

IT'S FREE Advertising



THE 'ONE LIE'
EVERY BUSINESS
OWNER NEEDS TO
UNDERSTAND TO
SKYROCKET LEADS
& SALES!

MORE LEADS

MORE SALES

MORE RAVING FANS



FROM THE CREATOR OF



RHYS NAWODYCZ
itsfreeadvertising.org

To access video training FREE, please join our Think Tank.
Join FREE of charge here: www.itsfreeadvertising.org/think-tank

TABLE OF CONTENTS

FOREWORD	03
CHAPTER 1	07
Limiting Beliefs – These are the core problems that sabotage nearly all online marketing campaigns!	
CHAPTER 2	26
The Biggest Lie – Why 95% of businesses are spending way more than they need to on marketing!	
CHAPTER 3	38
Your Current Model – If you don't really know this, then nothing will work!	
CHAPTER 4	53
Competitive Intelligence – You might as well be shooting in the dark with this information!	
CHAPTER 5	63
Learn The Law – Forget to check these core influencers and you could be a prime target for trouble!	
CHAPTER 6	68
Who Is Giving You Money – Money gets into your bank account because someone sent it there...	

CHAPTER 7	80
Words That Make Money – How to get people to take action and beg you to sell to them!	
CHAPTER 8	95
We Were Meant To Be – If you didn't believe in love at first sight, you will now!	
CHAPTER 9	101
Reputation Management – The easiest and longest lasting way to create massive wealth!	
CHAPTER 10	115
Website Design That Floods You With New Customers – It's scary how well this works!	
CHAPTER 11	127
How To Get Tons Of Targeted Traffic To Your Website – And best of all, they have money to spend!	
CHAPTER 12	152
Tracking & Analysis Triples Profits	
CHAPTER 13	162
Scaling Up	
CONCLUSION	164

FOREWORD

There is one thing that you must do if you're going to take advantage of the awesome information in this book!

Normally, when you read a book's foreword, you hear a lot about the author thanking people, saying if it wasn't for this person, none of this would have happened, what an incredible life Journey!, I'm so grateful to the universe for all the insects and wonderful things that have flooded my brain and for bacteria that is able to control my mind to achieve what I have today. Do you know what the one thing is that I want you to do and know before you begin to read this book?

Go and buy a whiteboard! You heard me correctly, I want you to go and buy a nice fat huge whiteboard that you're going to use to map out your sales funnels. That's the one thing that I'm going to praise and one thing that I fell in love with over the years, to help me brainstorm some of the most incredible ideas, business systems and sales funnels that have worked for myself and my clients to produce millions of dollars in sales and turnover.

Every step of the way as you read this book, you need to be building on where you currently are in your business and in the stream of time. The amount of value that I want you to get out of this book, isn't just so that you can move on to buying something else from our company (of course we would love that to happen, we get to spend more time with you personally & we do have upsells), but the value

that I want you to truly get out of this information is to find that one thing, that one simple little thing that could completely change the bottom line of your business!

I tell you now, that when you consider some of the case study ideas and use some of the diagrams and sales funnels that are contained within the Think Tank 360 area, it's very likely that you are going to find one simple gold nugget, one simple little gem that could possibly double or triple your business. I don't want you to miss out on remembering and having the clarity of thought to implement that gold nugget that you learned along the way, because you didn't have a white board!

So, do us both a favour and get that white board NOW! I'm actually yelling this out loud as I write this! Literally go on the internet or down to your local office supply store and buy one! Don't keep reading until you have one with you, otherwise you might forget an important idea or concept. Then get ready, because this information is literally going to take you to the Moon!

Disclaimer

This information isn't actually literally going to take you to the moon physically, just in case you misunderstood that (trust me, there is an idiot out there that would try and sue me for saying that). But it's funny when you talk about things that are available and possible in today's day and age, especially with the amount of technology and business opportunities that surround us.

Unfortunately, if I talk about something in a way that could be misunderstood or at the same time have an ulterior intent so as to create misunderstanding, I can really put myself in a lot of legal hardship. I can create a lot of problems for myself, my team and for my business, unless I try my absolute best to clearly help you understand that the results that I'll be talking about in this book, all of the case studies and anything that seems to be an affirmative of what you could achieve, is most likely not going to be possible. The results talked about in this book are not normal and cannot be reproduced by simply reading this book. You will not get rich by reading this book. You actually need to do things beyond reading a book, apply things, test things, and try again.

Many of the examples are not typical because they have been carried out by people who are extremely dedicated and have put in incredible amounts of time and energy to bring the projects to life and bringing such projects to life doesn't come about by just reading a book! It does not come about by getting excited because I may have a way with words, pump you up and get your heart racing, so that you think that you are going to be the next millionaire, because that would not be true (I'm actually not that good of a speaker or teacher, that part was to make me feel good). Anyway, back to you.

So, I need to make it very clear for you to understand that, just by reading this book does not mean that you are going to walk out and get free advertising and never spend a

penny on advertising, because that is not true. What we are going to be sharing with you in this book is how to create marketing systems, that can allow the cash flow on the front end of your business to try and break even, therefore pushing a continuous supply of leads and customers into your company, to grow it to nearly any level (within the boundaries of human possibility!). But of course, I can't say any level because that would be too continuous, and there is going to be a lawyer out there who will try and screw me on this, so I'm going to try and pretend to be as vague as possible and basically say that everyone is probably going to lose all of their money to inflation and we're all going to walk outside and get hit by a bus and probably die before we make any money anyway, and we should probably not even do anything at all with our lives or even try to achieve any goals.

Now that I am probably clear legally, let's make some money!

CHAPTER 1

Limiting Beliefs

Okay, let's get started! Now, if I could talk to you face to face and get excited about just how cool and life-changing this type of information really is, we would be jumping up and down buying everyone drinks at the bar and just going absolutely bonkers! When you learn how to implement marketing systems and advertising systems that are able to give you a constant flow of new inquiries, whether or not you even want to take on those inquiries, but just knowing that you have that consistent flow of inquiries allows you to have a completely different view of growing your business. Maybe it's increasing your prices, refining your processes and building something that you absolutely love working with, inside of, on top of, whatever!

So, when it comes to the actual sales funnels and use of internet marketing in your business that we're going to be talking about in this book, I need to start by talking about some limiting beliefs that the vast majority of people have. And because of those limiting beliefs, many people create a lot of their own roadblocks to achieving the success that is basically waiting for them on a platter.

There's nothing that has to sabotage your business. It's nothing exterior, it's your understanding, your attitude and your ability to know how to play the game amidst "The

Rules of Engagement” and amidst the realities you currently may not understand. Such things as riding trends, proper timing of things, understanding competition and so forth. If we can lift the veil on your understanding so you don't start to get depressed and upset along this journey and start to think that maybe you're just not cut out for it, you will be unstoppable!

All those types of beliefs are going to creep in when you hit roadblocks. Maybe you don't actually understand how marketing really works, and you may not truly capture the use of advertising and how it only is an initial boost of interaction between you and your prospects, and that it's not the golden pill to putting money in your bank account. This is not a build-it-and-they-will-come scenario.

So, let me just define a few things for us, so that as you're reading this book, there's no misunderstanding about a few key words and key phrases.

MARKETING - Is the whole process of acquiring your customers. So, it's quite a broad term that is used to describe the entire process of acquiring and monetizing clients. This can refer to sales that happen on the front end, it may even refer to building an email list where you still have not made money yet, but it's a part of the marketing engine. It may be about reselling to a customer that you already have, selling something new, or it may be re-contacting all the old customers, to try and reactivate them or sell them something again. Each of these different

modules and abilities to monetize your customers, all play a part of the marketing engine.

ADVERTISING – Often, when people hear the word ‘advertising’, they think that it’s the same as marketing but it’s not. Advertising is finding where the new customers are and then you’re getting in front of them with your message. So, for example, if I create an ad and I put it on Google Ads, we are going to create the ad, write the message on the ad, then I’m going to tell Google Ads to place that advertisements in front of people. Those people could be people who type in a specific keyword or could be viewing a specific type of website. Therefore, they must be interested in a certain topic and then in that scenario, Google ads is going to display my message to those people. That’s called Advertising.

When you’re driving your car and you see a billboard, that’s advertising. When you’re surfing Facebook and an ad pops up into your newsfeed, that’s advertising. When you’re watching a television show and an ad pops into your screen, you guessed it, that’s advertising. When an email is sent to your customer after they visit your website, you might want to call that advertising, but it’s really a piece of your marketing system, not really an advertisement.

Advertisements are not the entire marketing funnel. They are purely the front end of displaying your marketing message to potential prospects and people that will potentially engage with your company.

It's the attention-getting message.

SALES - Sales is when you proactively find people, talk to them (generally face-to-face), asking them questions about their needs, building a relationship, and portraying your message to them to close a sale. This can also happen in the form of a letter, copywriting or sales copy, video and so forth. It's that part of doing your presentation to the prospect.

Probably one of the best examples of this, is when you go and buy a used car. We all think of used car salesman in this sense where they talk to us, they tell us all of the benefits of a certain vehicle, if they're honest with us and the price is good, a sale is made. The car salesman persuades us about where that car sits in the value ladder in our minds. So that you can compare it to another car or even another car yard who is also trying to sell you used cars.

Of course, the online sales process will take on a different form. It will either be videos or it will be in the form of sales copy that is written with words and pictures on a website. **But it's the conversation that takes place in order to describe the value of what you're offering and to try and close them on the sale.**

The next important thing to understand is what a conversion is.

CONVERSION - A conversion is when an action has taken place. This does not mean that someone has paid you money, it could be something as simple as clicking an ad, subscribing to your newsletter, completing a survey or buying something. Whatever the goal is, can be labelled as 'the conversion'.

UPSELL - This is when someone has purchased the front-end product or service of your sales funnel, then after they have made that smaller commitment, you then ask them to purchase even more from you. You don't tell them about this step until after they have made a commitment with you. This allows you to create a higher ROI (or break even) for your marketing overheads. In a sense, the "Free Advertising Model" is a sales funnel that revolves around the upsell to your main money maker.

REMARKETING - Now this is not to be confused with an upsell, this is the process of sending out more marketing messages to existing customers or people who you know have already interacted with your business. So, this is not at the point of sale.

This could even be as simple as someone that Facebook has told you has seen your ad and watched all of the movies that you posted, so you know that they might be interested in your content in some shape or form. So, the "Re-Marketing" or also called "Re-Targeting" is you going back to them to send them more advertising messages, because they seem to be a warmer market.

PPC - Pay per Click. This means that when you are running a marketing campaign, you are paying only when someone clicks on your ad. Most platforms like Google don't allow a user to keep clicking your ad over and over to waste your budget, it should only count per user that clicks the ad within a certain timeframe.

IMPRESSIONS - This is simply someone seeing your ad, or at least your ad being shown on their screen. They may not actually realise it is there, but it is considered as an impression.

CTR - Click through Rate. This is a calculation of how many times your ad is seen, or how many impressions it gets VS how many people click it. So, if 1000 people see your ad and 100 clicks that is a 10% CTR. Does this Makes sense? It's just a simple way of determining whether your ad is being shown to the right type of people. Otherwise, advertising platforms are wasting impressions by showing ads to the wrong audience, and they will usually make an advertiser pay more money because of the irrelevance to the audience.

SEO - Search Engine Optimisation. The title or name doesn't really tell you what the heck is going on. It's such a general term that could be applied to many things connected to search engines. But the known term "SEO" refers to the things you need to do to your website, in order for it to be ranked high in the natural (anything not paid for) search results. So, this can include changing the content

on your website, making sure it loads fast, linking to your website from other websites, to show Google your website is relevant for a certain topic and set of keywords.

SOCIAL MEDIA - This refers to many platforms where people connect together, hang out online, chat, share information and content. This can include things like videos, tutorials, chat rooms, news and pretty much anything at all. Facebook, Twitter, YouTube, Forums & anything that involves users getting together and sharing content is generally considered a "Social Media Platform".

Now that you have some clear understanding of the vocabulary, let's move on...

The **BILLION** Dollar Man

There was a man who used to run a billion-dollar Empire and he was looking to hire an apprentice. The Apprentice would come into the old man's office every weekday and the old man would make him polish a lot of the woodwork that he had in the office. He would make him run some errands, make him coffee, go and buy him a very specific lunch that he wanted. As the days went by, the apprentice started to ask the old man some questions. He said, "when am I going to learn how your business works & when am I going to learn some of the marketing ideas and strategies so that I can truly help you as an apprentice?" The old man said, "Don't you worry, you just keep doing what you're doing and you'll get there".

Now as the months went on, the older man would tell the young apprentice stories about people in his company. Stories about the most successful people, and also about the most unsuccessful people in his company. But the trick was that as he was telling the apprentice the stories, he wasn't explaining to him who they were, where they worked, what department they were in, or even their names. He would explain and tell the story in a way that sounded like a novel, like a fairy tale, something that was nothing more than an avatar, that an old man who was losing the plot would make up.

He would tell the apprentice the most important points, **clearly describing exactly what took place, what went right, and what went wrong.** The apprentice was getting upset and frustrated, wondering why this crazy old fool was telling him these stories. He became so impatient that after a few months, he gave up and quit his job.

So, the old billionaire hired another apprentice and continued to do the same thing, until one day, he came across an apprentice with personal qualities such as humility, patience and appreciation for what the old billionaire had already done. This unique apprentice was ready to wait until the old man would open his **treasure chest of knowledge.**

Because of those personal qualities, the apprentice who succeeded was the apprentice who finally realized that **all of those stories from the old billionaire was the training that he needed. Even if he didn't like the way he was being trained,** it allowed him to look at the old billionaires' companies and offer advice, ideas and creativity that would turn the old man's empire into a global monopoly.

If you want to be the billionaire, you need to think like one. So why on earth would you not soak up every second of the old man's knowledge and point of view?

Do you have the patience and the qualities to take your business to the next level? To learn new things and new perspectives? Do you understand that you don't know

everything, and that you need to grow personally if you are ever going to grow your business using the internet?

If you did purchase the whiteboard that was suggested to you in the foreword of this book, you are on your way to mapping out the changes that will bring your company to the next level and the changes that you also need to make personally. Identify gaps in your knowledge and abilities, then find the help and answers to keep moving forward. Don't get impatient, don't be proud.

THE BRAIN GAME

In this section, we are going to talk about different mind sets and attitudes, when it comes to your view of marketing. The way that you view your business is going to determine how you approach your business, therefore the mind sets that you have and the attitude you have towards marketing (and also the expectations you have of marketing) are going to make or break the way you approach marketing your company.

Number One

Marketing is the key money-maker in your business. Most of the activities inside of your business are going to cost you money. You are trying to fulfil orders, deal with people and pay bills along the way. But marketing is the thing that **makes the money** for your business. It is the most important system that should be prioritized and analysed.

Number Two

Marketing is not something that you do once. It is something that you (or someone you employ) will continue to do every single day, every single week, every single year. It is an ongoing process, it is not something that you do once and forget about. It must be as important as checking your bank account to make sure someone has paid you.

Number Three

Marketing begins with understanding the needs and wants of your customer. It is super necessary to understand your prospective customer in detail, so that you can dive into the way they think, why they feel the desires they feel, to the point of understanding the words they use to describe their situation, and describe what they want. When you can understand your customer clearly, you will be able to develop a deeper relationship with them, help them get what they want and keep them moving through your sales funnel.

Number Four

This is one of the funniest things that we have to appreciate, but it is also one of the most frustrating things. If your marketing is not working, it's not the customers fault. You see, people love to buy things, to the point of instead of you needing to convince people to buy products, the buyer needs to convince themselves that they want to buy and love to buy what you have.

They need to understand that you are offering a solution to that problem they have. Because the truth is, it has never been easier than in today's day and age, where we live in a world where people actually think that it's important to buy more stuff! It's crazy, but it's true.

People think that they will be more important, more

successful and more popular if they buy more stuff! Nuts! So, if you've ever been wondering why you can't sell something, one thing is for sure, it's not that people don't like to buy stuff, it's that **you are not positioning yourself correctly so that they can sell it to themselves.**

Number Five

Marketing is about triggering action and getting people to do something. Humans don't always make decisions consciously, although it does appear that they have decided to do something, irrational behaviour and irrational thinking is highly common. Most of us are victims of circumstance and we are highly affected by the things that happen around us, the sounds that we hear, the sites that we see, the things we smell and the things that we taste. You may have heard about the chimpanzee who put his hand into the middle of a tree, so that he could get the Apple from the inside of the tree stump?

There was a hole in the middle of a large tree stump, only big enough to slide your hand in. But on the inside of the tree stump was an apple. This apple was like nothing the chimpanzee had ever seen before, it seemed delicious and golden! So, the chimpanzee slides its hand in to grab the Apple, but was not able to pull his hand back out of the hole! You see, now that the Apple was in his hand it would not fit.

Why on Earth did the chimpanzee put his hand into the tree and try to grab something that was clearly impossible to get out? Even if you just looked at that apple, you could see it would not come out of the hole! So now the chimpanzee was stuck, and eventually died when a hunter came along and caught him, because the truth was, it was a trap.

Unfortunately, humans do the same thing. They will often act on impulse and emotion, to get something out of greed or to feel better. The point to remember is that we will only use and try to trigger other people's emotions within ethical boundaries, that do not cause harm to other people that are in the best interest of your prospects and your customers, without swindling or manipulating them to buy or take action on something. Not only is this out of legal reasons and ethical reasons, but it also comes back to your reputation. The last thing you want is angry people who feel like you tricked them.

So, if you are going to be the one to place the apple in the tree, don't make it a trap. Let them have what they paid for, and deliver the expectations that you sold them on. Plus, if you put it in writing, it's a lot easier to resolve conflict.

Number Six

Everything is a test and everything that you're ever going to do from here forward should not be seen as guaranteed success. It is merely a test, because we are looking for

what works and then we are going to scale what we know works. And that's a key point: We scale what we know actually does work. Which also means many things won't work for you and me too.

On the bright side, gone are the days where you can come up with ideas, sit around and have a few beers with your friends, then think that you're going to deploy a genius idea. That ends up failing miserably. We do like to think that everything we do is going to work, but this can cause us to be in a continual vicious circle of unsuccessful marketing efforts & business ideas. It will come to the point where all of those failures compound, and it affects our attitude & feelings, and therefore our approach to everything in the future. Generally, people give up.

If you have the attitude that everything that you do is a test and you understand that we're looking for what DOES work, then you are on a path to unlimited success. It will be hard, but there are ways that work, and there are ways that lead to your paradise goal.

Number Seven

Running your marketing should be viewed as a module inside your business. In fact, it can be likened to running a separate business or system. Why would you want to do that? Because when you run something like a business, you take it seriously. You try and measure its results and you make sure that it actually fetches you money.

Otherwise, you stop doing it. Most people run their marketing based on a few ideas and feelings that they have in the head, some kind of intuitive thought that they have. That's a recipe for disaster. Marketing campaigns are like starting and closing businesses. If they don't meet a profitable criterion, close it down. Then once you start to make something work, optimise is to maximise what it can do, then replicate it.

That's also the benefit of having a top-notch person do you marketing for you. Because for them, they need to keep you as a client, and deliver results. You are like a business for them, as a client. So, they should be taking it serious to the point of constantly testing and looking for new ways that will work for you. And of course, they too, will not always be successful every time, but they should at least have a process to split test their way to your success.

Number Eight

The best marketing is a marketing system that can be defined in steps. It is a marketing system that can be sequential and understood. My favourite thing of course, is that a marketing system that can be put down on a whiteboard. If you want to build a marketing system and funnel that works, you need to have clarity about the journey that your customer is going to go through. As they learn about your services from the very beginning (the moment they see your ad for the first time), right to the end

when they buy the most expensive services and products that you offer.

Number Nine

The way to grade the success of your Marketing System, is to compare it to "the perceived value that your customer has about your company and your products". The reason I say that is because, until your customer actually purchases your product, spends time using it and can truly see the value come to life, all of it is just their personal perception. Even when you put the hard sale on them (before they have ever really experienced your product), they are still creating a perception of what you offer but they have not yet tried it. So, from start to finish, if your customer is happy and "the perceived value that your customer has about your company and your products" remains the same, you have a winning business and marketing funnel.

Number Ten

You must see yourself as a marketer, not just a business owner or a business professional in your industry. It is vital for you to also appreciate the entire Marketing system and its value in your company. When you do, you'll be able to provide your employees and the people inside your company, with an unstoppable new flow of business.

Number Eleven

You must find your customers where they are currently. You cannot come up with a fantasy idea that you're going to bring them to where you want them to go. Yes of course, it's possible, if you're thinking about a shop front, you might advertise to them in a newspaper and then that invites them to Visit your store, but that's not what I'm talking about. I'm talking about accessing them and finding them on the front end, the advertising end, to then engage them and show them that your company offers value and a solution to their situation.

So that means accessing their attention in the formats that they are available in. Whether they are a Facebook user, Google searcher or whatever. Go there and meet them to start your sales funnel.

Conclusion of Chapter One

This is the end of this section regarding limiting beliefs. You may not truly appreciate some of the key points that are in this chapter or even why you need to consider them. Potentially, you even read them and was saying to yourself "yeah, I know that already, whatever! Let's get to the juicy parts! Come on! What's that one thing that I need to do? What's going to put a million dollars in my bank account?"

If you are thinking like that (and I know what that feels like), you are going to miss out on a lot of awesome information.

So just take a chill pill, think about these things one step at a time, meditate on them and truly realize that when it comes to marketing your business, we need to design a system it is going to change your life, something that's going to change your business forever! And it's going to take some brain power, it's going to take some thinking, and it's going to take some elbow grease. So, stop rushing.

To access video training of this chapter FREE, please join our Think Tank. You can join FREE of charge here: www.itsfreeadvertising.org/think-tank

CHAPTER 2

The Biggest Lie

You probably heard the phrase that “there is no free lunch”. In fact, when it comes to the advertising, marketing and sales world, there sure as heck is not a free lunch. In fact, you'll be lucky to survive if you were begging. We all know the phrase “It's a dog-eat-dog world” and that aptly describes the business world. If you are on a free lunch train, don't tell anyone, because the hour glass is running out of time until someone realizes that you are cashing in and they will come flooding to compete with you.

So, when you read the title of this book “it's free advertising”, did you think that you were going to swallow a golden pill that was going to make you poo money? Where you looking for a free lunch? Well, one of the awesome things that is available to us these days is: information. It's abounding in many forms and there are many people who are offering extremely valuable information, which can help you gain more success with your business.

But if you have been led to believe by other marketing companies or people (who are only trying to get you to sign on the dotted line), that they are going to make you rich and that your marketing, will for a certainty make you money, then you have been led to believe a lie. Now in saying this, in my younger days, I have said things that

I should not have said. When trying to close a sale, I've made promises that I should not have made. I have had customers who absolutely loved me and customers who thought that I was overpriced and was not able to deliver what I had promised. Alas, those things have been true from time to time. But you also need to understand that the landscape of marketing your business always changes, eventually.

New development of technology and new ways of doing things therefore means there is always new competition. The only time that I would say this may not always, is when it comes to good food. Let's face it, we all love good food, and until more plants and animals are created we will probably continue to use the ingredients that we currently have to make delicious food which is an art. But in saying the word "art", the artistic world is of its own nature.

But as for the rest of us, innovation is always happening in our industries. Therefore marketing is always changing and the most important aspect of this is that humans and our customers are always changing! Their personalities are changing, the generations are changing, their expectations are changing, and their intellect is changing. So as long as our audience continues to change, our marketing must also change.

Thankfully, when you have a clearly defined marketing funnel and sales system, generally speaking, it is only 'the offer' and a few tweaks that need to be updated as time

goes on, which makes this very easy for continuous growth.

MAIN GOALS

So let's get into something a bit more tangible as to what we're trying to build. I'm going to draw a simple diagram. It's going to move in five or six parts. These are the goals of what you're actually trying to build. Often, we think that you're just trying to make sales and get money, but when it comes to approaching your marketing from the correct angle, it's all about audiences and groups of audiences. These are actually the most important things that you can define.

Step 1: Your first list that you are going to target is an audience based on your demographic.

Step 2: Now knowing your exact customer demographic, you are able to find them, which advertising platforms can be used to reach them.

Step 3: Send them an advertising message, to bring them across into what we will call the "free list". The "free list" is a list of people that have shown interest in your company, to the extent where you now have their contact details. This could be an email, phone number, or a mailing address.

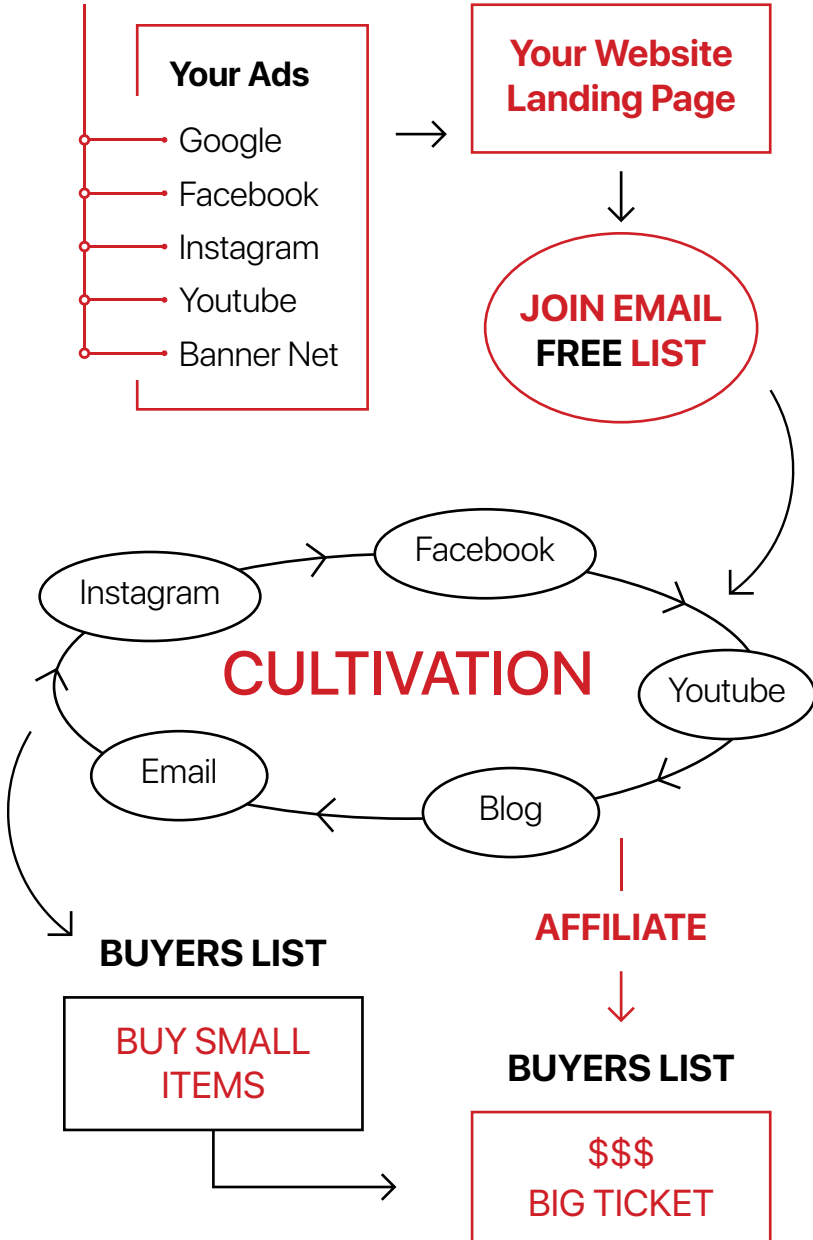
Step 4: People then move across from that free list into a “front end buyers list”. They will do that because inside the free list, you are going to be sending them valuable information to help them appreciate that you are the person (or your company, product, whatever) that has the solution to their problem. This is when a sale takes place. The sale is happening inside this free list because you constantly cultivate the free list, trying to persuade them to buy from you. This is going to push people across into your “front end buyers list”.

Step 5: Now, from being a paying customer, constant cultivation still needs to take place if you have further up-sells and high ticket items or services to sell. Generally speaking, on the front end of a sales funnel, you will have something simple and small to sell. A small commitment, but a bigger commitment than the last one which was submitting a form and giving you their contact details. So, after that first little sale (and no problems, fraud or issues), that same customer is likely to come back to you and commit more of their money to buying far more expensive items or services with you because they now trust them.

This back-end and high cost area of the sales funnel is often where the most money is made. Some people call it the 10x 20x back-ends. This is the true cream of your business.

To access video training of this chapter FREE, please join our Think Tank. You can join FREE of charge here: www.itsfreeadvertising.org/think-tank

Demographic



So, can you see on a very basic level that a marketing system involves the customer moving into different lists based on the actions they have taken. This will then help you to clearly identify how you need to interact with your customers and lists at each stage of their value journey. That is exactly what we're going to talk about now.

THE VALUE JOURNEY

When thinking about the simple diagram above, the reason why someone would be moving from an audience target or demographic list (which basically just means a segment of the market you can advertise to) into your free list (which is their contact details that you now have in your possession) and then into your buyer's list and beyond, is because, at each step of the way, your customer is seeing **something of value that they want.**

So, let's describe what the value journey is or at least how it would work in the real world. But just before we describe a case study as to how the value Journey would work, you need to understand one very important thing. It's that the main idea or benefit that you offer must run through your entire marketing funnel from starts to end.

If you deviate too much from the main idea, the main solution, the main benefit, the main dream that your customers are looking for it, is highly likely that your sales will diminish and your conversions will drop off dramatically at some point in your marketing funnel.

In fact, you can also ruin your reputation and brand, because it will lose its identity as the solution to something specific. So, in order to maximize your conversions throughout your marketing funnel, we need to keep in mind that there is one belief of happiness that your customer is moving towards. If that feeling or belief of happiness isn't somehow running through every single step, and every single marketing message, then you are leaving money on the table.

Okay, so let's come up with an example. The example that I will use is from a previous client in the liposuction industry. I'm using this particular example because it is a very emotionally intense decision for a customer to make. It's a service, that when undertaken by a customer, involves their own personal identity. It involves the way they feel about themselves, their self-esteem and can ultimately change the way that they do many things in their life. All coming back to the way they see their own weight and physical appearance.

It's also an industry that is heavily regulated by the government. There is an agency or organisation set up by the government, to ensure that no deceptive advertising is taking place. This is to avoid advertising that makes people believe that they are going to get something that in fact, they will not and of course to avoid people using a medical service that they really don't need.

So where does the Value Journey begin?

Let's start with the audience. Prospects would be researching relevant information on the internet, on Google, on Facebook and so forth that revolves around weight loss. But it would be taking it that extra step further, where they feel that diets do not work that well and they would like a faster and more guaranteed way of solving the weight issue. Perhaps, stubborn fat and gristle areas of the body that can't be changed by a good diet and exercise.

Now, whether or not it is true that liposuction is going to help them (we will not comment on that or on the procedure because we are not doctors) from my marketing point of view, the start of the value Journey is the same idea as the end of the value Journey. They are going to get specific results that they believe in. It's going to be fast, easy and long-lasting and in turn they are willing to spend a lot of money to get it.

So when they see an ad, what type of ad would this type of prospect click on?

They would most likely click on an ad that makes them see value in what is being offered, maybe it's a free book about long lasting results from liposuction, maybe it's a price that they think is very good or maybe it's a video or webinar that is going to explain to them exactly how the surgery takes place. Those things may seem valuable to a

prospect, where they would at least be interested in giving some of their time in exchange to learn what is being offered.

Then, once moved into the 'free list', that's when the dance starts. That is when the sales process really starts to kick in, where they are given valuable information and understanding on the topic that most interests them. This then starts to build trust, as that trust builds, more information is given to them so that they have the ability to a decision to become a buyer, and this does not need to be a hard sell. Once enough cultivation and information has been given to people on the free list, we are simply offering to help them get the results that they want, quickly and easily. There is no need to manipulate the sales message, there is no need to be tricky, there's no need to get yourself in hot water, with governmental authorities. If you have been working at giving your prospect value in time, this gives you a good reputation and can snowball into referrals and additional sales.

Is that where it stops? Of course not. That same customer is highly likely to be interested in additional services, potentially even services that you are not able to normally advertise such as using the word Botox. In many countries around the world, clinics are not able to use the word "Botox" in an advertisement, or even on their website! But it's a very common service and product that is used in Beauty clinics around the world! What else would that same customer be interested in? The list goes on and on

and all of it is free advertising on the back end.

So the customer is going on a value Journey, to perceive the value that you have to offer them. If you have this mindset and view of all of the marketing messages that you create, you are going to have a clear understanding of what will and will not work. What people will and will not give you money for, and why people are or are not buying from you.

Now just to add to that overall process and journey that a customer is going through, at each step of the way, it is often a good idea to offer them something free of charge in exchange for their time. You see, people's time is the most valuable asset they have, and that is exactly why we delete so many emails after only reading the subject line.

Sometimes, we don't even read the subject line, we just look at who it's from and make a decision. If you are surfing YouTube, you might look at the thumbnail image for the video and make a decision as to whether or not you even want to read the title of the video. Why are we doing these things? Because our time is so important to us! Therefore, we need to be willing to make an exchange for that time. Simply saying "Hey give me your money" is not a very good exchange for their time. But offering what is called "lead magnets" or "loss leaders" will allow people to see the value in giving you their attention, maybe even a small sale, then from there they are ready to rock and roll.

Take for example, larger companies like Bunnings in Australia and Walmart in USA, and in fact, I should also be thinking of Amazon, one of the largest online retailers. It's a little bit more complicated to understand Amazon's Marketing Systems because they rely on Affiliates and a wide range of online marketing, but the concept is generally the same even when implemented by their affiliates.

Most of the time, you'll see advertisements for gift cards, discount coupons, or some type of product that is far cheaper in their store than anywhere else. When you read catalogues produced by these large companies often, we think that the catalogue is going to show all of their products, when that is most definitely not the case. They do not show us all of their products, they only show us the products that are heavily discounted, potentially even discounted at a loss. Why would they do that?

Because it gets us a little bit excited and we feel that it was valuable enough to look at their marketing message and valuable enough to drive across to the store or get on to their website. Plus the next time we see something from them, we want to take a look, in case there is something new and cheap, or new and exciting.

But what happens once you actually walk into that store or click on to that website? Sure you'll find the item that you saw in the advertisement, but you are also surrounded by many more products and additional services that you are

also likely to purchase at the same time.

Because these big companies have such a well mapped out marketing System, that they have tested over and over again, they can calculate the likelihood of what people will purchase, when they enter the store. The best way to place other items around those sale items and what the overall sales and profits might be.

So for you, you need to look at your current marketing funnel and model. Then we are going to be building or reorganizing it, upgrading it. Understanding that your customer is on a value Journey and along the value Journey, we need to exchange items of value in order to get our prospects time and attention. Then with that attention, start dancing on the sales dance floor with them, and then, eventually seal the deal and have them become a buying customer.

What's the goal? Free advertising of course, or in other words a "positively geared sales funnel".

To access video training of this chapter FREE, please join our Think Tank. You can join FREE of charge here: www.itsfreeadvertising.org/think-tank

CHAPTER 3

Your Current Model

Okay this is where we start to get practical and draw out on your awesome new whiteboard that you recently purchased, your current marketing funnel/system. So that we have a basis to build upon. If you are creating a new project and you do not have a current business that is fine also you can use this information to create something epic right from the start!

The reason I want you to draw this out and mind-map these elements of your business onto a whiteboard is because I'm trying to help you save time in having to read this book over and over again. You can understand how each of the points in this book can be applied to your business, a lot faster by visually seeing what you're currently doing and allowing you to creatively upgrade your marketing sales flow. And of course, writing things down before you forget them always helps!

So in order to do this, I'm going to talk about a company as an example, and then you can see which elements might apply to your business, then you can add it onto your whiteboard ok?

I'm going to use a window cleaning business as an example. I think this is a very good example because it will

apply to a lot of different businesses that share a similar business model. The reason that I've chosen this model as an example is because I think that it will also help a lot of people, even if they don't use our company or services, I know that this will actually help a lot of regular guys and girls and families to really increase their cash flow.

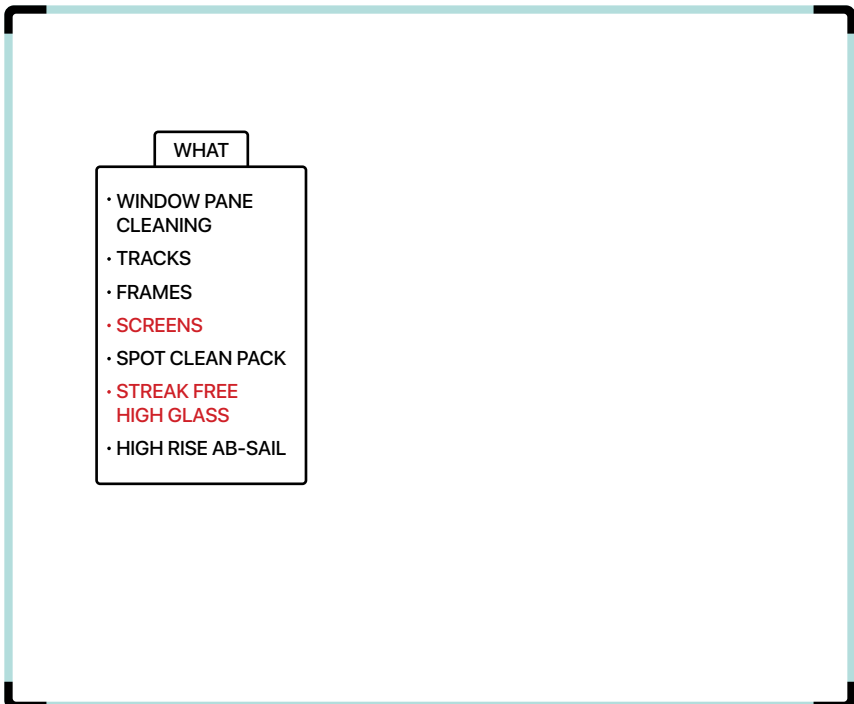
So what I want you to do is, draw out your main services and products that you offer. I want you to draw circles on your whiteboard and inside each circle, you are going to write the name of a particular service or product that you offer. So for this example of a window cleaner, you might think to yourself "Well I only clean windows, that's easy, I'm just going to draw one circle and write down window cleaning". If your brain is operating at that level, and that is how you are thinking, we are going to have to do some work. We need to break things down.

Step 1: Your products and services. What do you do? 1 - You have to wash the windows. 2 - You also have to wash the frames. 3 - You also have to wash the screens. 4 - You also have to wash the tracks. 5 - You also potentially wash and clean other areas around the windows. This might add on additional services such as pressure cleaning or even polishing stainless steel.

You could continue to separate the tasks that you do or even add on additional tasks such as gutter cleaning or cleaning the glass around a swimming pool. You might isolate cleaning the windows on the second story versus

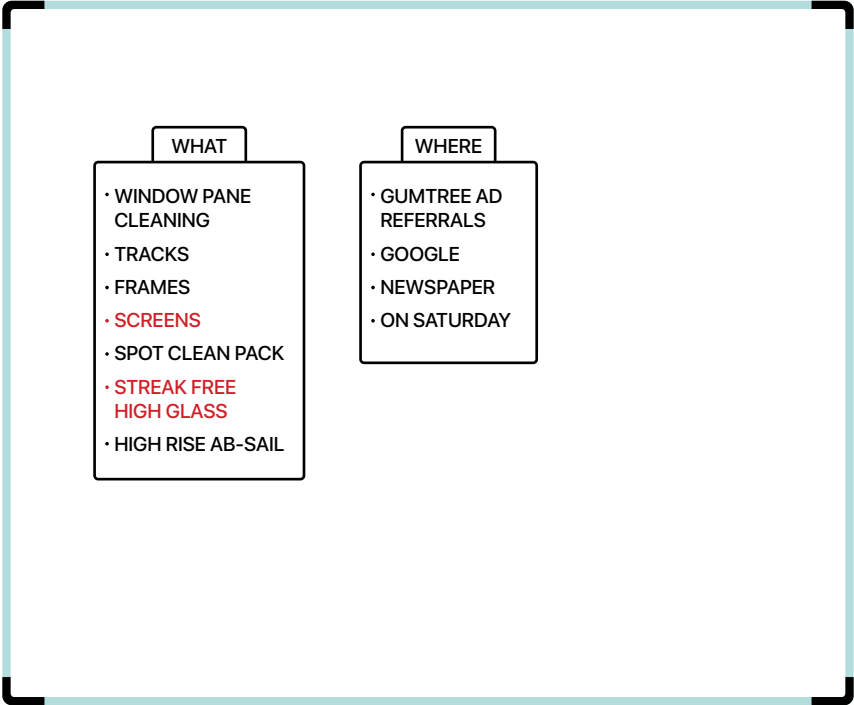
the ground floor. Another potential idea is having a special streak-free rinse and polish that allows the glass to stay cleaner longer. Or you could even sell them a small spray bottle and spot cleaning kit for small smudges and maybe even door handles.

So now something that seems so simple and a singular service is now broken down into quite a few different services and offers. So, I want you to write on your whiteboard each of the different individual things that your company does to help other people. Identify them individually, and maybe draw what you already offer in 1 colour, then with a second colour you can add your ideas into the diagram.

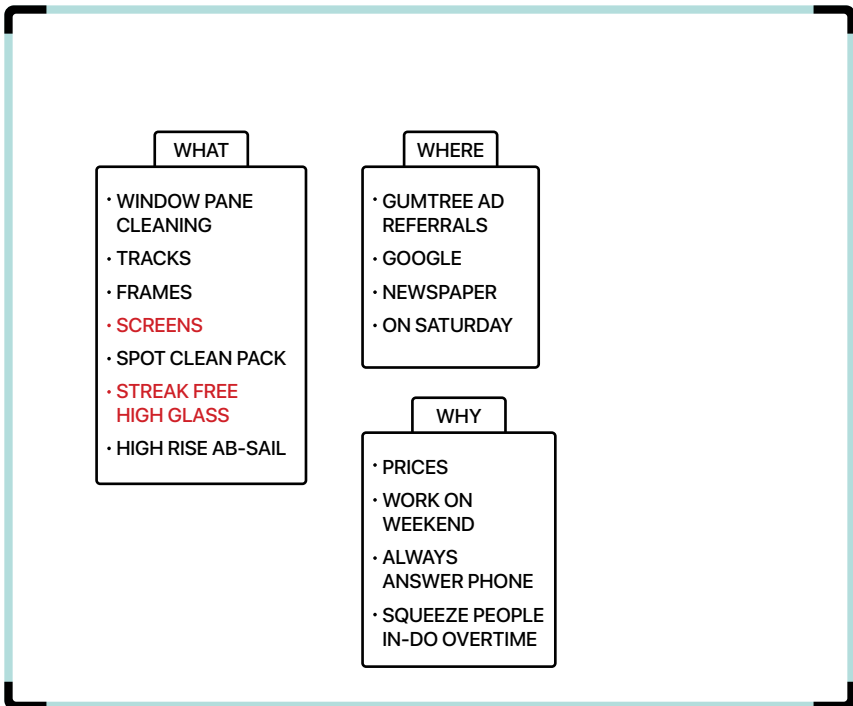


Step 2: Now I want you to write down how people are currently contacting you. Currently, how are you getting the leads and business that you currently have? Are you advertising in the paper? Are you advertising on Google? Are you asking people for referrals each time you do a job for them? I want you to think very carefully about all of the reasons why someone has been able to find you. What are the channels they have used or gone through to be able to engage you for business?

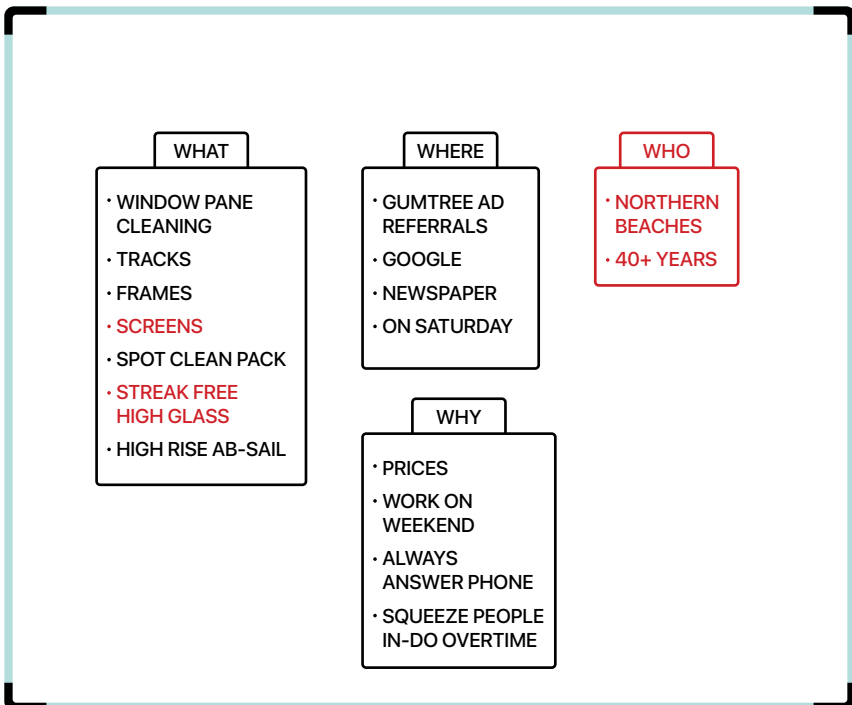
So, we are going to draw another big circle, and in this big circle you're going to add in all of the different ways that people are coming to you and finding you.



Step 3: Now in this third step you going to build a list of why people are contacting you. I want you to do a little bullet list of the major reasons why people have decided to contact you. What is it about you that makes you different from the next person? Is it because you are available? Is it because of your prices? Is it because you have a good reputation? Is it because the person will believe the referral that I would give as being reliable? Is it because you have a free report that is going to help them achieve what they want? We need to drill down as to what it is that's motivating these people to contact you for business.

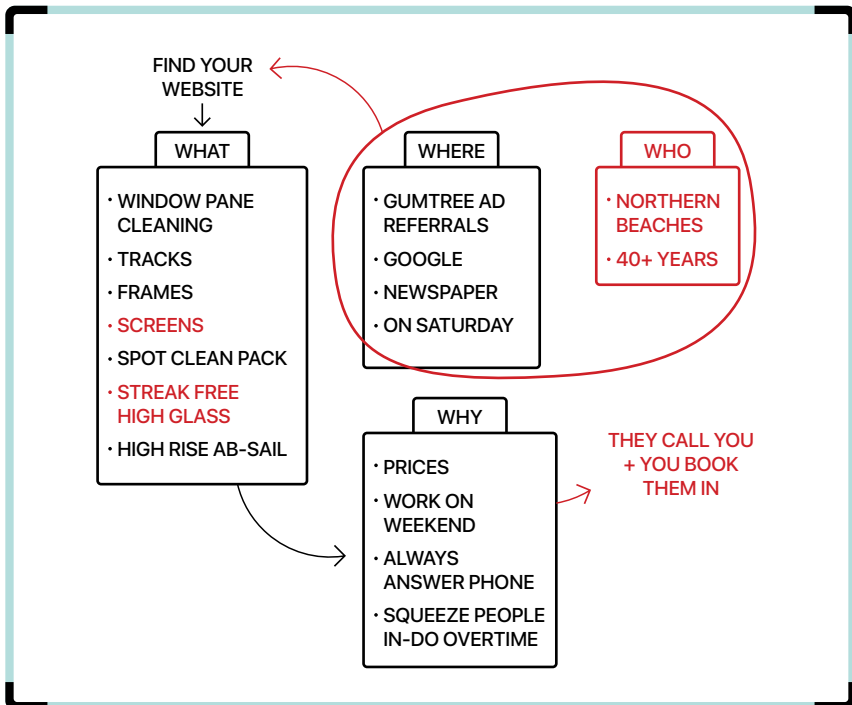


Step 4: Who really is your ideal client? Carefully think about this. This is the part where we think of demographics, maybe age groups of people who use a window cleaner or income levels. I would imagine that someone who is 18 years old and just moved out of home, couldn't care less about cleaning their windows. Maybe until someone is 25 years old, maybe 30 years and older is a better bet for someone who would spend money on a window cleaner. If you're trying to potentially think of the best clients, it might even be someone who is 45 to 70 years old, who lives in an area of town, that's has a little bit more money and they might still work, or run a business, and because they're busy people they would likely not be cleaning their own windows.



So we have isolated exactly what it is that you are currently offering people, then we were looking at how people have been currently contacting you, so that you can do business with them. Then we have looked at why that have decided to contact you and finally analysing the demographics and extra details about the client themselves, what type of life they have, their age and so forth.

Step 5: This might seem like a very simple and no brainer type of a business model but it's just a basis, and it's what we need to build upon. So if we wanted to draw in a flow of events, we would add arrows onto our diagram like this.



If you can expand upon that model you have drawn, If you have a bit of extra information, I would recommend that you sit there and stare at that white board and think of all of the current little systems, little processes of your company that you can draw on to that mind map. We are trying to create a detailed Marketing System. BUT we need to start with your current position, so that we can clearly identify opportunities and possibly even elements that you should not be doing at all.

What Is Your One Idea?

So if you would remember, previously I was talking about the one solution or one promise that needs to run through all of your marketing messages. From your initial advertising, all the way through to having a satisfied customer. There is generally one idea and one solution that resonates with that customer and is the reason why they're choosing you. This could be because they trust you and know that you are not ripping them off. This could be because your pricing model is understandable. It could be because a friend of theirs who has clean windows all the time recommended you and they have now seen your work! It could be because their house has a lot of valuable things inside of it and they do not want to use a window cleaner who might potentially steal from them or tell other thieves what they have inside the house. It could be your availability and they are in a hurry.

Your business must connect with what that individual customer is looking for. You might think "I don't only want to be known by one thing, because I do all of these other things too!" But that doesn't matter as much as you think because you only need to lead with one main idea that resonates and connects with your customer and then once you grab their attention, you can lead them down your sales funnel, and keep selling them all of your other services!

Once someone enters your 'free list', you will have extra time to share with them the additional value. Remember there is going to be a cultivation part of the process that we're going to tie into your Marketing System and during that cultivation time, we are going to be able to help them understand all of the additional value that you offer.

This part will take a lot of brainstorming and you will come back to this many times. We will also touch on this further in the preceding chapters, but I need to help you think about your "main idea" right now to get your creative juices going.

For example, if you think about our company Tell Media, and the reason that you may have clicked on one of our ads, maybe an ad that talked about getting this free book, about ranking no 1 on Google, or help to scale up your business, and then saw a video on our website that spoke about marketing models and sales systems that can create a constant flow, new customers and leads, that in

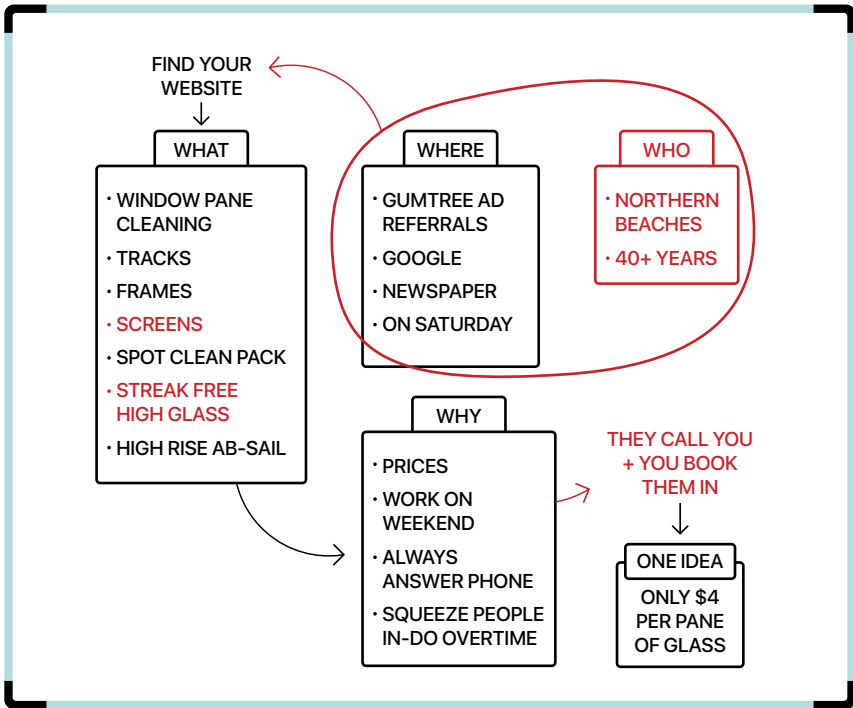
turn give you essentially what can be called “free advertising”.

It was that one idea: that you could have a constant flow of leads and customers powering your business growth, and best of all, it would be essentially free. The sense that it would be free also promotes the idea of unlimited growth and potential, which is exciting for any entrepreneur or business owner. That’s the idea we promote. It’s the one thing that we develop and teach people about. That one idea allows people not to see marketing as an expensive exercise that they cannot afford but rather to see it as a systematic approach, that when they implement things correctly it does not become a burden but it becomes the most important part of their company to allow it to grow to any size that they desire, especially when times are tough.

You also need to think of something that is relatively simple as your main idea. Because it is going to lead and run through all of your marketing messages, it needs to be simple. If it gets too complicated, you won’t be able to thread it through the theme that governs all of your messages and brand.

Also, just another note: Your one idea is not a slogan. So don’t write down a business name or slogan unless that name or slogan actually is the idea. So don’t write down “we take the pane out of your glass” and giggle all day about how witty you are. So as an example, still running with the window cleaning example, it could be one idea

like "Only \$4 Per Pane of Glass"



Why Are You In Business?

Okay now we need to move on and help you look back at why on earth you even started your business in the first place. So what's the answer to that question, why did you start this business in the first place?

Did you open a pie shop because your wife makes great pies and you thought everyone would buy them from you? Did you start a candle shop because you love candles in your own home? Did you start a Real Estate office because

you were a top selling agent elsewhere and you wanted to cash in, keeping all the commission to yourself?

If you can answer honestly, it might catch you by surprise. Or you might think it's a silly question because it might seem so obvious you need to make money. So then the question is why did you need to make money? Why didn't you already have the money? What position were you in life that led you to believe that setting up this particular business and in this particular industry was going to give you the money you need to enjoy life? But then, what is it that you want to enjoy if you have the money at your fingertips? So, is the real truth that having enough money is mainly to put your kids through college? Or is the real truth about looking good in front of your friends and being seen as a successful person to your relatives? What was the real true motivation for starting this business? (And please keep in mind that we are talking about why you started the business, not why you might be stuck in it at the moment)

We are focusing on the original motivations for starting this and what you thought it was going to give you deep down. Maybe all of the sudden you decided you need to open up a bakery because someone told you that you were good at making pies. Or your father was building swimming pools and you thought that you should build swimming pools because you could take over his company and make lots of easy money. What feelings did you hope to achieve by doing that?

And now to really send the point home, let's now go to the complete other end of the timeline. Can you describe to me and to yourself what this business is supposed to look like, if it was reaching the success that you expected it to?

Don't keep reading until you have written down the answers to...

1 - Why did you really start your business?

2 - Describe what your business should look like when it's something you would call successful.

"If we can understand what was truly motivating you in the first place, what you were actually trying to achieve, where you are now with the business, then finally what your business should look like when it's successful, it's going to dramatically affect what we draw on that white board"

I feel like I want to say that again, it just sounds so awesome and it actually really does affect the way we draw on the whiteboard. Because we need to design a system for you, to reach your goals, a marketing model to navigate your company to the goal you are looking for. The reason this is important is because there are many different business models and marketing systems that can be implemented. There is more than one way to cook beef, even though all of them have the outcome of providing a delicious meal. We need to try and make this suit the type of life you are looking for and the type of business that you need to have to be able to reach those goals.

For example, I chose a book marketing funnel where I would write this particular book you are reading. Then it will link in to continual services, training videos and courses that I would be able to then offer you automatically. This marketing model and system allows me to fly to many different seminars and exciting training events around the world where I can do what I love most; brainstorming and creating new ideas, testing the latest technology and helping others use it in their business.

The outcome of this is that it gives me a lot of flexibility with my own personal time. Then I can devote my personal time to the most important things in my life. Things that I know are far more important than making money. I do not earn as much money as I could, if I had a different business model and conducted my business in a different way, but my model allows me to achieve what I want to do in life, and what I want to do in life is not make billions and then die of a heart attack, all the while living my life telling myself a lie that "I'm leaving a legacy behind".

You need to clearly understand your own reasons to be in business. Then you can select what you want out of this book and what you want from the extra training and services that we have to offer as well. Maybe only certain elements from this book are going to be useful to you. Do not try to apply everything you learned in this book into your business, that's a mistake. You can't do everything, and you don't have time to do everything, we need to understand what it is you're truly trying to achieve

and what your business would look like if it was at the successful level that you wanted to be at and then when you have that clear image of what your business would look like at that level, then we can start to implement different gold nuggets you're going to learn along the way, to upgrade your business.

To access video training of this chapter FREE, please join our Think Tank. You can join FREE of charge here: www.itsfreeadvertising.org/think-tank

CHAPTER 4

Competitive Intelligence

Do you know who all of your competitors are?

Can I ask you to do something a little annoying and maybe a little time consuming? Can you map out everything you did for yourself in the last chapter, for your competitors? Now I don't think you need to create a separate diagram for each competitor, because I'm sure most will have a similar model. But you will see that some competitors have elements that others don't have. This will allow you to create a "super model" (or potentially "a jokers model" if your competitors are hopeless and a ticking time bomb for someone like you to come along and clean them up. Someone who actually knows how to do a little marketing).

But trust me when I say that when you put things down on paper and you can visualise the sales flow of your company, as well as your competition, the possibilities will open up to you. You will start to get annoyed that you "didn't see it sooner".

If you're not exactly sure of who your competition is, that's a problem. So let's start.

Who's Online?

Now the interesting part of this research is that you need to think about what a customer would search for, which isn't always that obvious. For example, if you have a "fresh seafood" business, let's say it's a van and you can do delivery or setup a little stall on the side of the road. You're trying to get your name out there and let people know who you are (which even though you're a mobile business, can be done on Google maps, more about that later). So the question is what would people type into their phones or Google search?

Maybe in your mind as someone in the industry, you might be thinking...

Mobile Seafood Van
Fresh Seafood Supplier
Seafood Shop

That's true. But in the minds of other business owners and other people they are thinking...

Fresh prawns
Fresh Fish
Fresh Oysters

The point is, when researching other companies, and even the demographics of your customer which we will do a little later on, always keep in mind that your point of view is

one of many. Don't limit yourself by being a non-creative narrow minded thinker. Get opinions from your friends, random people you meet, anyone, and ask them. If you wanted to buy seafood for a BBQ or to cook a nice meal at home on the weekend, what would you type into Google?

This is going to allow you to hunt down every little inch of competition, the direct obvious competition and even the smaller seemingly less important competitors. You want to scope out the land in such a thorough way because we are in the process of trying to understand everyone else's business models and sales funnels in your industry and even remotely related industries. This experiment will be somewhat enlightening.

Who's Offline?

Don't limit yourself to searching for competition that are already online. There is still a lot of money sitting offline, and companies who have not yet totally embraced internet marketing, or have a very small presence online, are still massive money bags. They might already have a massive client base that they are living off, repeat customers or contracts. The day those guys spend a fortune to make their dent online, is the day you could be out of business.

Remember we are not just analysing what their online sales funnel is, we want to look into their whole business and sales funnel even if it involves offline marketing.

Who's spending money on advertising? And for how long?

One of the best indicators that a company is on a decent winning streak is if they are constantly running ads online or off. Most companies will do some sort of advertising here and there when they feel they need more work or are losing their foothold (which is a silly mistake, but I'll complain about that later), but the minute they feel comfortable, they cancel or lower advertising. Instead of optimising and growing their business to take on more work, increase profits and margins, they cut their main money tree off and pull back on their advertising or overall marketing systems. Seems ridiculous, but it's extremely common. Unless you're a big boy and smart business person, who are the people you want to model.

So what about the ones that just keep pumping the advertising, the ones that don't seem to go away? If you have ever thought, "How do they keep affording all this advertising?" that already shows us that you really don't get how this works, and it is my hope that you do "get it" by the end of this book.

If a company is consistently advertising and starting to dominate a marketing, clearly they have **a sales funnel that is positively geared**. They are turning a profit to the point where they can keep up the cashflow on the front end, to keep their advertising in a perpetual cycle. And this is a key point.

Free Perpetual Advertising

Yep, it's Free Advertising. Why? Because the way that their marketing system and sales flow works, allows them to either break even on the front end or first sale. Then all of the back-end, more expensive, larger sales are pure cream and mass profit. So why would they ever turn off their marketing? They wouldn't, in fact they would increase it. Then as the constant flow of "easy sales" come in and break even on the first contact with a prospect, they are then able to keep increasing their prices and profits with their larger offerings.

You might be wondering how that would work for you? Maybe you are a house builder, or an architect, and you're thinking there is no front end. That's because you are thinking only about the business you currently have, not about the business you could have. Remember you can add entire modules onto your company and offer things you never thought about before. Or partner with people who already offer those things but don't offer what you do.

Not only that, as you will learn in coming chapters, it's vital to see your businesses' profit based on the ideal demographic you are targeting, not based on what you actually do. If the name of the game is to move money from someone else's bank account into your bank account, then there is a person who has to give you that money. The reason they would do that, is because you are going to give them something valuable. But the fact still remains

that there is “a person” who gives you the money, your service or product doesn’t actually give you the money. Get it?

We have already talked about the “Value Journey” in chapter 2, and the value journey is the journey “a person” goes through to see value in what you are offering, then they will give you their money. More and more and more, depending on the value you offer and how long you want to make the journey. You can always increase the length of the journey.

For example, you could sell someone pool party products like inflatable rafts, pink inflatable flamingos and foam noodles. Then you can give them information on pool maintenance, spare parts, pool chemicals, water pumps, pool renovations, landscaping, and pool fencing. How long and ongoing do you want this journey to be? It’s up to you.

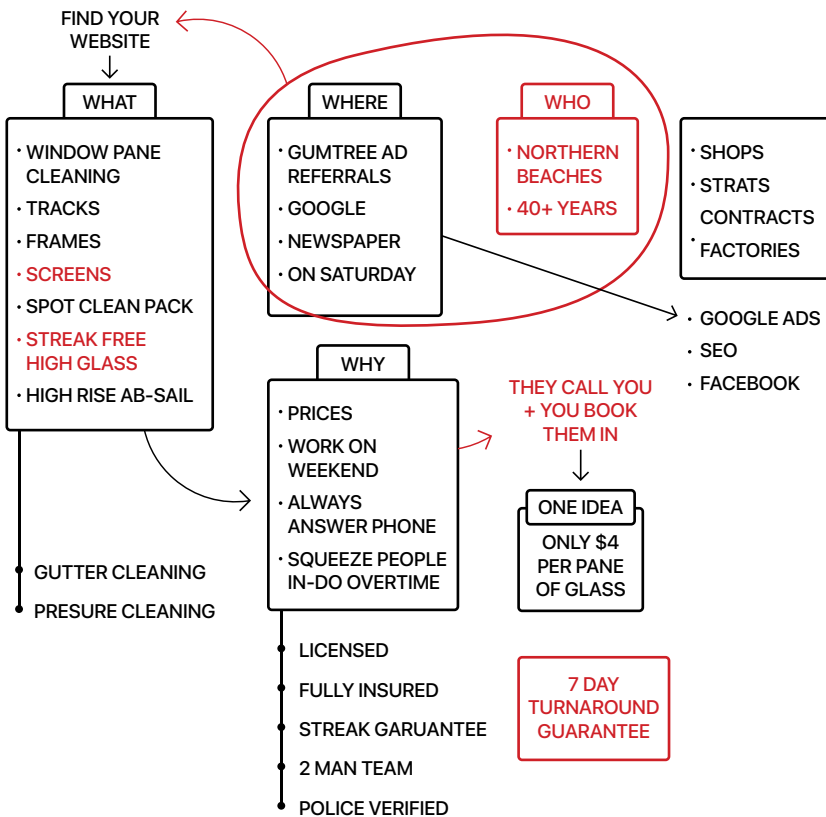
But the point is, there is “a person” who is on that journey, and it is “a person” who will be giving you money in exchange for something of value.

What’s the point?

The point is we are mapping out your competitors sales funnels, business models and value journeys that they are offering to your potential prospects, and the ones who are spending money on lots of ads over a long period of time are the ones to give most of your attention to. The other

ones will probably have some great ideas, although isolated, you still might be able to learn a few tricks from them and overall, understand the landscape of your competition. This is vital because whether you like it or not, people are comparing you to the next guy.

So let's say we keep using the window cleaning business example, and we have analysed the other competitors and created a second business model like this:



Who has the best reputation?

Now while you're checking up on your competition, and drawing out funnels on your new white board ;-) there is one major point that you want to identify (which pertains to how to get referrals and the highest conversion rate possible) and that is: a good reputation. Who has the best, and what is each person's reputation, what are they known for?

You might sit there and think about that question for a minute, but you need to back it up with evidence to be sure you're not just drinking wine and saying anything irrational so you don't feel insecure about your company. So with some humility and brain power to actually honestly analyse your competition, let's see who really is known as "the best" and why. Keeping in mind there might be different sections of your industry that service different demographics, such as cheaper skin care vs. premium brands.

Reviewing websites, Facebook and social media reviews are a great place to start reading up. See what people are saying, try and note what things people say about them in both a positive and negative light. As well as that you might even message a few people who have used your competitor's services and get an honest viewpoint from them. You could even go one step further and get someone who is totally oblivious and emotionally detached from your business to call your competitors and

get them to choose which one they would use and why.

Remember that when you do this, you are replicating what your prospects are also doing. People often look up reviews of companies and services. And even if the reviews are fake, unfortunately, people will still believe it.

In fact, this is actually a common technique used by research teams, reputation management & corporate face consultants. They will hire a few totally fresh people, then tell them that their job is to let's say, buy a kitchen. They need to contact and get at least 5 quotes, tell them you want them to list every single business they saw (known as an impression), then which of those they decided to click on, then who they contacted and why, their dealings with them, and ultimately which they think was the best and who they would use.

The things you will learn will blow your mind. It will put it all in perspective. The hardest lies to spot are the ones already in front of you, and so it is with the most important information. We get desensitized by what is already in front of us, and we neglect to realise the changes we need to make. That's why outside help like that, and getting them to go down the "value journey" for themselves (and you watching over their back) is going to snap you out of it.

Most of the time, people will go with the person they trust and like. Unless that person's product or service is far too out of their price range, generally, people will choose the

person they like and even spend a little more than anticipated because they feel more confident.

Reputation management is unfortunately so misunderstood, that it is often the reason why many new businesses cannot get off the ground. But it can be your most powerful asset if you do it right. We go into depth about that in our 'Think Tank 360' program. We show you step by step with video examples, how to build your reputation to the point where it becomes Free Advertising! Where it becomes the factor that gives you cheaper clicks, more conversions, and basically more money because people like you. You can access it at

www.itsfreeadvertising.org/360

To access video training of this chapter FREE, please join our Think Tank. You can join FREE of charge here: www.itsfreeadvertising.org/think-tank

CHAPTER 5

Learn the Legal Limits of Your Industry

I want to bring this up now before you implement anything beyond mind mapping. I have seen, and even had it happen to me, companies fall to pieces because you overlooked a few vital legalities. And it only takes 1 flick to collapse the whole house of cards.

I'm not a lawyer, this is not legal advice & each company needs to get specialised advice from qualified people in their country. But what I can share with you is a couple of examples to help you think about how to cover yourself.

Government Organisations

Whether we like it or not, there are powers who can close you down overnight. I know the feeling of skirting the line, thinking that you can get away with something because it's "technically" not breaking any rules. But you know deep down that you are playing with fire. Because you need to remember that even if you're not in the wrong, if you want to prove your case to avoid being shut down, you're going to need a lot of dry powder and a war chest (aka: money) to spend on legal fees.

And for what? Just to prove a point. Remember the success of your company is unlikely just because you win

a legal battle with a government organisation.

Your success relies on your business sense, and any smart business person doesn't pick fights with the governmental authorities, if you are wanting more than a quick win. Plus, government and their employees don't care less about you, they have lots of money and lots of time, something you don't have.

So the point is as I'm sure you're getting, research well, in fact research so much that when you do get legal advice or even go direct to the organisations that govern your industry and ask them for help, and when they give it to you, you should already know what they are going to say, because you're so well researched. And if you miss something, then that's the point of double checking with the source.

Trademarks

One of the most overlooked power-plays in any industry is ensuring that your company name, or any prominent use of a phrase in advertising is trademarked. Someone can take your business off you, and your hard earned reputation overnight! You might think to yourself, "I already own the business name!", but that's not how it works. A business name allows legal responsibility to trade and do business with that name, but even then, it's generally possible to register the same name in different states of a country, but you are able to actually do business

countrywide, so keep that in mind.

For example, I can go and register "Google code" as a business name in Australia, and register googlecode.com.au for a domain, setup my website, open a bank account and start selling SEO services. What do you think could happen? Obvious right. Eventually Google will hunt me down.

So ok, you can do business, have a name, a business number makes you accountable to the tax office and you can setup a bank account. But if you start advertising in a certain way, using phrases that you believe is what identifies your company, but another company owns the trademark, you will not be able to legally advertise with those words without infringing on another person's trademark.

Imagine that you open a business and start advertising, only to be sent letters from IP lawyers that you cannot advertise with that name because it's an infringement on their client!! You better believe it, in fact if it's defamatory "somehow" you better look out. If they think you have made them look bad, they will sue your pants off!

Nearly all countries have registries you can access online. Make sure you lookup the classes of IP that affect your business, then do a search in the simplest form you can. For example, if I wanted to look up "inspire cosmetics" then I would search "inspire" and class 44 if that's what I

need to check. I have also heard that in some countries they will cross reference classes and sometimes reject registrations if they think there is a relationship between a goods and a service.

Let Your Yes Mean Yes

One of the biggest mistakes any of us can make, is promising something that appears differently to other people. We might think that it's ok to sell a cream bagel, but if your customer is expecting a cream cheese bagel with pure cream cheese, even if you think you didn't say that, you might be in a tight spot. Anything with an affirmation of results like cure, totally, certainly, are almost guaranteed to give you issues. Tread carefully, or avoid them all together, unless you have very reliable facts to back them up. And not just facts that you think are facts, but facts that other people in high places will certify.

Even for myself, if I say that you will certainly make millions of dollars and get rich when you buy my book and all of my courses, I'm a ticking time bomb. I can't guarantee success, because in reality, everything is a test with marketing and even if I've hit home runs with awesome information that could change your life, you're the one who has to implement it, and by buying a book isn't going to give anyone anything!! Not even information!! What? Well if you don't read the thing it's even deader than dead right? So even you reading, is you doing. Just holding the book in your hands won't help you.

So to protect non-action takers, irrational buyers, and the misunderstandings of the human race, we have rules to protect us. Well, to an extent.

But like all things legal, I'm not a lawyer, and this is not legal advice. This is a brain dump of what I've seen in life and you really need to be careful by doing as much research as you can, speaking to legal professionals and if possible with any regulatory authority who can guide you to keeping in line with the law.

To access video training of this chapter FREE, please join our Think Tank. You can join FREE of charge here: www.itsfreeadvertising.org/think-tank

CHAPTER 6

Who Is Giving Your Money? Who Really Is Your Customer?

Demographics is an interesting thing. It doesn't just pertain to the age and gender of your ideal client, but even to the timing of their lives, timing of their decisions, likes & dislikes, change of circumstances, education level and ways of processing information. All of these things change the way that each person searches for information, processes data and then makes decisions. It's a combination of exterior information and influence, and internal intellect and emotions. Let alone self-esteem.

But when it comes to the internet, there are some vastly powerful tools that can give us all the data we need to hone in on the exact type of person who likes to buy what we are selling, and also similar things they buy, why they buy, **when they buy**, and most of all, where to find more of the same people.

By the way if you would like a visual demonstration of this information, with step by step training via videos and more, please join Think Tank 360. It's our online training system to help you visually see how to do what you're reading about here. It's one thing to read what to do, it's another to be shown live on video exactly how it's carried out. Tell Media's Think Tank 360 is pretty cool, worth checking out

at least. And if there's a free trial, why not give it a go?
www.itsfreeadvertising.org/360

Google Keywords












One good place to start is using the Google keywords planner. Although, this might seem like you're just focusing in on what people are searching for, the trick with this is that when you get some data on what people are searching for, it allows you to use other tools to tell you who and what types of people are searching for those things.

If you head across to Google and do a search for "Google keyword planner", you will find many tutorials on how to use their platform, it can be a little confusing, and Google will require you to create a Google Ads account in order to access it. If you don't have one already, you might as well create one because you will need to access a number of things inside your account that we will discuss in this book. If you would like to be shown exactly how to do this, then you will need to join our Think Tank 360 program.

Now inside Google keyword planner, you can search per keyword, groups of keywords and even get a Google bot to spider a website (yours or even your competitors) for you and give you a range of suggestions that Google thinks are relevant to people who would visit that website (this is a smart way to also check if you have optimised your site well, because you will get a first-hand opinion from a

Googlebot, about what keywords your website is about). ALL of these are useful. If you are wanting to do a deep dive into keywords, and you have a big budget to spend on Google ads, then using all of the features and cross referencing what you find from one search method to another will uncover some incredible ideas for new products and services, as well as give you a new view of potentially how people are thinking, when they do their searching online.

So let's pose an example. We type in "dog food", and keyword planner will spit out our ad group ideas with a group of keywords in each ad group idea. There is also a tab to just see the individual keywords, so let's click on that. You can see in the picture below what other things are most commonly searched for relating to "dog food"...

<input type="checkbox"/> Keyword (by relevance)	Avg. monthly searches	Competition	Ad impression share	Top of page bid (low range)	Top of page bid (high range)
<input type="checkbox"/> best dog food	90,500 	High	–	\$2.90	\$9.78
<input type="checkbox"/> dog food brands	27,100 	High	–	\$1.29	\$13.08
<input type="checkbox"/> cat food	74,000 	High	–	\$1.01	\$8.48
<input type="checkbox"/> pet food	49,500 	Medium	–	\$1.08	\$12.65
<input type="checkbox"/> raw dog food	33,100 	High	–	\$2.22	\$6.55
<input type="checkbox"/> puppy food	22,200 	High	–	\$1.89	\$9.16
<input type="checkbox"/> best dry dog food	18,100 	High	–	\$2.25	\$11.53
<input type="checkbox"/> kitten food	12,100 	High	–	\$1.53	\$7.58
<input type="checkbox"/> dog foods	3,600 	High	–	\$1.23	\$7.78
<input type="checkbox"/> natural dog food	9,900 	High	–	\$5.57	\$12.11
<input type="checkbox"/> organic dog food	5,400 	High	–	\$2.74	\$9.77

It is important to note that we are researching “demographics” of “who” our ideal customers are and “what type of people” they are. So don’t get overly carried away with building a keyword list, we will do that in depth later. But consider this:

“Organic dog food”

What type of person specifically wants their dog to eat organic food?

Compare that to a normal person who doesn’t really care what the dog eats, as long as it’s food and it’s not too expensive. See how different the 2 demographics could be? And let’s continue to ask more questions.

Who specifically wants their dog to eat organic food, but doesn’t have the time to make the food themselves, therefore they want to buy it online? Does that mean they are busy people? Probably higher income earners?

So we have gone from “dog food” and thinking that anyone who has a dog is your target audience. Now to a high income, time poor, wealthier suburb resident and what else? Could it be possible that their dog has allergies? Are there any keywords or ad group ideas that relate to dogs having allergies, or needing medicine, maybe preservative free food? Could we also find something about dog grooming and the types of keywords around grooming?

Why do you think that would help us? It will help us to narrow down the “type of person” that is our ideal customer. If they are a high income earner, very busy and live in a wealthier area, then they wouldn’t be clipping their dog either, they would be paying someone to maintain their dog, possibly even walking their dog for them!

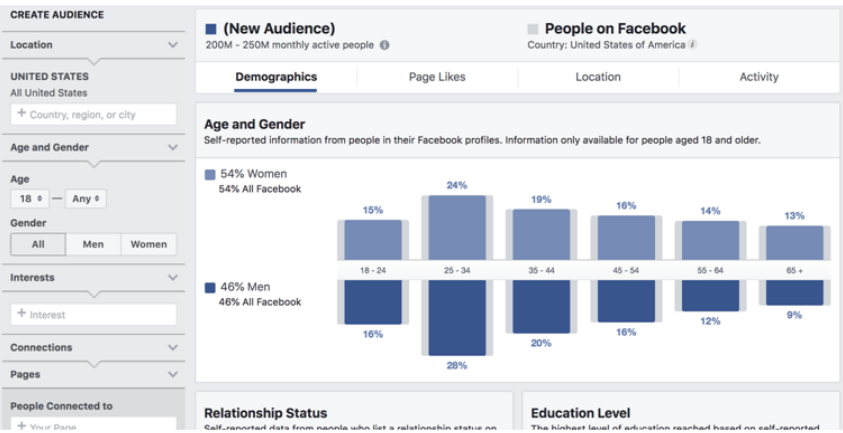
So we are starting to build a picture of who our demographic is and what type of life they live, all via keyword searches and a little thinking. Now I wonder if we are going to find some %’s on male and females searching for these keywords. I’m going to take a guess that women are most likely to be the ones searching for these things, but let’s jump over to Facebook and see what else we can dig up.

Facebook Insights

One of the cool things about Facebook is being able to narrow down Facebook users by their interests. This of course is amazing for us when we want to find our ideal customer. As we gather information about our ideal customer, we are not just learning about how to target them and show our ad to them (which is a solution to their problem) but we will learn many valuable insights that may help us develop new products and services to grow or be more competitive with our business. And of course when we write our ads, or content for our website, we know who we are talking to and therefore can have a very direct conversation with them.

Ok so go across to Facebook, I would recommend you open an account at: business.facebook.com. From there you are going to be able to do everything you'll need to in the future, when it comes to running ads and doing research on Facebook.

Ok now when you login, you are going to need to navigate to "Facebook Insights" which looks like this:



Then you are going to need to type in a keyword relating to an "interest" and you can start to narrow down who your customer really is. For example:



Now we could play around in here for hours learning new things about people's interests, their connections to other interests and how that bridges to your products and services. I would recommend you spend at least 30 minutes clicking around and playing with this tool, and then each time you see something that is important it should be added to your mind map, or whiteboard. Remember at the start of this book I heavily praised the good old whiteboard, so please don't think "you already know" and will remember everything. When you can visually look at things up on a whiteboard day in day out, it will stimulate more creative ideas and new concepts.

Other Websites

Ok so you basically have the main ingredients between your Google Keyword Planner and Facebook Insights to

narrow down exactly who your target audience is, what type of person they are and the type of lives they live. But there are a few other tools you can check out that will help you get even more information that might be a little more 'private' and not as easy to access with free tools.

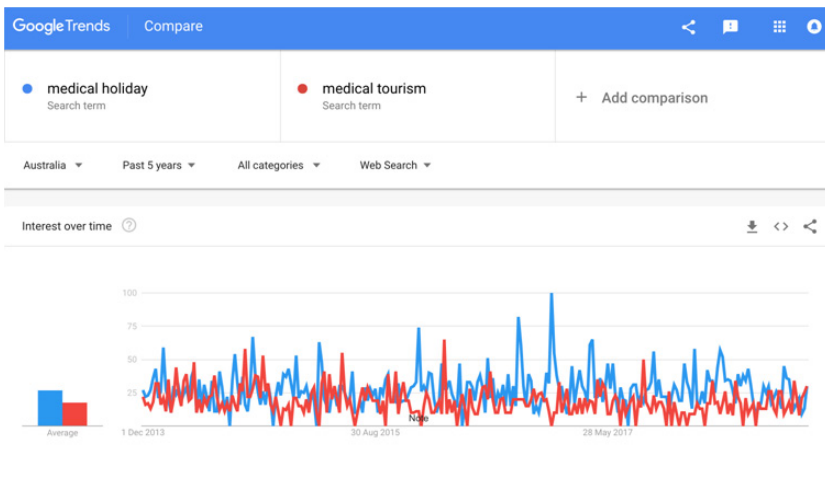
Things such as what types of ads does your demographic click on? What is your competition showing to this audience? And so on. This is very powerful information, but you will generally have to use a paid service to get that information. In this book I won't go into it, but in our Think Tank 360 program we look at the elements & information that paid services can give you, to really drill down into the types of things that other successful companies are doing and how they are interacting with your target audience. This of course can save you massive amounts of time and money by launching campaigns that are seemingly very successful for other companies already, and you can mimic what's already working. Head over to www.itsfreeadvertising.org/360

Timing Is Not Everything... But Just About

Something that I want to insert into the demographics section of this course is a lesson on "timing". Now you might be thinking "timing" has nothing to do with data about our ideal prospect, but oh boy are you wrong if you're thinking that.

To help you grasp the importance of timing and your ideal demographic, let's pose an example of "travel agents". Now of course this is a very broad audience, and most travel agents can book you into anything anywhere. But if you are a travel agent and you go out advertising yourself as a one stop shop, all I can say is good luck. But let's say you are travel agent who wants to service a very special niche market like "medical tourism". What's that? It's when people want to fly to another country and get surgery or some type of treatment done, then stay in that country to recuperate and relax. It becomes a "medical holiday".

Now of course this is going to have some variation based on seasons, when people can get time off work, the reasons why they choosing to go overseas vs. getting it done in their home country. So let's see if we can gather some information on timing by using Google Trends. Jump on your computer and type in "Google Trends" into Google and you will be able to click into the search panel for trends & insights. Here is an example of what you will see:



Notice that there is a variation to the search volume? Now when we click onto a longer time frame we can see over the past 5 years how the “timing” each year affects interest. This is important to note as it can affect how much money you spend on your advertising based on when people actually want to take action. When the season is more popular, there will be less availability for a product or service, which usually leads to quicker conversions of customers because they don’t want to miss out. And unless you have a limitless budget to spend on ads, you will want to view your marketing as a yearly affair, so that you can concentrate your efforts into the periods that give you the greatest ROI.

I can’t stress that point enough, your marketing plan is a YEARLY APPROACH. It’s not a day by day or week by week thing that you can turn on and off Willy nilly and think that your statistics are always going to be reliable.

You need to take into account the trends and timing of your customers actions. Of course there are some products and services that might be evergreen and people are always wanting them no matter the time or season, but the majority are not like that.

There are also a few other sites you can check out, if you do a search for “buzz words” and “product trends” or “search trends” you will find a few other tools alongside Google trends and insights that will help you double check what you’re researching.

What type of effect will this have on your sales funnel and conversions?

Well you could very easily have more than 1 sales funnel, based on the season and months of the year. In our Think Tank 360 program, I show you exactly what software to use, so that you can click a button and replicate your entire sales funnel, then customise and split test your sales funnels against each other. Then each season you will be able to isolate what lead generation, sales offer, price points, etc. are working during that time of the year, and of course you can keep that for the following year, and improve on it again.

Easier said than done right? That's why you need the right software to make it all a breeze, and it's not that expensive either.

Using the right software systems and website builders is a key to being able to implement all of these things quickly and cheaply. You could end up waiting months for web designers to finish things, or spend thousands of dollars on things that you could do yourself in a few clicks for under \$100 a month. I know I keep pumping up the Think Tank 360 program, but it really is the visual step by step trainer that will help you save massive amounts of time and money.

Ok so back to "timing". Make sure you add this into your mind map, and onto your whiteboard or notes. This is very

important when it comes to executing your plan and rolling out your campaigns. Maybe even print out some Google trends charts and stick them somewhere on or near your whiteboard.

To access video training of this chapter FREE, please join our Think Tank. You can join FREE of charge here: www.itsfreeadvertising.org/think-tank

CHAPTER 7

Words That Make Money

So what really is copy writing and why is it so important?

So what really is copy writing and why is it so important?

Copy writing is basically every word that your customer sees in your ads and on your website. Even blog articles should all be viewed as copy and sales material. You don't need to do a hard sell to call content "copy" or "sales copy". Because when it comes down to it, even the good useful non-sales articles and information you post on your blog should ultimately have a purpose of building a relationship with your prospects and turning them into buying customers.

So how should you view your Sales Copy, Offers & Content Marketing?

Well there are a few marketing gurus out there that call it a "value journey", and I think that really describes it well. It's the journey that your ideal customer goes through to eventually get what they want, or solve their issue. But it needs to have value in their eyes, otherwise they are not going to give you some of their money (which has value to

them and you), in exchange for the value you are offering them (product or service).

When someone types into Google "organic dog food" and they see an ad that looks like this:

PURE Dog Food | Natural & Organic Dog Food Delivered

<https://www.puredogfood.com/> ▼

Human grade natural & organic dog food with an easy to use delivery service in the Los Angeles area and shipping available nationwide.

What part of the ad is saying that you have value to offer?

Well for starters, it has the words "organic dog food" so the person knows that you offer the basic thing they want. It says that the dog food is "human grade", I guess that's a reassuring thing and remembering that for a busy person, who is potentially the demographic to buy this, they are offering "easy to use delivery service". Is it worth clicking the ad? I would think so.

That completes the first part of your value journey, the customer was searching, found your ad, and decided you have what they want and maybe more.

So now they are on your website and what do they see? Are you going to continue to offer this person more value? Are they going to understand your value because the words on your website clearly tells them?



A DIFFERENCE YOU CAN SEE AND YOUR DOG CAN TASTE

At PURE, we proudly use all-natural & organic ingredients to make our fresh dog food. Made by hand in small batches & fully balanced by our veterinary nutritionist. Locally sourced from our kitchen to yours.



This is your copy, this is your sales funnel, and this is the value journey. I hope this is making sense, as its super important. You can see on this website they have the headline "A difference you can see and your dog can taste". That's ok, but I would like to see something like this.

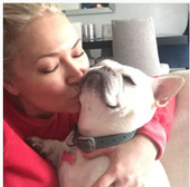



7 Different Types of Organic Dog Food, Which One Is Right For Your Pet?

Take this free quiz to find out. (This will get visitors onto your free list, because they will need to fill in forms)

So now you have told them that they need to make a choice, but you are going to help them make a good choice by them filling in a little quiz. LEAD CAPTURE Opportunity. You can have a few simple little questions about the type of dog they have, age, allergies, and at the end they will need to put in their email address to get a free meal plan for their dog. Even if they don't want to fill in the quiz, they can still click around your website to read about each product.

I would probably have a live chat thing happening to. This is a super powerful way to interact and get people onto your list. It's often overlooked, but you don't need to be there 24 hours a day, you can be there during normal business hours, or just use Facebook messenger which is even easier.

Using images with little certificates, trust seals and reviews are very important to build trust at this point. Social proof will help them feel that what you're saying (although it's exactly what they want) is actually going to help them and when they see that other people have enjoyed your products or service, all humans are more inclined to be confident enough to spend some money. Here are some testimonials on this website, helps us build trust:

ELANE & WINSTON	HAYDEN & FINLEY	NIKKI, WESTON & FIRA	REBECCA & CHARLIE
			
★★★★★	★★★★★	★★★★★	★★★★★
"From the first few days of feeding Winston PURE, I noticed his coat got shinier and over a few weeks time, no more allergy related skin issues!"	"Every time I take Finn to the vet they always say to keep doing exactly what it is I'm doing because she is in perfect health!"	"The best thing I ever did for Weston & Fira was switching them over to PURE Dog Food a few years ago!"	"After feeding Charlie the best kibble, we noticed her health start to decline. Thank goodness we found PURE early enough to witness the change!"

Ok so let's say they clicked onto your website, took your quiz, it showed them a recommended dog food, and of course they would then click onto that product page to learn about it. And so the value journey continues. Now

keeping in mind that in the background an email was sent to them when they filled in the quiz, and in that email contains more and more value to help them trust your company as a reliable source of information and products that their little doggy woggy is going to be eating.

Back to the website, they have now clicked onto the product page that was recommended to them. Perhaps it's for dogs over 10 years old. They see some pictures of healthy looking happy dogs that are older mature dogs, alongside some trust seals and certificates, then the headline:

Boogie Woogie Organic Dog Food
Specialty Mix for Dogs Over 10 Years Old
Contains Vitamin A, E& D
Approved by Vets Worldwide (then a video with a Vet talking)

Now at this point in the value journey, I need to clarify something that is often overlooked by many companies in their copywriting. You need to ask:

What is my customer really buying?

What do they want as the outcome after buying this product? Now if you just said "dog food", and you're starting to question my sanity, well you wouldn't be the first person to question my sanity BUT just think for a second.

Why does this prospective customer, who is a female in her late 40's, high paid executive, living in a classy inner city apartment, wearing designer clothes, spending embarrassing amounts of money on her 12 year old poodles grooming, want to spend \$100 a week on the best organic dog food available?

It's not just to feed her dog. Is it about image? Is it about companionship and wanting to keep her dog alive as long as possible cause she loves him so much? And now he's getting old? Is it because her friends at work do the same thing and she wants to show off? Is it loneliness and spoiling her dog makes her feel better? Or is it just simply because this lady is so rich, she just wants the best of everything she does in life? Is it a moral principle she believes in?

There is nothing wrong with any of the possible truths behind her actions, and I'm not implying that males or females that have poodles that eat organic dog food have secret issues and should probably see a doggy psychologist. The point is when you know what your customer is really buying, you can add that into your value journey. You can either add in imagery, text, videos or testimonials from people just like them! Something they can identify with and trust.

All of us buy things to feel a certain way. Therefore if you are offering value but not using words and pictures that are going to give your prospect the feeling when they are

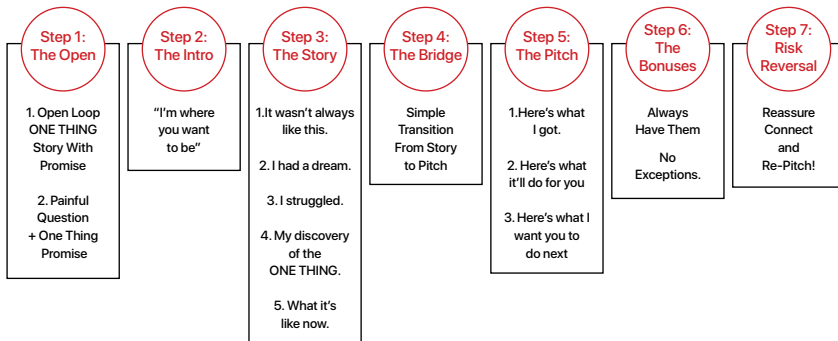
subconsciously buying, your conversions will be average.

I want you to kick butt with your marketing, not be average. And if you're still reading this book until here, then you must be committed to winning which is awesome! Well done!

Ok so back to writing your copy, and leading your prospect on their value journey. How much information should you give your prospect? Should you write a long sales letter, or a short one? Should you use a video?

All of this depends on what you're selling and how large the commitment is for the prospect. If someone is spending thousands of dollars on your product or service, they are going to need to feel very confident that you can deliver. Therefore more information, and a value journey that takes more time is most likely going to be needed. Building more trust, allowing the information to sink into their hearts (to get that feeling they are after) is always necessary for higher ticket items, therefore you will need more information, longer sales copy and lots of follow up emails/videos or phone calls.

Here is a basic framework of how sales copy is laid out:



Making Videos

This is essential nowadays, but the framework you see above in written copy is generally the same script layout for a video sales presentation. So I thought I'd throw videos into the mix right here, so that we can see how that will work.

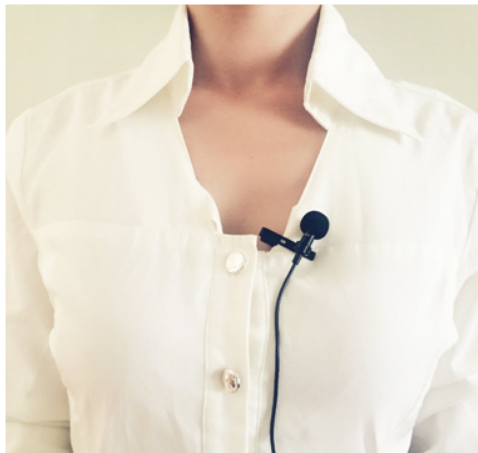
When you look at the framework above for writing your sales copy, in essence, this is exactly the pattern you will follow when you speak. You are going to open with an intro about the benefits of your product, re-emphasizing that they need to keep watching in order to get those benefits...

How to Make a Video

So just a few things on the technical side of making videos. I would recommend you just use your iPhone or another high quality phone (make sure you get a tripod to hold it up), no need to invest in a super duper camera.



But what you do need to make sure of is having a proper microphone that you can pin to your shirt & good lighting. Besides that, if you are shooting a lot of videos inside like I normally do, you can also invest in a backdrop and something to clip it on.



Don't fluff around without the right equipment, just get online, go to AliExpress or EBay and you will see packs like this:



Looks expensive but it's not!

You won't even spend \$200 and you'll be setup like a pro. And of course the thing about speaking on camera compared to reading sales copy, is that you shouldn't sound like your reading. It doesn't matter if you skip little sections and make mistakes when you speak, it's the enthusiasm and energy coupled with just a few main points that you clearly emphasise that's the most important part.

Chances are you will never be happy with any of the

videos you make, because we are usually our own harshest critic. So besides trying to look like a movie star, don't try to be word perfect.

Creating Content

Ok so you have a little area setup where you can shoot some videos, maybe even a nice spot outside if you wanted to (very little background noise). You also have your lighting looking good, maybe you've put on a little makeup to give your face an even tone, and you're ready to shoot.

TIP: Start recording the camera and leave it rolling for a long time. Don't try to start when you click 'play' otherwise you might end up feeling too much pressure and mix up your words. Even the worst of public speakers are still able to have a normal one on one conversation with a friend for hours, they never think about speaking word perfect and that's how it should be when you're talking on camera, just start conversing about the topic, even talk to yourself a little, move around, look around and then back to the camera for eye contact and just TALK. Don't do 1000 takes until it's perfect otherwise, you'll fail miserably.

If you would like to see how I prepare and speak on camera then you really should be inside the Think Tank 360 member's area. All of the content and videos I created were all made simply and easily without having to do 300 videos to get 1 I liked. We just roll the camera, I have an

outline of what I will cover, and then we edit out the stuff I didn't like.

I usually use iMovie on the MacBook to do all my editing, its super easy, fast and free on my computer. If you don't have an Apple then consider camtasia or the other million software programs out there. And if you're totally lost or just too busy, go to Fiverr.com and pay someone \$10 to edit your video and make it ready for your website.

Creating content for 1-3 months in 1 day

Often, people will see me or other people posting videos every few days, and they think "wow, that guy makes so many videos", I would never have the time to do that". But the thing is, once you're setup, you could make 30 small videos in a day. You could then use that content for 1-3 months. The other option is create longer videos, then breaking it down into part 1, part 2 and so on. The video editor you use (or you can do it yourself, I will show you exactly how I do it on my computer inside the Think Tank 360 program) can splice the video up, then you can add on the end "to be continued in part 2".

Entertain! Entertain!! Entertain!!!

Remember that if someone is going to take their most valuable asset (time) and give it to you, you also need to exchange it with value. Nothing is more fun than an informative video that offers valuable information but is

also a little funny and entertaining. You don't need to be a comedian, just simply prepare something of interest or something unexpected to keep people on their toes! Even just a random picture showing up on the screen, and then after it goes away you can say "are you still with me? Ok good". I tried to do that myself with a few videos that randomly had clips showing up to hold user attention.



Multiply Your Content

Something that many successful people online teach is to start with writing 1 blog article. So sit down and write out 1 article on let's say for example, I want to write an article on "Writing Google Ads". I would write an article that could be 800-1000 words. With that article, I could then make a little video or maybe even a long video and chop it up into multiple videos. I could also make a podcast out of it. I could make an instagram post, a Facebook post, a twitter

post, YouTube and so on. That 1 article becomes the basis for many different pieces of content which can be posted online, and stay online for years and years giving you exposure, more leads, more sales for a long time.

So how can you link all of the platforms and have an automated system for posting your videos? Well I can explain it here, but it's better if you see how it's done. Inside the Think Tank 360 program I show you how to do it.



But in short, most platforms like Facebook and YouTube allow for posting your content on a timed release. Therefore you can add a bunch of videos and tell the system to post the video on a set date and at a set time. But that won't work for many things like Instagram and others. In this case, you need to use a software system that will be logged into your accounts, and can distribute your content across all platforms for you. Once you learn

how to use this system, you will be able to setup your content and put it on Autopilot for as long as you have content. Most of the systems I show you in my video presentations in Think Tank 360 are automatic, so you can have it running hands free during the months ahead.

Something to end this section is a word about making a real diligent effort to make content. 99.9% of people and businesses do not do it properly. They barely scratch the surface when it comes to providing lots of free valuable content to their prospects, as their prospect travels the value journey. When you make videos and post them online, you can repost them, edit them a little, post again and create so much value for yourself by giving value to others. Years and years from now, you will still be getting subscribers and sales from content you made in the past.

To access video training of this chapter FREE, please join our Think Tank. You can join FREE of charge here: www.itsfreeadvertising.org/think-tank

CHAPTER 8

We were meant to be

Have you heard the phrase “it’s lonely at the top”? Of course you have, and if you’re a go-getter who is working on your own business, I bet you already know what it’s like to be spending countless hours at home alone, working on new ideas, new projects. Often, family members and friends put up with you, but that doesn’t mean they share your passion and mentally ‘get’ what you’re trying to do to the point they would work along with you at it. If you do have a partner like that, then wow, good for you!

But you don’t need to take my word for it, the richest and powerful people in the world will all tell you that they have coaches and consultants working with them. Even after they have already made it big, they know the power of having a consulting counsel.

When you can bounce ideas off other people, who actually give you better ideas in return, you’re about to make a heck of a lot of money. You can’t just go home to your wife and expect them to get into a deep conversation about marketing metrics and a Facebook ad campaign you ran. No one cares! And even if they do care from time to time, are you really going to get fresh ideas that have been proven and tested by other companies thrown at you to

brainstorm your next winning campaign? Are you going to get inside scoop on what other companies are doing and making a killing from? Are you going to be given working sales funnels and models that allow you to keep growing but also incorporate risk management features to ensure you don't make mistakes that could ruin everything?

So where can you get that help? Me.

When you use a marketing consultant like myself you are accessing a mastermind partner to specifically focus in on getting more sales, growth techniques, automation and competitive intelligence, that only someone in the industry and constantly flying around the world attending seminars, reading books, buying training courses and then regurgitating (or maybe mining sounds better) all of that information and secret "know how" into a beautiful crisp set of actionable items tailored to your business! (I'm running out of breath here) You get the picture?

The amount of roadblocks that will come up are endless, but together we can do anything! Think for example about the Dog Food example in the last chapter. What do you do if you're quality score on Google Ads is low? That would mean you're going to pay 30% more on your clicks, or more again.

So let's say you're spending \$5000 a month on clicks to sell your organic dog food, $\$5000 = 4000$ clicks, which is \$1.25 per click. That's when your quality score is 10/10.

Of those 4000 clicks, you get 850 subscribers to your email list, and you also get 394 people take you up on your "Free

Sounds good eh? And that's just the free samples breaking us even. Let alone the direct sales from those 4000 visitors, some would have ordered on the spot. The 850 subscribers who will eventually buy something at some point as you continue to email them (nearly free ongoing marketing), and the ability to re-market to the people who have visited your website (with things such as Facebook re-marketing&Google re-marketing) using a tracking pixel. You might end up with an additional \$5000+ in profit.

So what would happen if you doubled the budget? Why not scale up? Sure can. But hand on a second, what would happen if your ads got budged from a 10/10 quality score down to a 6.5/10 and you started to pay \$1.65 per click? Or maybe a new competitor is in town and you're paying \$1.80 if you want to not get knocked out of the top 3 ads.

Now \$5000 on clicks = 3030 clicks, which now = 550 subscribers and only 294 free sample buyers, which is \$5,865.30 in the hand. \$1,969.80 will be spent on sending out those free samples, and \$5000 is already spent on ads. You're now \$1,104.5 in the red. Can you scale up now? No doubt you will make that money back and some handsome profit when sales come in on full sized purchases. But the numbers just don't look so

attractive anymore, do they? Scaling up x2 or x10 doesn't seem so manageable. Maybe you would start to say, let's just wait and see, or let's just get some more money in the door first before we do anything else.

The point is, if you have someone to ask and keep coaching you through all of these types of issues that will arise, you will not get caught out. You'll have your issues, and you will overcome them. A marketing coach who can tell you what to do to get something fixed and back on track. You will blitz the field and not need to look back or say "oh well, let's just see how we go. I'm not sure we can afford to do more marketing" and all the typical excuses which show that your business model sucks and you seriously need a consultant to push you forward.

We can work on pricing models, we can work on new product development and ideas for new projects or new sister companies. When you work with someone who has seen it all before, mapping out a marketing funnel that works isn't complicated or difficult. There's no unknown and gambling about it. You'll save years of wasted time, wasted money and most of all **opportunity cost!** That's the one I hate the most, not being able to take advantage of opportunity because you weren't able to, you didn't have the money or tools you needed so you missed out!

One of the best things about using a consultant is having someone to help get all of the things you hate doing done, knowing who to outsource to, where to get it done and

how much it should cost you! Don't get ripped off by using products and services at retail prices, but have access to wholesale pricing when using designers, developers and more.

If you have issues with sales copy, conversions, Google ads, Facebook ads, SEO, web design, payment processing systems, automation, you name it! Life is very different when you have someone who is like a partner to your company and who knows how to get past those obstacles.

You might be thinking it's too expensive to get your own marketing coach? Well, not everyone needs the same level of help, time and attention. I would recommend that everyone starts with the Think Tank 360 program, to get a good idea of what you can do without my help in a one on one way. There are probably many small things that you can immediately do yourself without spending money on my time. This will then give you more profit and income to spend on expansion with my personal help. Then we can look at my "Synapse Program", where we schedule a set number of hours each month to cover and execute your blueprint.

If you head over to www.itsfreeadvertising.org/360 you can get started very quickly, and only then can you apply for the Synapse Program, if you are already a Think Tank 360 member.

If you're a corporate or larger company, you probably won't want to spend the time on that and need to get directly into

solving issues and growing, and already have a budget of at least \$2000 per month on consulting retainers, then please contact us directly to setup an appointment.

The money you will save and make combined will make the investment with us nearly non-existent. But of course, you need to be the judge of that, and we also need to be the judge of whether we can in reality help you! We can't work with everyone unfortunately!

To access video training of this chapter FREE, please join our Think Tank. You can join FREE of charge here: www.itsfreeadvertising.org/think-tank

CHAPTER 9

Reputation Management

This is one of the most overlooked areas of marketing. Interestingly enough, people usually put this into the Social Media box, but it really needs to be its own stand-alone module. No matter how hard you try, if you have a bad reputation, you won't be making many, if any sales. Everything falls apart if people don't like you. But if they do like you, and see that other people like you too, your conversions will skyrocket! It can be the biggest game changed you will ever see.

Most people are trying so hard to get more clicks and leads, but it's all futile without a good foundation, and that foundation is your brand or reputation.

So what really is reputation management online, and in connection with internet marketing?

Well, what makes you you? And when people talk about you, how do they talk about you? In what light do they talk about you? How do they feel when they say your name? How do they feel when they say your brand, or even wear it on a t-shirt? Because that right there, is whether any advertising you do is going to convert and people want to give you their money in exchange for that feeling, that value they see in you and your brand.

For this chapter, I'm going to use a "Plastic Surgeon" as an example. Reputation management in the medical field is incredibly important. I mean, we are talking about a person who is going to cut you open, maybe put some type of an implant into your body and stitch you back up (if they even do). You're going to be basically lifeless, if you're under general anaesthetic and your life is in their hands (well probably the anaesthetist as well). It's kind of a big deal that you want to be confident with who's going to do that to you. Whether the risk is super low or super high, we wouldn't know, it's just the way we feel when we think about surgery! And that's the point, it's the way the customer feels and the confidence and understanding they have.

And so let's say we are the customer, and we are about to go on our value journey... hooray!

Ok so let's not use the obvious one most people would probably think about: breast implants. Let's do skin removal for a man that has lost 100kg, and needs the excess skin cut off and pulled together.

So I go to Google and type in "excess skin removal" and "post mass weight loss surgery", I visit a few websites and read a few stories of other people on blogs, then I soon learn the real name of the surgery that I might need is a "full body lift". Now I didn't know that before, I didn't realise what the surgeons call it, I just tried to describe my issue.

I clicked on an ad that said \$2000 for skin removal, but now that I have visited a few websites, I can see that body lifts can cost around \$20,000! Hmm, I don't know what to do. Maybe I should have a consultation with a surgeon to see what they say, but hang on, consults are \$300. Hmm ok, let's see which surgeon is best, so we type in "best plastic surgeon Sydney", and phone a few clinics, try to get some ballpark figures, trying to weigh up the cost of the surgery, the cost of the consult, availability & which surgeon will do a good job.

Deep down I'm actually scared of being put to sleep for surgery, and I'm super concerned about the scars that will be left behind. I don't want any future partners to see me with my shirt off and think I'm ugly when they see the scars. I feel so insecure about my appearance. But of course I'm not going to tell anyone the truth about how I feel.

I visit a few review websites and forums, I can see what other people are saying about the surgeons. I just read that one of the surgeons leaves "dark scars"! Gross, I don't know what that means but I sure aren't using him! (Potential \$20,000 gone for that surgeon, is that surgeon you?) And I also saw another one of a man who had a body lift and his stomach still looks saggy, I wonder if they cut off enough skin. I'm not using that surgeon either! Another potential \$20,000 gone for that surgeon too! And at the end of the day, I'm just reading comments on a website that I don't really know anything about. I don't know if

these things are true or false, but now that I saw something negative about a surgeon, I can't stop but think "maybe it's true" and that's enough to stop me taking action.



Then I see a surgeon who is a little more expensive than what I want to spend, but he has good reviews. I really like the photos, and it feels like he is talking directly to me when I watch his videos. I do a little search for his name and check a few more sites, and it all comes up clean. I feel very confident about this surgeon. But let me check with my close friend and see what he says. So he goes and researches a few surgeons and gives me a couple other options that also have clean records. After some time, I've narrowed it down to 2 surgeons. Then one day, as I'm talking to another person I know at the gym, who also lost over 100kg, they told me that their friend used a certain surgeon and the results were amazing! And it happens to be one of the 2 surgeons I was looking at. Well it's easy now, I don't feel unsafe about booking a consult with this

surgeon, I've not seen anything negative about him/her, I liked the photos I saw, the price was in my realm and now that I've heard someone else say good things, I'm basically sold and I haven't even had the consult yet. The only thing that could go wrong now, is that I go to the consult and the surgeon is a total weirdo and turns me off (which is unlikely).

And that's one example.

A clean reputation could be worth \$100,000 extra per month to some people. Or bad reviews could mean \$100,000 less each month, which ends up being a \$200,000 difference. And all of this has nothing to do with spending money on clicks and your general marketing costs. The cost of a bad reputation can be crippling, and mean a business being totally destroyed beyond repair.

The thing is, all of us need to be confident that when we spend money, we are getting what we want. And that confidence doesn't come from a sales promise. I don't care if you promise me everything's going to be alright Mr Surgeon, because you might just be in a bad mood, or not be sleeping well, then get into the operating theatre and make a huge mistake! I don't want to be that mistake! So I can't just take your word for it! Therefore we need to get more social proof and 3rd party information to build that bridge of confidence.

The best part of this trust building with reputation marketing is, when it's done right, it becomes the value journey you lead your prospects down. I will draw a sales funnel that shows that works in just a moment. But you understand just how important reputation management is right? Prevention is of course better than a cure, so even if you think you don't have any bad press, we can make sure you never have it, and your name or brand is flooded with positive comments. Because it's not just about trying to get rid of negative comments, because if that's what you think this is about, then you have missed the point. When people research you, they can't find nothing, they need that positive reinforcement. Therefore by flooding the marketing with your positive testimonials and reviews, you are not just increasing your conversion rates, but you are making it harder and harder for that 1 single negative comment that could lose you untold amounts of money, from ever appearing.

So what's the secret?

The mind mapping and planning of your reputation management has to be built on common beliefs and feelings of your target market. As you interact with your audience by means of videos you post on YouTube, email blasts out to your list and so on, it's essential that you build each segment of information to target one major feeling, and generally speaking, that is TRUST. But there are also smaller pillars that are building that trust, and each time you interact with them you are adding another pillar.

For example when thinking about our surgeon, we realise that the customer needs to trust them. But what are all the little questions and doubts they are that we can answer 1 by 1? Maybe one of them is about scars. Therefore let's say you are talking about incisions and scars after surgery, you might be talking about the types of incisions that are made, how they are made, and how they are stitched up, then move into why one method is better than another, talk about research and statistics (if available) and confront the topic head on, appealing to having an earnest desire to leave patients with nearly invisible incision marks (don't even call it a scar anymore), as long as they also follow these steps post-op. Now of course, you have no choice to also outline all the risks and that it will not go to plan if all these other possibilities come into play. BUT now that a patient knows you really understand in depth how and why to treat a patient without leaving terrible scars, and that it's your goal to leave invisible incision marks (provided you actually do have that desire), you have just created one more pillar of trust.

Let's shake up this example and use something totally different; A floor tiler. When an individual who's branding is himself, similar to a surgeon, the tiler needs to be known as someone who has attention to detail. The same fears, issues that people face when needing a tiler, can all be addressed by thinking of the feelings behind their decision. Maybe it's a person who is very wealthy and they need a tiler to tile around a fireplace and living area. They need the best because it makes them look good, it makes

them proud to show off their house. So when they engage you, and they see by the way you leave your videos on Instagram & Facebook, that you focus on detail and have an extra level of knowledge about doing it right, that's building your reputation.

The obvious additive to your own content that focuses on building your reputation is of course, testimonials and reviews by other people. Clearly, this is the main fibre that holds it all together and the part of the system that closes the customer. When they feel confident with you PLUS see that other people had good results, it's a done deal!

So let's break this down into what a Reputation Management Campaign looks like, and what it's actually made up of...

(a) Keywords. Everything online and on a computer screen revolves around keywords that people are using to search and find what they want, including finding you or anything about you. So at the top of all of this are those simple keywords about what you do as a service or product, personal names of people who work in a company, then combining all of those possible words and names into new phrases that also include “review” or “rating” on the end. Once you have a good understanding of all areas that any prospect could find you with, then...



(b) Reputation Marketing SEO. This is where you ensure that when someone is searching for you, a service you offer, or anything connected to you will only show results in the search engines and on social media that is positive. Therefore, an ongoing campaign is needed to ensure that all of these search results are being monitored, and not just monitoring to find any bad reviews, but constantly working with the right people to publish positive content and have your customers leave positive reviews, so that they are dominating the scene. Otherwise, you are leaving the door wide open for just 1 silly comment which should never have been seen (because it's insignificant anyway) now sitting under lights for all to see, and removing could take weeks! Prevention is better than a cure when it comes to reputation online.



(c) Review Websites which are usually 3rd party operations need to be dealt with carefully because most of them pride themselves on cutthroat and controversial content. Obviously because they are only out there for themselves to become a portal. They have their own business model too, they are certainly not out there for the greater good. Therefore you need to play the game carefully, and use them to your advantage. The biggest reason is because review websites often rank very high in search results, and just 1 silly review can appear overnight, if your Reputation Management team is not sharp.



(d) Social Media is clearly a big way to post content about yourself and your products, brands and so on. The majority of your social media use should be to entertain/build a reputation with your customers and followers. Often, people only try to use it for reviews and commentaries but the more information you flood onto social media that builds pillars of trust, the quicker any negative comments disappear.



(e) Go Live! Either via Webinars or simply using YouTube/instagram/Facebook or whatever else to stream live video or educational type of lectures. This builds MASSIVE amounts of credibility because people want to see what you are doing "Right Now". When people get to see how things are working in your company, what clients you have, what products you are producing and manufacturing, where you are getting ingredients, how you are making other people happy "Right Now", then they feel like they want it... "Right Now".



Brainstorm & Win

When it comes to integrating your actual marketing campaigns with your reputation marketing, a lot of thought and deep thinking needs to take place to understand your target audience, their needs and thoughts, your competition & the current landscape of the market.

Many reputation marketing elements should already be a part of your normal marketing process, BUT it's the way you need to go about it. It's the goals behind content, the messages, the psychology and the value journey you are taking a prospect on, so that you or your brand is seen in the light you should be shining! Not in the light someone else is shining on you.

To access video training of this chapter FREE, please join our Think Tank. You can join FREE of charge here: www.itsfreeadvertising.org/think-tank

CHAPTER 10

Website Design **That Floods You With New Customers**

This particular chapter is one that you would benefit most from by joining the Think Tank 360 program, so that you can actually see live examples of what I'm talking about! It's one thing to talk about web design but of course the true power for you is truly visualising what we are talking about here, so that you can apply the thinking to your own website!

Sales Funnels & Page Flow

One of the most overlooked aspects to web design is the steps that any visitor would make, or rather everything that the user sees with his eye and then chooses to click, so as to navigate around the website. Generally speaking, people like to create a "tree" of the pages that they want on their website which usually looks like this;

Home

Services

Floor Polishing
Floor Sanding
Floor Installation

Products

Super Polish
Sanding Mats

About Us

Blog
Our Team
Latest News

Contact Us

You get the picture right? You feel like you are planning out your website, which is basically just like a business card with a lot more information. But I think you can already see that is not a "sales funnel", or at least not yet.

Therefore, the real key to thinking about the structure and flow of your pages, and their menus is thinking about the

action that the prospect would need to make and what you're going end goal is with them. The reason we want to change the way we plan the page flow is because this will also help us plan the content and sales copy to actually achieve its purpose.

For example above, when look at that "tree" structure of the website that seems to be for a wooden floor installer and polisher, when you design that type of "tree" as your basis, what type of content are you going to put on each page?

Simple! On the floor polishing page, you are going to put some pictures of jobs you have done in the past, some information about how you are able to install different types of wooden floors, then finally a 'request a quote' form and also a phone number.

So then you drive traffic from Google to the website and hope for the best! Sure, you may get some leads, but it's a general approach.

Now let's say you had a different page flow based on your objectives, which is to install "pine timber floors" which is the type of floor that makes you the most money, mainly because it's flexible in that you can stain the floor a range of colours, the wood is cheap but the end result is amazing. You can charge good money, plus it's very fast to install because it's a good wood to work with. So let's try a different page flow.

But this time the page flow is going to be more specific, as just spoken of "pine timber floors" AND we are going to take the customer through the "actual" value journey that they are looking for. We are going to take them step by step down the road of their research, comparing their options, considering prices, building trust and then prompting them to take action.

Right, so what they do to start with? Research. They are looking online for keywords like this...

Google KWs:

Timber floor installers pine
Wood floor installation pine
Pine wood floors
Local Pine Timber Floors
Pine Flooring Stain Options

So now, we actually starting our page flow and sales funnel with the keywords that people are typing into Google when they search for our service. (Side Note: That "pine" may have only been on the older, more original version of the website 1 or 2 times, but with a dedicated landing page to "pine floors" is going to give you a fantastic quality score with Google (far easier SEO rankings) and cheaper clicks with PPC). So someone clicks from Google across to a page that helps them with their next step, comparing their options. ...

Special Landing Page for Pine Floors

On this landing page is a video that shows you a range of jobs and some of the team working on the job. A few slides and photos come onto the screen as well, maybe a little photo gallery, a display of the different types of stains and their colours that can be used and then an Offer to download a free "Planner" to help them see what options they have, and maybe they could even take a photo of the area they want to install a new floor on, and your PDF document might have colour swabs they could print out, or little diagrams. Or if you really wanted to go for gold, you could have an online upload, where they upload a photo of their room and then the software will overlay the floor, with a variety of pine floors with stain colours.

The options are endless when it comes to being creative and offering tools and information, to keep helping the prospect on their journey to get what they want and the point is, you want to be there along the way PLUS you just paid for a click or for SEO to get them to your website in the first place. So now that you have their attention with your beautiful photo gallery, interesting video, and maybe a live feed from your instagram account of jobs you are working on right now, what do you do?

Well, capturing their information for follow up is a **MUST DO!** And no, I'm not talking about them filling in a form for a quote. I mean capturing their details to take them on their value journey, and helping them reach their destination.

Therefore, when offering the free “Planner PDF” or the “Floor Design Software” or even access to a premium set of photos and design ideas, they need to fill in a form to get access!

Now if you wanted to, you could contact them to help coach them through their options right at that point, or you could do it automatically and digitally until they are ready to ask you for a quote. Depends on how busy you are.

The benefit of doing it digitally is, of course it saves you time, and they also build more trust by consuming more information about your business, prior to speaking with you. Therefore, when you do speak with them, it’s far easier to book them in as a customer.

Automated Follow Up

Now, the next major part here is creating an automated follow up sequence of emails that will be sent to the customer. Each email will contain some handy tips and information, and the best way to do it these days is with a short video.

Using videos is becoming absolutely paramount, when it comes to holding someone's attention, and building their trust. Therefore, getting into the habit of shooting simple videos without too much fuss and without paying for expensive editing (unless you’re a larger company and have strict requirements, but even then, there are ways to

do it quickly). Inside the Think Tank 360 membership, we actually break down different ways of shooting videos very quickly, how to organise the content, and especially if there is someone on screen, how to help them keep on track and not need to do it 50 times to get it right!

Another HUGE fad these days is Webinars! Setting up a special software system that will organise the registration of prospects, email follow up and reminders, then the live event can dramatically increase the trust and reputation you have. Depending on the product or service that you might offer at the end of the Webinar, conversion rates are generally very high! Now this cannot be used for all services and products alike, but it is something to keep in mind and talk to your digital marketing consultant about doing.

So the point is, whether videos, webinars, little tips, or better yet, all of the above. Those elements can all be included into your automatic follow up series. Best of all, it's actually not that expensive to setup (talk to our team if you need someone to do it for you).

And so as you drip feed your prospect and build trust, you always have the option for them to get a quote or request a price, buy now and so on. So that as they build trust and consider their options, you are ready to help them over the line.

Another massive point to consider is that, your sales copy,

the offer you have in comparison to your competition, and the call to action that you use, will all have a dramatic effect on your conversion rates as well. But even if you do those things in a very average way, the results that you get will still be far higher than buy generic traffic from Google and sending them to your average business card style website!

eCommerce Flow

In this particular book, we will not go into depth about how ecommerce or business that are going to take payments on line, need to build their flow. Mainly because it rests largely on the software systems that you are using, and also the merchant accounts that you have with your bank. These things create very limiting or flexible conditions for building and optimising your sales and page flow, usually due to compliance policies with banks and security platforms.

But the principles are the same with this type of a website. The only difference is dealing with cart abandonment and understand how to capture the person's information earlier on in the journey, so that you can follow up with them after they leave your site, and even while they are still on your website, by offering ulterior options and products to them. Plus, when it comes to putting your credit card into a website, people need to feel very secure and confident that even if there is a problem, your company will never keep their money without making them completely satisfied.

For example, on Amazon, do you ever feel that if you order something that your credit card is going to be used for fraud? Doubt it. And we also feel that even if there was a hack, because you trust them, you know you would get your money back. You also know that if you don't get the product, or it's the wrong one, that you have options.

So all of those feelings about possible scenarios are all safe and secure because of the way that Amazon deals with you. Therefore, their reputation is very reliable.

Device Optimisation

If your website doesn't work on a mobile phone, you are leaving 40-60% of your leads in the dark. It is that important nowadays, to have a website optimised for all devices, tablets as well, that you cannot make decent ROI with it.

If you have an iPhone and iPad, put them next to your laptop and open up your website so that you have all 3 devices. Browse each page one at a time, on all 3 devices side by side. This will take some time, but it's VITAL to do. Because, if you are having issues and finding it annoying, so is everyone else.

There are other ways of checking this as well. You can type into Google "view my website on all devices" and there are many different websites that will show you what your website looks like, on various phone models and so forth.

Very well worth the time. Your web designer should be doing this anyway BUT of course they might think its "good enough" and have already been paid, so they are not going to raise any questions about it.

Speed & Webmaster Tools Tracking

If you haven't already setup your website on Google's Webmaster Tools, this is a fantastic way, and being able to check various aspects of potential errors in the code and hosting of your website that you personally won't be able to see.

When setting up an account, one of the most important factors to running a successful and profitable website, is having website that loads and functions quickly. Of course, you can't overcome the issues of your user's internet speed. But Google does have a very reasonable expectation as to what people who visit your website need.

If your website is not loading fast, timing out, buttons are hanging and when people use it on a mobile it doesn't respond properly or is sticky, you need to get that fixed ASAP!

Usually, the web designer can fix these issues, compressing images, removing excess scripting in the code of the website. But sometimes you need to get better....

Hosting

The topic of site speed is of course affected by your website host as well. My recommendation is to use a website host that specialises in hosting websites like yours. For example, if you have a word press website, then you should be using someone like WP Engine. You can do a search in Google for “word press hosts” and you will see the top 10 hosting companies that specialise in hosting word press websites, and dealing with all the common issues with that type of website, so that you don’t have to face common problems.

And of course, because they are a specialist, they will be able to offer optimisation packages to ensure your website loads super-fast. Many hosts also offer mirroring services, which place your website files on many servers around the world, so that each user can access the closest set of files to their location and therefore get a faster load time. Believe it or not, physical distance does make a difference when loading up a website.

To get a really good clear vision of the types of websites that sell, the design and appeal to those websites, plus the way they are written, calls to action and sales flow that are being used, you need to join our Think Tank 360 program. That way, you can see on video exactly what I’m talking about and review live case studies. Unfortunately I can’t add everything into a paper book, but with video, we can surf the net together and you can get a full grasp on what

to do and how to apply it to your business.

To access video training of this chapter FREE, please join our Think Tank.
You can join FREE of charge here: www.itsfreeadvertising.org/think-tank

CHAPTER 11

How To Get Tons Of Targeted Traffic To Your Website

Ok before we get started in this very exciting and important section, let's just remember what our main goal is: Free Advertising.

We are looking to setup a perpetually consistent and never ending advertising system that never needs to stop because it essentially is giving us free leads and free "in the door sales" that might only break even, but nonetheless give us a consistent flow of buyers. From there, we can keep putting up prices or keep expanding, whatever we want, to keep our business cranking along!

Ok so at this point, you would already have a website, you would have built that website based on a set of "needs & wants" by your target audience. It could be "removing dark spots on skin" or "pine timber floor installing" and with the target market, and precise understanding of what the customer wants, we know that when people get to your website, you are going to take them through a value journey and give them what they are looking for right?

I'm sure that's exactly what you did ;-) If you need help with that, you know we are available for help. But with a good sales funnel in place, we only now need to get the

attention of your target market and tell them that you have a solution worthy of their time.

With this in mind, the success and cost of your advertising on the following platforms will be far cheaper, with far higher conversion rates!

So let's look at the big beast to start with...

BING... sorry I mean GOOGLE :-)

So easy to get those 2 mixed up! Hardly. Google is a monster company, and their advertising dashboard inside "Google Ads" is even scarier. It is a very complicated and diverse system, to create somewhat incredible marketing campaigns that you can setup and target any country, town and language in the world, all the from the comfort of your chair on a remote island anywhere you want!

We are going to run a PPC master class, if you would like to learn how to run your own Google Ads campaigns and manage them successfully (this will be in the Think Tank 360 area). But in this book, we are going to cover the core factors to building a good campaign and what to monitor.

I am also going to mix in details about PPC (pay per click) and SEO (search engine optimisation) in the same flow of information. This might seem annoying to some people, but one of the major factors to running a no 1 ranking SEO campaign is by understanding how the Google Ads

system works, and how their policies and thinking affects us as advertisers. Keeping in mind that Google wants you to spend all your money on ads, not paying SEO guys and companies to rank you in the organic search results. But there is a powerful key that lies in being optimised for PPC that in turn forces you into the framework and goodwill of Google Omni presence. Which makes perfect sense really, if you abide by their rules to optimise your website, so that they give you the highest quality score from a Google Ads point of view, it's impossible (we imagine) to get into any trouble with your SEO or being penalised because you have over optimised your website for SEO.

So let's get started with the main thing that all users search with, and that's typing in a range of words to describe to Google what you want..

Keyword Choice

So clearly when it comes to running a Google Ads Campaign, you need to start by telling Google what keywords you want your ad to appear for. These are the keywords or phrases that people are typing into Google, when they are searching.

One of the cool things about this is that Google offers a "Keyword Planner" tool that allows us to see how many people in any geographical area are searching with those keywords. In some countries, we can also drill down and see what age groups and sex they are.

Be specific with your keywords, and keep the attitude that you are a customer when thinking of these keywords. If you are searching for "dark spot removal cream" and you see an ad for "Anti-Ageing Cream", you might click for fun, just to check it out, but it's not what you are looking for really. You are online to buy a product to remove those dark marks on your face, so even if you click onto an anti-ageing product, you won't buy unless it says that it removes dark spots on your skin right?

So you really need to be specific and drill down into the needs and wants of the customer. And you don't want to just entertain bored people surfing the net, you want to entertain buyers. Therefore, you won't be targeting people that are searching for "remove dark spot home remedy" or things that show the person is not looking for a product.

Now, another key point to keep in mind is the keyword matching system that Google has. So let's pose the example or targeting "luxury house architect Sydney". Ok now, there are 3 different ways Google can treat your keyword, and trigger your ads to appear:

Luxury house architect Sydney - broad match

"Luxury house architect Sydney" - phrase match

[Luxury house architect Sydney] - Exact match

When your keywords have no commas or brackets around it that is called broad match. This means that if someone is searching and they type in 'rent big architect designed

house in Sydney', your ad will appear, why? Because that phrase contains your keywords. It does not contain them in the same order, and might even miss a word or 2. But it's a far wider sweep of showing your ads to a broad audience that might be interested in what you have, or completely not. That's why it's a broad match. And don't be deceived, it's sometimes the most profitable keyword match type you can target, which also reveals to you new keywords, you didn't know existed and are converting really well.

To understand how to find the exact phrases people are using to find your ads, and where they are coming from, you need to go into the Google Ads dashboard and look for 'search terms', as this is the report that shows you what people actually did originally search when your ad appeared and they decided to click it. Inside the Think Tank 360 area, we will add videos to show you how this works and how you can evolve your campaign as time goes on.

Now the second match type is phrase match, which means "luxury house architect Sydney" needs to be in that word order, but it can contain words at the start or end as well. So it could appear for 'big "luxury house architect Sydney" waterfront'. Where there are now 2 more words in the phrase, but those words do not interrupt the phrase that you want to be used.

Finally, we have exact match which looks like this: **[luxury house architect Sydney]**

This means the person searching only types in those words and in that order and nothing else. It's exactly that and nothing more, nothing less.

Using and split testing the different match types, can dramatically change the results of a campaign. It's important to use ad groups that contain all 3 match types for any keyword you want to test, as 1 match type could be your golden goose, while the others could be your worst nightmare. So close, but so far away. Then of course, you want those keywords and their match types to be split tested against multiple ads.

The best tool that I like to use for this, so that I can deploy hundreds of keywords and ads all at once, and see exactly which keyword, which match type, and which ad are giving me the best conversions, is a tool called "Speed PPC" & that needs to couple with using "Ad words Editor". These 2 software systems combine to make a very powerful campaign!

SEO & PPC Quality Score

Now let's move into SEO and also PPC quality score. If you visit this link:

<https://support.google.com/google-ads/answer/140351?hl=en> OR you could just type into Google "Google Ads Quality Score Guidelines" and you will see that link as well.

You will be able to see the completely elusive way that Google tells you how their quality score works. Now before you read it all and then end up saying "I have no idea what to do", let me summarize it for you here.

1 - Keywords in your ad

2 - Keywords on your website

3 - How many people click your ad when it is displayed, this is your "click through rate" or CTR.

4 - How long does a person stay on your website before clicking the back button and searching Google again? Which also means your website needs to load fast, so that a person can see if your site has what they are looking for. This is called bounce rate.

5 - User experience on your site. Is the user moving around the website and spending more time, reading and possibly making a purchase or contacting you? This means have found what they are looking for. Google likes to see menus and options to click around the website, Google isn't into 1 page websites with no menus and further information.

So at the end of the day, giving the user what they are looking for is what Google is all about. That's why you and I use Google. To find what we want. And they are doing well at giving it to us so far, so they don't want to ruin that by

having some dumb advertiser post up ads for “skin spot removal cream” in front of people who are searching for “gym in my area”. Relevance is massively important to Google, and because it’s all automated, their spider bots are making these decisions about your website in a few seconds. And those few seconds can make or break your budget, if they give you a low quality score.

On page SEO basically works on the same principles. When Google is going to give someone search results that are not ads, they need to give the user relevant content to their search terms. Therefore those elements above are what also guide the way you create your page.

NOTE: As a general rule of thumb, when you place a keyword on a page that you want to rank for, it should have about 600 normal words on the page for every 1 keyword that you insert. If your keywords are all very different, then you could insert 3–5 keywords into that 600 word text, as they will not conflict. I would probably have 800+ words on the page if you did that, just to be safe.

And just like on any page that is about a certain topic, you cannot have too many topics on 1 page. Therefore, if you are targeting 40 keywords, whether with PPC or SEO, you cannot target 1 page with all those keywords. It will not be possible to load those keywords on to one page without being viewed as unnatural and over-optimised (basically fake manipulation). Therefore in the same way, when you are targeting. Let’s go with another example, “pool

cleaning hawthorn”, and you want your website to rank for that keyword via SEO. Then you should create a page that is specifically for that suburb, add a few variations of the keyword onto the page.

- 1 - In the heading
- 2 - In a sub heading
- 3 - In the title tag of the page (in the code)
- 4 - In the Meta description (in the code)
- 5 - And a couple times in the content and you’re done.

If your page loads fast, has a good set of menus, privacy policy and terms and conditions page which is linked to in the footer of the website, and you are basically all set.

Off Page Relevancy

Ok so the Google Bot can see that your website is relevant to the keywords, and your ad is as well. But now the Google bot wants some extra reassurance. The Google bot is like a whiny clingy boyfriend or girlfriend who lacks self-confidence and whose whole life is run by its insecurities and critical attitude. So the cow goes out and starts gossiping and asking other people what they think and whether they know anything about you and what you’re up to.

Google buys massive amounts of information and accumulates mass information (as information is their business) and I think we would all pee our pants if they

actually told us all what info they had on us. And that information of course is used to make them more money!

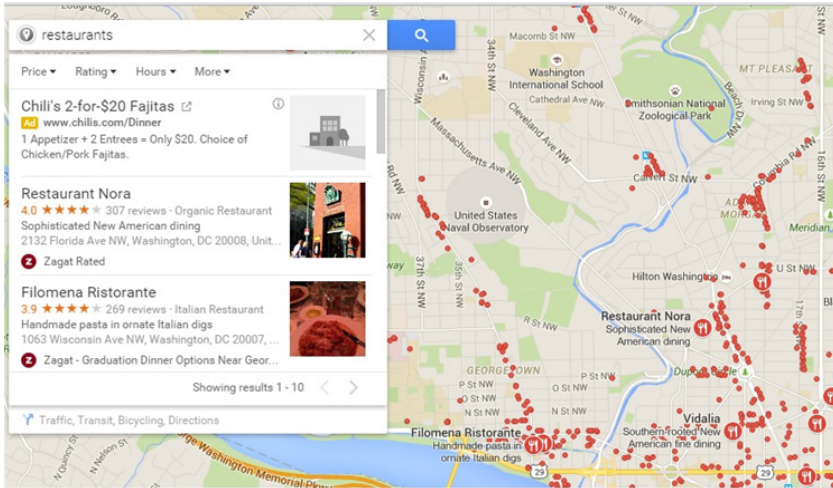
So the annoying Google Bot goes out and looks for any reference to your website, names, brands, keywords, addresses and literally anything that might be remotely connected to your website. This way, they can build a social viewpoint of you, and whether you are a nice person or not. The reason is, they only want their users to find websites and products that nice people run.

So when a website that is high in the Google "Reputation Meter" has an article on it, that uses your websites name (not even a link) and talks about what you do, you get some credit for it. If they link to your website, the Google bot starts to like you. But of course, if you are getting links from porn sites and weird messed up torture or websites that Google says is totally irrelevant to your business type, then they take points away from you and yes, your score can go into the negative. So much so that they can "sand box you" which is like pegging your website to a score that you can't change, unless you go to special lengths.

Google Maps

At this time, the pesky little Google bot also wants to see where you are physically located. So if you have your address on your website, (preferably in the footer) then they will be able to link your site to a Google Maps listing (that you must create, especially as a local business). This

then links your site and it's offering to be more relevant to an audience in a geographical location.



Don't stress if you sell nationally and internationally. Inside the Think Tank 360 area, we show you step by step how to setup Local vs. National vs. International campaigns, in PPC, SEO and on Google Maps.

To get a verified listing on Google maps, they will go as far as sending a post card to your address with a little password on it. You then need to take that password and type it into your Google Maps account to activate your verified listing!



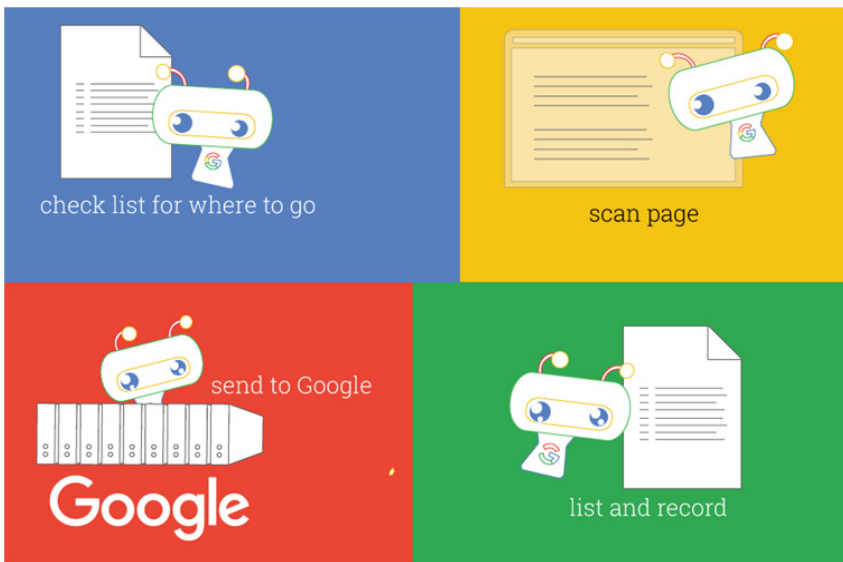
Reviews

The darn Bot also has a look at what reviews you have online. Google reviews are obviously a big deal! Facebook page and social media reviews as well. And believe it or not, Google knows if your product is on Amazon, and will siphon off those reviews and give or detract points from you too!

Therefore when you read all of the above, can you see why I earlier spoke about Reputation Marketing and how it

needs to be integrated with your SEO and overall marketing system?

It's actually one of the most important things to keep in mind to not only get more relevancy, cheaper PPC clicks, higher SEO rankings, but your conversions are far higher as well! Because people see you as a trustworthy source! If you would like some help with a Reputation Marketing strategy, book in a free consult with us. It really will change your perspective on the overall strategy!



So make it a necessity to focus on increasing those reviews, getting influencers on social media to link to you with high ratings, having good quality blog posts from high profile websites, and then beyond that using SEO guys to do their general back linking and awareness campaigns to

push up your rankings to No 1. And in this way, you won't ever be fearful of being penalised or what the new and improved Google Bot will do! Whether they decide to call it Viper, Panda, Emu, Kangaroo, Ninja... whatever! You will be sailing through with their smile of approval.

Device Optimisation

Now when it comes to running ads and then splicing down your tracking, as already mentioned, you need to have your website optimised for all devices. In the proceeding chapter we will look at how to isolate which device is converting and why.



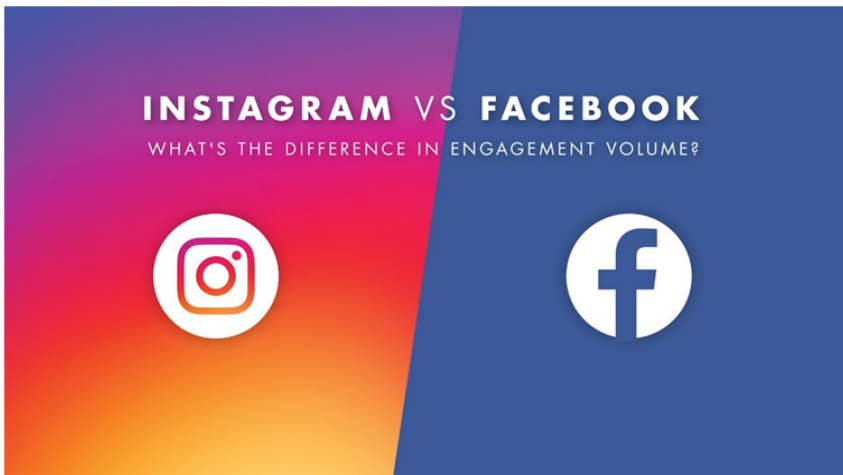
But this is just another reminder that you cannot run ads to devices which glitch on your website. You cannot afford to waste money on devices that are not seamlessly setup. And this especially goes for...

Facebook& Instagram

Which are now running as an ad serving platform, inside the same Facebook Business Portal. One of the biggest

parts to remember about this form of advertising is that people are not searching for you, generally. They are passively doing something else, wasting time watching movies or just chatting with friends. Therefore, your ad is an interruption, vs. when they are searching on Google and they are in the frame of mind to look for you.

The power of Facebook and Instagram is that images appeal to people's emotions in a powerful way. Therefore, you can still get very good results because you can employ far more tools in your marketing when using these platforms.



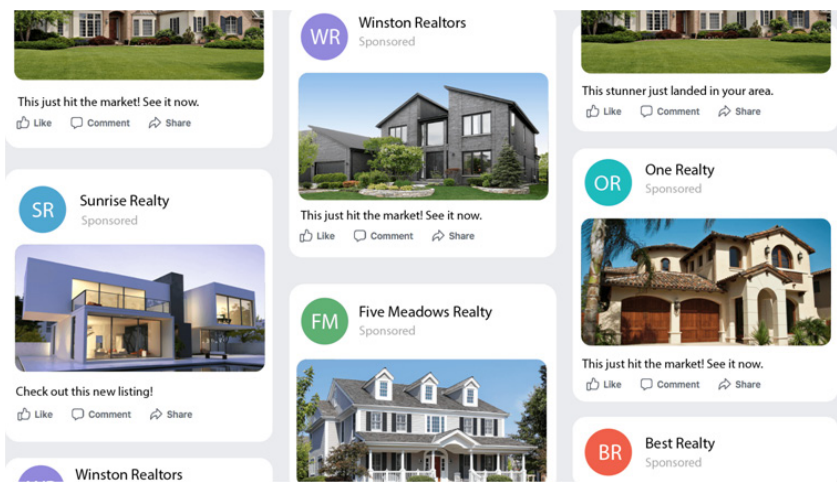
Facebook ads are also run by geographical location, but then by users interests, not exactly by keywords. Therefore, Facebook is accumulating information about what people are looking at, what they click onto, what they are talking about with others to find out what that person is

looking for or interesting in doing. Therefore, it would seem to be far broader in approach, but that's not so bad because it's also far cheaper to use, so it levels out.

So how would you setup an ad?

Ok let's use an example of a Real Estate Agent. They service a specific geographical area right? Maybe a few towns, maybe just 1. So you can easily set that up. But now you need to target "buyers" let's just say. So you might already know based on experience that in the current market, buyers are mostly first home buyers at the moment, aged 25-40. Fantastic! They might be interested in real estate, investing in real estate, first home, home renovations.

Now you have a narrow audience that is going to serve your ads to people most likely interested in... What? So what is your offer now?



Well, using the knowledge we learnt earlier, we will send these people down our sales funnel. So let's create a landing page that offers a free report on "How to Buy Your First Home & Turn It into a Money Making Investment!" They see your ad, click to that page, enter their name, phone number, email and download your book which basically teaches them how to renovate and either sell or rent out their first home. They read your book and really enjoy your information, they are also getting automated follow up emails with information on your latest real estate listings... Plus you gave them a quick call to see if they accessed the book ok, and have a chat about what they are looking for! It's not rocket science, but it's amazing how many people get it wrong!

Retargeting

The next little gem to keep in mind is the ability to create those pesky ads that follow you around. You know the ones? It's like Deja Vu every 5 minutes, and that actually makes a big impression on the user subconsciously.

Basically what happens is we place a little piece of code on your website that talks to Facebook. When someone visits your website, Facebook checks to see if that same person is logged into their Facebook account, then they match them and put them into a special list for you. It's your retargeting list. There are many ways to create these lists and based on many different movements and actions of your website visitors. But for now, we will just say that

we want to retarget everyone who has visited your website.

So when that person is back on Facebook, they start to see ads about your company. It could be new listings of houses that your real estate office has just signed up. It could be Auctions that are happening not far from where that person lives. Anything deemed of interest to them, knowing that they already know you and are interested in some form of real estate service.



This type of advertising is very cheap. Ridiculously cheap actually, because you are choosing individual people to target, you can't get more targeted than that. And it can sometimes increase the conversion rates of an entire campaign by 10-25%.

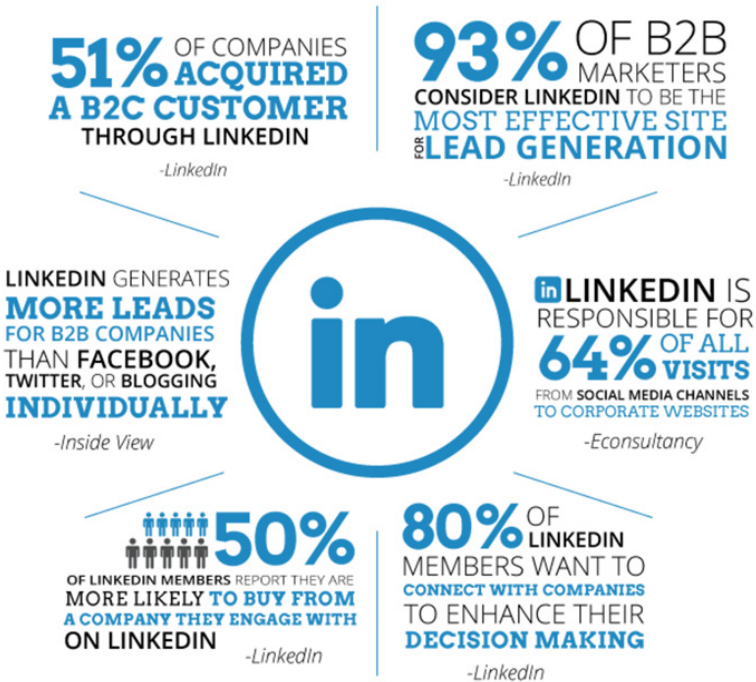
One of the most powerful little tricks with retargeting is when you are running a Google Ads & SEO campaigns, then maybe some Facebook Paid Ads as well. Setup a separate campaign to constantly follow up on that

audience over and over.

Eventually, you will be able to create what is called “look alike audiences” where Facebook can find people nearly the same as your buyers and only target them. It gives you fresh meat, and it’s super cheap!

LinkedIn

A very powerful B2B tool. Basically, this is a traffic tool similar to Facebook, but instead of targeting the common person surfing around for fun, you are targeting business people and employees who are surfing around to make



business connections and network. Some people use it to keep up their professional profile and stay in contact with others, but most use it to create new connections and sell their services to others.

Inside the Think Tank 360 member's area, we will create a detailed video of some tips and tricks for using LinkedIn.

YouTube

An absolute must, and I must say I am a little ashamed I waited until I did to truly appreciate YouTube as an ad platform. It seems to very obscure to most marketers just how to run ads on YouTube, and back in the day, they only allowed big time advertisers spending massive money into their gates. But these days, we can all have a share.



Obviously in this book, I cannot show you step by step how to setup a YouTube ad. BUT I can give you an idea about some successful campaigns that have made million using Short YouTube Ads. The first one is about a campaign we did about a year ago.

Phone SIM cards. I can't give you the name of the company due to certain agreements that we signed, but YouTube, I believe, is basically still undiscovered compared to Google and Facebook which is still relatively cheap to use, but getting expensive. YouTube on the other hand, has been a little obscure and not as easy to run ads on, and the general marketer isn't running ads on it, so there is a massive gaping hole in the world of opportunities.

So with the example of the SIM card, this company was selling a 3rd tier sim card, which basically means they don't own a network. They are sub leasing or white labelling another network and then selling sim cards under their own telecommunications name. Ok so this company was offer something that no one had offered yet, and you might remember this, it was the "unlimited everything" days. They kind of came and then went away, weird. But anyway, they were offering this "unlimited package" and the true power of selling these darn SIM cards (they were actually free, then they had a back end sales funnel to get people to add credit and upgrade) was YouTube videos.

When people are searching for and watching things that are not movies, you can do well with YouTube ads.

You see, when people are looking episodes of TV shows or movies where they want to settle in and watch a movie, ads are not as good, and people don't take action. It's just easier to think they can deal with it tomorrow because they are in movie mode.

But when people are looking at travelling clips, funny videos and general consumer videos where they are happy to click around, then they are usually happy to click over from your ad to check out your offer.

The elements you need to keep in mind for a good YouTube videos is...

1. If your video is a forced view or they can click away to skip after a few seconds
2. The opening few seconds of your ad should get attention but not contain anything important that you want them to hear, because it usually takes a user 1-3 seconds to realise a stupid ad just popped up.
3. Showing them something, visually that makes them want that physical thing. Even if you are selling information or a book, get a person on the screen with a printed copy of the book and holding it saying it's theirs for free if they do whatever. People on YouTube need that visual "what is that thing" feeling to keep watching.
4. Tell the user they can click the link and it will open in a

new window, they can look at it later, they don't need to interrupt what they are doing and lose their spot. This sounds silly, but it's a massive CTR increasers and conversion booster.

5. Get them onto your YouTube channel as a subscriber, then give them a reward for subscribing.

6. Offer something for free, free videos that are usually expensive to buy is always good

7. Be entertaining, don't be an information blurting boring old fart

Shooting Your Videos

Most people think they need to go out and buy thousands of dollars of video shooting equipment, but you really only need a new iPhone or half decent phone, a small microphone piece that costs \$5 of AliExpress and good lighting. Now if you want to run a little studio like I do, then I suggest you invest in some light boxes. You can get those for \$80 for a pair. I would recommend you get 3-4 light boxes, then if you want a backdrop curtain and poles to hold it up, you might need to spend another \$50. But the lighting is the main thing, and it really does make for a great video. The microphone is also essential.

Now the rest of the video which you probably think is crazy important, is being word perfect and having a great script

and rehearsing a million times. Wearing cool clothes and the list goes on. Well, all that stuff isn't as big a deal as lighting and sound. If you are personally on camera, your eyes and smile overtake everything, and of course you need good lighting to see that, then people can't wait for you to open your mouth and speak (therefore a good microphone).

If you are not live on camera, then you can easily outsource this to a video editing specialist, who will use clips and images to create your masterpiece. I would recommend you still do the voice over.

Conclusion

At the end of the day, when it comes to running traffic, it's very similar in concept and principle. You already need to know what your ideal prospect wants, and you already need to know that there is a need in the market place. Because, if you are running ads and hoping for the best, you're probably in trouble.

You already need to understand that ideal prospect and know what type of person they are. Then you need to know what their battle is, and know you have a solution, and a good nurturing sales funnel to take them down.

With all of that in place, getting the clicks and the traffic is not a big deal, no matter what platform you are using. Google, Facebook, Instagram, LinkedIn, YouTube, Twitter,

Banner Ads on Other peoples websites, anything. When you advertise, you are interrupting and connecting with your ideal prospect, then offering to them what they want. Some will act, some will not, some will down the track. And there you have your statistics and conversion rates.

To access video training of this chapter FREE, please join our Think Tank. You can join FREE of charge here: www.itsfreeadvertising.org/think-tank

CHAPTER 12

Tracking & Analysis **Triples Profits**

So why do we track and analyse data? Pretty obvious isn't it? To refine the strategy, by understanding exactly what is happening inside and out of our sales funnel. We want to understand the mind set of the people we are targeting, their issues, how they feel and what they think about. Then when they either see our ad passively via Facebook or go looking for our ad via Google search, we want to understand and track their reactions. What did they click? What did they not click and why? Then after they clicked that ad, they went to the landing page, but they didn't fill it in, why? But on the other hand, a keyword that was searched on Google is getting a low click through rate, and therefore we are paying a higher cost per click because Google quality score is low as a result, BUT 50% of those people are filling in the form on the landing page, and 33% of those leads are buying the product!

Then after we have a sale, because of the expectations of the client, there are different "life time values" of each customer. Some will only buy once because they were sold well, but then were not really satisfied with the product because it was not really in harmony with their expectations (and potentially what you promised).

Whereas another customer entering your website who

typed in a different keyword, or saw a different image, then came to your website with a certain perspective and what they would get, which carried them through to a sale, then because the product was what they expected and wanted, they will buy again!

So when it comes to the goal of your front end funnel, it really is just as this book is entitled "It's Free Advertising", we are trying to create a "front end" funnel that breaks even with your advertising overheads, and then the rest of the funnel, or back end funnels is the pay day.

And as already discussed, the point of having a marketing funnel like this on the front end, is to create a "perpetual snow ball", where you never need to turn off your marketing, and you can scale up to get as much of that converting traffic as possible, because in essence it's free anyway. Then, you will have a plethora of free leads all wanting your main products and services, where the real



payday is, and where you don't need a marketing budget.

Imagine that, a business with unlimited leads (as per market size) that you don't need to pay for, you know how awesome that would be. So what's going to take us to that pinnacle to actually make that a reality?

Well, keeping in mind, not all business models allow for this in an easy to define way. You can't really just say you have a "pay for itself" front end marketing model, if your company doesn't sell anything quickly on the front end. But I'm sure you appreciate the concept that I'm teaching, and this can be adapted in a variety of ways to work into a cash flow management program where you are providing yourself with a point, that you can pinpoint a line that you call your front end.

Knowing your numbers

Ok so let's do a little scenario where we are offering a service locally, let's use one of the sales funnels we created at the beginning of the book. Now that we have moved through all of the creative aspects of setting up and website and doing all the technical mumbo jumbo, we reach a point where traffic is flowing to our website from Google, some of the traffic is converting and filling in the forms to get a quote of more info, some visitors are bouncing within 5 seconds, some are spending a reasonable amount of time on the site then leaving after 60 seconds, then there are others who are hanging around

for up to 120 seconds or more before leaving.

So let's say we are paying \$4 per click to the website, and we drive in 1000 clicks to the website with 10 different keywords, each keyword is split testing 2 ads. So we have spent \$4000 on clicks, and each keyword had 100 clicks each (hypothetically) and each ad had 50 clicks.

Now we got 10 leads from that traffic, but only 2 of them turned into quotes, and only 1 of those quote went ahead. So to get that 1 job, cost us \$4000 on clicks and if you are paying a Google marketing guy, then you probably paid another \$1000 in setup fees and have ongoing management costs. Was it a rip off? Well, not if your Google manager is good. Because what that person will now do it use those numbers, dissect them and find your bull's eye.

So let's break it down, because we installed a tracking pixel that fires, when someone fills in a form on the website, we know that 3 of the 10 keywords produced 6 of those leads, and because we are using phone tracking, we know that another 2 keywords produced the other 4 leads. So what do we do?

Turn off what didn't convert. So hypothetically, if we knew this in the first place and we spent \$4000 on clicks, we would have only targeted those 5 keywords, so we would have double the amount of leads OR have paid 50% less. So let's go with the cost ratio, let's say we are down to

\$2000 to get those 10 leads.

Then we look at the ads we split tested and it shows us that one ad in particular was costing us 66% less than the other and it was the converting ad. And upon further inspection, we can also see that 3 of the keywords were getting their leads for only \$60 each, but the other 2 keywords were getting their leads for \$80. So what do we do?

We pause the ads that didn't convert and were costing too much. So now we are down to the converting keywords and converting ads that gave us the leads at a reasonable price. If only we knew this information beforehand! Easier said than done, but imagine if you didn't even track it this time around, like most companies!!

So, the end result is that, 6 of the leads were \$60 each, and 4 were \$80. So, the 10 leads actually cost \$680, not \$4000. Now, from that 1 job which had a profit of \$25,000, paying \$680 on clicks isn't so bad, especially because it's tax deductible (that's not tax advice by the way J), but why stop there?

Ok so if you are the owner of the business now you know your numbers, you are paying an average of \$68 per lead. So after that first month of testing, which seemed very expensive, you are not seeing the data and potential by understanding the numbers.

Sounds like a winner already, but that's nothing!



Remember we also had data about how long people were staying on the website right? 5 seconds, 60 seconds, 120+ seconds. How about we add a free download that shows people design ideas, to help them with their new pool? Great idea! We are going to add website chat, with options for people to contact you on Facebook messenger or directly on the website itself to ask any questions they have without needing to fill in a more intimidating form. Then, we are going to check the page speed of your website, the devices that people are using to access your website, we are going to check the ages that are using each device as well. Then we are going to finish off with a retargeting campaign, to follow all website visits around, with more ads. We will run that on both Facebook and Google to start with.

Now before we go further, let's just remember our target

demographic is people over 35, with children. They are the ones that convert 90% of the pools that we build and they have an average household income of over 100k combined. Therefore, this time around, we are going to restrict our clicks to only people in our demographic.

After implementing those things, we spend another full \$4000 on clicks, and we would expect to at least pay \$68 per lead. But what happened?

Only 20% of people bounced after 5 seconds, 40% stayed around for 60 seconds, 10% asked questions on website chat and stayed on the site for over 120 seconds or more, 20% filled in the forms to get the free PDF and the remaining filled in the quote form. The rate of engagement massively increased, which dramatically increased lead volume. And because all of our budget was being spent on ads and keywords we know convert, we end up with a campaign that is getting leads for only \$30 and also a quality of lead where ¼ wants a quote, and from there, it's up to the offline sales man to do the rest.

But now that \$4000 per month is spent on ads, it's literally worth a million dollar annual turnover in new jobs, for the company. It's now a gold mine.

And now, just to cap this example off with the "free advertising" type of model, where would someone draw a line in the sand and call any part of that a "front end" funnel that gives you unlimited leads and a break even

cycle? Well, because this is a very typical conventional type of business, we could implement a “deposit” or “booking confirmation” or something that gives certainty and money into your engine. And that would be the point that could be called a perpetual front end where that fee is non-refundable and completes phase 1 or your front end.

Let’s look at another model that fits more closely to our free advertising front end funnel...

Skin Care. Let’s say you sell a moisturiser or a set of anti-ageing products. We have a company called “Inspirit” that has gone through various business models, and the best way to find and on sell skin care products is to offer a digital information product on the front end. Many times, this product can be free of charge, but it needs to have really helpful information. Then you upsell the product, not as the solution but as the easy option, the get results fast option.

I really want to walk this out for you step by step but it’s far easier on video where we can show you how the business model works. So you will need to access the video in the Think Tank 360 area.

Now one thing to keep in mind with any of these funnels and with tracking and analytics, is that it’s the whole funnel that needs testing. Not just an ad, or a keyword, or a landing page, or an upsell. All of the steps are split test and then form a full length funnel. Then you can split test

complete funnels against each other.

Do not test one aspect and then trash a whole funnel. You need to test the whole road map. And in fact in the resources section of our 360 members area you can access software systems to do all of that very quickly and easily. Imagine being able to replicate a whole sales funnel in 1 click, then being able to just tweak a few headlines and some images, then split test that against the first winning funnel? Sounds impossible but it is very true and possible in the winner's realm of internet marketing. Login to your 360 account and you will see our recommended funnel builders and analytics soft wares in the resources section.

Now when it comes to testing and analytics, don't get sucked into the waste of time statistics that many analytics companies are trying to keep you busy with. It's like "fake news" basically. They tell you all these stats about people visiting your website (and they are not even people they are bots and other non-humans servers pinging your website) and then they have all these great "increases" but at the end of the day sales are not going up. So unless your industry is in a downturn, you need to make sure you are not being fed fake news from your marketing company, and any stupid software system you just spent a fortune on that is nothing more than entertainment.

The most important factors to your campaign starts with your main objective, then reverse engineering it back to where your prospect started their journey. So if your main

goal is to get a prospect to transfer \$10,000 into your bank account, then that's where we are starting with our analysis and working our way back to where they first did a search online.

To access video training of this chapter FREE, please join our Think Tank. You can join FREE of charge here: www.itsfreeadvertising.org/think-tank

CHAPTER 13

Scaling Up

This chapter is moving into kick butt level, yoda style and in this book, we were going to cover what it really means to rinse and repeat a campaign so that you can scale up without any unexpected surprises, and also make sure you monopolise your geographical locations.

We were also going to go in deep into your Split Testing checks, to ensure you are maximising all upsell and down sell opportunities, not to mention back end cash windfalls, where you actually make the real killer bucks.

And probably one of the most interesting of them all is international expansion, or simply reaching new languages that exist in your own backyard. We often forget about the multilingual world we live in, and how many people speak more than 1 language, or only speak their mother tongue, which isn't English! There are some seriously massive profits to be made doing that, and conversion rates are 5x times higher, because you have no competition and they usually have no options, so it's a hole in 1.

But I'm sorry to say, all of those advanced tactics are only available by paying the small monthly fee to be a member of our Think Tank 360 club! The cost to join really is small

and barely a splash in your budget, and the value is MASSIVE!

Plus you can enjoy all of the interesting strategies in this book, plus a range of more advanced secrets, in easy to follow video training accessible inside the Think Tank 360 member's area: www.itsfreeadvertising.org/360

There are different tiers to the program, and some tiers have limited spaces because it involves my personal time and attention, to help you succeed online! Let me help you personally create a winning campaign, and super charge your business with internet marketing!

To access video training of this chapter FREE, please join our Think Tank. You can join FREE of charge here: www.itsfreeadvertising.org/think-tank

CONCLUSION

With all of the options available to us in today's day and age, it's sometimes overwhelming to track everything that is happening online, track all the changes and all the updates. You basically need a full time team (not even 1 person can do it) to track what is changing on all advertising platforms, and what your target market is doing online.

Not only do you need a specialised and dedicated team to keep up with what's happening online, you then need it condensed and conveyed to you in a simple and easy to understand format, to help you make smart business decisions that will help you avoid disaster and embrace success!

The reason I wrote this book is to give you a good rounded out understanding of what it takes to make your internet marketing profitable for your business, and to open your eyes as to how to approach marketing online. Focusing on the right areas and having the right approach can save you countless hours of time and potentially tens of thousands of dollars that you don't need to waste!

Just as I have been teaching in this book, your business and my own needs to build trust and eventually convert prospects into leads, then warm them up and convert them into clients.

And that is also my hope with you! I am practicing what I preach, and if you look at the Tell Media website, it is an example of how to convert visitors into leads using video and lead capture. Offering free and enticing information (such as this book, and our Think Tank), then converting you into a Think Tank 360 paying member, then ultimately using us to consult and coach you personally to take your businesses internet marketing to the frontier of your industry and break records!

The best thing to do from here, whether you are looking to do internet marketing in house, or outsource it, is to access our Think Tank 360 program! The videos and training material may be the only thing you will ever need to ramp up your sales, train your staff, and optimise your conversions and spending on ads, ultimately taking your company to newer heights and blast through your old profit records. If you apply what you learn (if you have the time), there is no doubt you will kick serious butt online.

Otherwise, get in contact with us today, and we can tailor a program to suit you and your company!

To Your Success

A handwritten signature in black ink, reading "Rhys Nawodycz". The signature is written in a cursive, flowing style with large, connected letters.

Rhys Nawodycz

RHYS NAWODYCZ has been obsessed with internet marketing before Google was even founded! With a keen interest in evolving technology and using the internet to help grow local businesses, Rhys has built an entrepreneurial career doing what he loves! Helping clients turn over millions of dollars in sales using the internet, he is consistently searching for new ideas and new ways to help anyone from a sole trader to a multi national corporation setup their online business model in a profitable way.

The birth of this particular book was due to the Think Tank community setup by Rhys. Inside the Think Tank (found at www.itsfreeadvertising.org/think-tank) free video training is provided to help business owners and entrepreneurs of



all kinds understand the major concepts that need to be the basis of their internet marketing campaigns. Rhys not only talks about strategic concepts but also down to earth step by step tactics that can be implemented into your business.

We hope you have enjoyed this book, please pass it on to others that you think could benefit from it, and all the best with your future endeavours!

itsfreeadvertising.org

