists with Business Cards. Here’s an important tip to maximize your business card networking for your online site; always ask the person’s permission to add her to your mailing list. Then write an email reminding the person that you will add her to your mailing list. If you didn’t ask permission to add her name, include the link to your home page in the email and ask her to click through and sign up for your mailing list.

Business Stationary. Design a classy set of business stationary that includes your letterhead, envelopes, note cards and business cards. Use this whenever you have a reason to send written correspondence.

Press Release. Let the local public know what you’re doing by sending a press release to radio, television, and newspaper outlets in your area. See if you have a city recreation department or other ways through your Chamber of Commerce to announce your events. Many places accept press releases through email so search for your local newspaper online and see about submitting your press release that way.

Donations. Find contests, events, auctions or drawings offline and donate a prize related to your business. Offer something that gets your name and web site out there and drives traffic to your site where you collect names and emails. Donate to silent auctions or for charitable fundraisers. Sponsor a children’s group, get promotional items that are unusual to gain attention, and put your flyers up in public places.

Create Giveaways. Develop your own opportunity to giveaway something related to your business in order to build visibility and to collect business cards. Make it clear that only those people willing to let you add them to your mailing list can participate in your giveaway. Always use this idea when you’re a speaker so you can do a drawing of a business card at the end of your presentation.

Flyers/Brochures. Create a flyer or brochure with information about your web business. Provide a way for people to fill in their name and email to send back to you or tear off during an event and return to you. Place the flyers and brochures in public places where you would find your target market.

Magazine and Newspaper Articles. Write articles for association magazines and small publications. Most periodicals have a website so visit it to learn how a freelance writer can submit an article or call them to introduce yourself and present your proposed topic idea. Always have at least four or five ideas ready to present that are relevant, timely, and helpful to the readers of the periodical.

Get on Media. Approach the media in your area to see if you can be a guest on a local radio or television talk show. A good time to do this is before you present a workshop or seminar or will



appear as a guest speaker. Create talking points around a timely topic that is of interest to a broad group audience where you can display your expertise.

Community Events. Participate in community-wide events. Rent a booth alone or with another vendor to display your items or hand out information materials on your services. If appropriate, pull away from the competition by doing something exciting at your booth such as giving something away, doing a demonstration, or providing some form of entertainment.

Professional Appearance. Remember you only have one chance to make a first impression and your appearance is the number one way people assess your professionalism. Have a designated business wardrobe that you wear whenever you go out in public which even includes making a run to the grocery store. You never know when you're going to run into current or potential clients.

These ideas offer some beginning points for offline marketing strategies. The most effective advertising of course is your presence - but you can't be everywhere all of the time. Look for ways to promote your Internet business through offline means and you will see your online business grow.

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The ACTION PLAN – Be sure to do the exercises in the ACTION PLAN for Section 5.

“The Lord says, ‘I will guide you along the best pathway for your life. I will advise you and watch over you’.” Psalm 32:8