

The “Done for You” Internet Marketing Solution:

The Secret Weapon for Small Businesses Who Will Dominate in the New Economy

As a small business owner you know all too well the importance of having a consistent stream of leads and customers flowing into your business. You also understand the importance of effective branding and marketing to differentiate your business from the competition and connect with your target market. **Your goal is for your solution to become the clear and practical choice** that your market invests in—hopefully over and over.

In the new economy, your prospects and customers are being bombarded with ever increasing marketing messages from the ever increasing ranks of entrepreneurs—many of whom are competing *directly* against you and *your* business.

Cutting through the noise so that your business stands out from the crowd can be a daunting task; it is also a task that when properly outsourced can have not only a dramatic impact on the speed and sustainability of your enterprise’s success, but on the long-term scalability of your business model.¹

Push/Pull Marketing Strategy in the New Economy

Forming a profitable connection with your market happens in one of two general ways. The first is by “pulling” new prospects into your company’s sphere of influence with a compelling, irresistible brand that attracts them in droves. The second is by “pushing” your brand message out into the market and achieving as many quality impressions as possible to imprint the value of your business in the mind of your prospect.

Some of the more surefire ways to achieve the former (pull) may include—but not be limited to):

- Creating a product or service that the market is demanding but that few or even no companies are yet providing (this kind of positioning is The Holy Grail of marketing. Few businesses of any kind ever get to experience such a perfect scenario).
- Developing your “brand focus”².
- Establishing a marketing position that provides something that your target market either wants desperately (e.g. BMW – sports car performance), aligns with their values (e.g. Chevrolet – “The Heartbeat of America”), or solves a specific problem (e.g. Crest – fights cavities).
- Using a color palette that evokes an emotional response influencing the prospect’s decision to buy (e.g. McDonalds – red and yellow stir the appetite)
- A brand experience that delights your market to its bliss (e.g. Zappos – fashionable, affordable women’s shoes with free shipping both ways)
- A brand identity that defines a community that your market is proud to be a part of (e.g. Apple – Mac users)
- Search Engine Optimization (SEO) that helps you achieve top search engine rankings
- Blogging to establish your credibility as a recognized authority and build celebrity status within your niche
- A strong social media presence that extends the reach of your brand into communities where your market “lives”.
- Word-of-mouth advertising
- Viral marketing (a turbo-charged form of word of mouth marketing, usually involving the internet)
- Article marketing

Achieving the latter (push) may include an arsenal of strategies such as:

¹ Ferris, T. (pg 188) *The 4-Hour Workweek*. Removing Yourself from the Equation

² Castle, K; Montone, V (pg 66) *Why Brand U*. True Uniqueness is on the Inside

- Television advertising (including infomercials)
- Print advertising (newspapers, periodicals, fliers)
- Radio advertising
- Event sponsorship
- Direct mail
- Email marketing
- Search engine marketing
- Pay-per-click marketing
- Banner advertising
- Affiliate marketing
- Social media marketing

Regardless of how you choose to funnel customers and profit into your business, both push and pull marketing tactics should be employed to truly maximize the power and reach that your brand has in the marketplace. Executed properly, this “push/pull effect” will help to create the kind of notoriety and profitability that will sustain your business for years—and even decades to come.

The Swelling Tide of Entrepreneurialism in the New Economy

The notion of a well-executed marketing strategy is a pretty standard, well-worn and unoriginal idea in any circle of business people. However, the competitive landscape for small business is experiencing an unsettling trend that is having quite a dramatic impact on what it takes for you to be able to dominate your small business niche in this new economy.

There are nearly 30 million small businesses in the United States alone.³ In addition to that, over half a million new businesses are started each and every year. This situation is further intensified by two key paradigm shifts that are changing the world as we know it with no reversal in sight:

1) A cultural move away from industrial-age values as the millennial generation becomes full-fledged adults and baby boomers chase significance.

As the Millennial Generation (a.k.a. “Gen Y” - those born roughly between about 1980 and 1995) approaches their twenties (and for some, their early thirties) many of them are abandoning the idea of a traditional career path. They are opting for entrepreneurship instead, primarily because the kind of work/life balance that this generation demands can seldom be found in a typical corporate setting.

Millennials also express a strong need for finding joy and fulfillment in what they get up and do every day for a living, something that Corporate America tends not to be known for. This is also a generation that wants things *fast*. And the notion of working their way up the corporate ladder over a twenty or thirty year period comes across as downright insane to many of them.

What’s more is that the advent of the information super highway both as a business vehicle and as a source of inspiration has made their rampant idealism more “real” than for any other generation before them. In the minds of millennials the stories of young moguls like Mark Zuckerberg (Founder of Facebook; youngest billionaire to date), Larry Page and Sergey Brin (Founders of Google), Farrah Gray and Ephren Taylor (both millionaires before the age of 20), Mary Kate and Ashley Olsen (twins worth nearly \$100 million by the age of 21), and countless others lend testament to what is possible without ever having to deal with bosses, boardrooms, or business casual Fridays.

³ Small Business Administration; US SBA Office of Advocacy FAQ, 2009

Images of their Baby-Boomer (born 1946 – 1964) parents dragging out of bed each morning to work jobs that they hated for decades are still fresh in the minds of these young adults. Missed soccer games and recitals, work-induced stress, and compromised health from poor eating habits and a sedentary lifestyle have largely formed this group's impression of what it means to have a "career" in the traditional sense. They've decided en masse that a similar reality just isn't what they want.

Meanwhile their parents—the Baby Boomer Generation—are also experiencing a coming of age of sorts. As they approach retirement age many of them are launching second careers that are better aligned with the greater purpose they feel they are meant to serve in life. A good number of them have also been affected by corporate restructuring and forced to retire before they were ready as a cost-cutting measure for many large corporations.

Many "boomers" are starting their own businesses in an effort to seek fulfillment, keep their skills sharp, and feel useful. Maintaining the level of income that they have become accustomed to is another motivating factor to this shift. Some have chosen to leverage their years of experience into becoming independent consultants. Others end up pursuing some labor of love that is different from their professional background altogether.

Another noteworthy trend is that plenty of Generation-Xers (those born between the "boomers" and the millennials) are also getting the "entrepreneurial fever" and bailing out of Corporate America early to pursue their passions as well. They aren't at all impressed with the fate that they have watched many of their Baby Boomer colleagues (forced retirements and upper management layoffs) become subject to and a courageous minority of them is opting to self-select out of corporate to avoid a similar fate.

2) Massive unemployment spurred by corporate re-structuring and the disappearance of labor as a key factor of production.

The fear of being replaced by more efficient machines has been the battle cry of labor unions for decades. In the new economy these fears have not only become a menacing reality, but one that has crossed the picket lines into the boardroom and the ranks of white collar middle and upper management as well.

"The Great Recession" of the latter end of the first decade of the new millennium gave us a large and uncomfortable dose of this reality. Unfortunately, respected economists and futurists alike feel strongly that the work force trends that we have seen in recent years are simply an omen for a more permanent shift.

The disappearance of labor as a key factor in production⁴ coupled with the loss of as many as 2 million jobs per year during peak years of corporate re-structuring⁵ has either displaced or underemployed scores of American workers. A good number of these displaced workers have turned to entrepreneurship in an effort to either replace their previous incomes or supplement their current incomes that are no longer sufficient to meet their families' needs.

The Millennial Generation is also experiencing a domino effect from this shift in the work force as they face unprecedented difficulty in landing well-paying jobs—even after college graduation. The Millennials have been stamped with the dubious distinction of being the first generation in history that is predicted to fare worse financially than their parents. This further fuels their curiosity in the direction of the freedom, wealth, and satisfaction that successful business ownership can provide.

The Rise of the Internet as the Marketing Medium of Choice

Of all the marketing strategies listed earlier, more than half are executed via the internet. A perfect storm of massive opportunity for exposure, accessibility, and affordability has made the internet, by far, the marketing medium of choice for businesses of all sizes in the new economy.

⁴ Rifkin, J. (pg.12) *The End of Work*

⁵ Cited in "Into the Dark: Rough Ride Ahead for American Workers", *Wall Street Journal: Training*, July 1993

Why would a corporation invest millions of dollars in a prime time commercial when they can run the same commercial on YouTube for free and reach a comparable number of people (provided that it goes viral)? This comparison is made more intense by the advent of the DVR, which allows TV watcher to simply skip annoying commercials and get back to what they were watching.

And that's just big business. For the small businesses owner the internet is absolutely *critical* to your ability to successfully market your product or service. Traditional advertising mediums like television and radio are hardly an option for the vast majority of small businesses due to their expense alone. The internet provides you with the opportunity to “play big” in your market if you can just get a handle on the tips, tricks and strategies that will set your business apart from your competition and help you dominate.

The Small Business Stampede towards Internet Marketing

Though the momentum of the internet has been steady on the rise since the early-to-mid 90's, the first decade and a half of the new millennium is seeing that momentum reach a feverish pitch. There has been a literal explosion of new global users, which naturally precipitates a stampede of businesses looking to market their products and services to every demographic imaginable and claim their fair share of the revenue to be had.

The competition for small businesses looking to grab a share of exposure online has multiplied greatly due to several trends and technological innovations.

- **Your competition is more internet savvy than ever**

As the internet matures, many of the marketing strategies and tactics that were once only available to “experts” with deep pockets and a staff of coders have become available to us all. The upside of this is that it has become easier than ever to give your small business the look, feel, and functionality of a large company. The downside is that this is also true for thousands of your competitors—and they know it. This makes it increasingly more challenging to have your business’ brand stand out online.

- **Technology is second nature to both the Millennials and Generation Z (born 1996 - ?)**

Many of the younger people who are now becoming both entrepreneurs and customers are getting into the internet game with very small learning curves. They grew up creating websites as middle school projects. They've had an email address for most of the time that they've been literate. And whenever some new innovation hits the market, they are among the first to adopt and readily use it.

They are completely in touch with the wavelength that the world is on right now. As they become business owners they will become more and more keenly aware of this fact and employ it to their advantage, providing increasing levels of pressure on older (Gen X and above) business people to put more and more horsepower behind their marketing strategies to remain competitive.

- **The availability of high-quality, free and cheap video production**

At the time of this writing, over 70% of adults on the internet are watchers of online video.⁶ Rapid upgrades in both online video software and hardware have made the production of high-quality promotional videos a “paint by numbers” experience. Literally anyone can jump online today, get a YouTube account, and start promoting their business to no end.

⁶ Cited in “70 Percent of Adult Internet Users Watch Videos Online”. *Tech News Daily*, June 03 2010

- **“Turn-key” business automation solutions**

In the 90’s and early 2000’s, top internet marketing gurus had to invest thousands of dollars on developers and support staff to create and maintain systems like custom auto responders, affiliate programs, shopping carts, help desks, and web analytics. Today you can get any of these for cheap or even for free with all of the latest bells and whistles.

This has enabled brand new start ups with little to no capital to become profitable enterprises literally over night, with back end systems that can rival their competitors that have much more money and experience.

- **Growing popularity of outsourcing around the globe**

We now have the ability to outsource work to creative and technical freelancers from places as close to home as Boise, Idaho and as far away as New Delhi, India. This trend has allowed many small businesses to gain access to cutting-edge graphic design, virtual assistants, skilled copywriters, experienced editors, audio/visual production studios, and an entire laundry list of services that can give their businesses the look and feel of a large well-respected brand.

- **Free social media networks have allowed small businesses to build and market to a list of prospects without knowing the FIRST THING about any of the preceding points on this list.**

Leading social media networks like Facebook , Twitter, and others have made it easy to build and market to a list of prospects without knowing the first thing about online marketing, websites, SEM, SEO, video blogging, regular blogging, affiliate programs, merchant accounts, or anything that would be pretty standard in the arsenal of most internet marketers.

This kind of turn-key access and ease of use has encouraged the major social media networks to literally crawl with both established and fledgling entrepreneurs who have created a virtual hail storm of online marketing activity and competition for YOUR business.

All of the above factors have contributed to the stampede of entrepreneurs and entrepreneur wannabe’s to the internet all desperately vying for their share of the massive exposure potential that the internet holds for their businesses; **never before in history has there been a time of such fierce, intense competition for the small business owner.**

Standing Out in the Stampede: How to Turn a Crowded Niche into Your Showcase

Here are some of the characteristics that your brand should have in order to create a strong “pull” effect online. Not all are necessary for every business; however, all are effective for any business.

- **A marketing strategy that brands you, the owner as a personality.**

There can only be one you. Branding YOU as opposed to merely branding your business adds uniqueness to your brand’s positioning that cannot be duplicated. This is in alignment with the marketing principle of *creating your own category* to be first in when someone else is already first in the category in which you are competing.⁷ This is especially effective for small businesses due to the fact that few small businesses of them can claim being first in any major category.

⁷ Ries, A and Trout, J (pg 12) *The 22 Immutable Laws of Marketing*. The Law of Category

- **A blog to build “celebrity” credibility and disseminate information to prospects and customers.**

Everyone wants to listen to a noted authority. One of the biggest challenges that many small business owners and solopreneurs face is garnering a level of respect and credibility that will encourage their target market to take them seriously.

Creating a blog helps to establish you as that authority. It also enables you to build mini-celebrity status (or perhaps not so “mini”) within your niche. This enables you to not only close more sales but also to demand higher fees for your work because there is now a higher perceived value attached to anything and everything that you do within that niche.

- **Professional, attractive social media branding that is consistent across all applicable networks (Facebook, Twitter, and YouTube are the most popular at this time).**

Relentless consistency is one of the most important aspects of any brand strategy. The exact same colors, fonts, and images should be used wherever your brand appears in the public eye in order to create instant recognition of your business and what it stands for.

Social media has become a mainstay of new economy marketing strategy. Therefore, your business’ social media presence must be an extension of the brand consistency that should already exist everywhere else that it interacts with the public at large.

- **Being a part of online networks and communities where there are lots of opportunities to connect with your target market.**

The specifics of this characteristic may vary from business to business, but the concept is the same for all. Engaging your target market “where they live” will add exponential effectiveness to your marketing strategy due to the greater opportunity that you have to interact with those who are the best prospects for your business.

Some obvious examples of networks that you need to be a part of are Facebook and YouTube, both of which have captured a tremendous share of online activity across all demographics. In addition to that, there are bound to be other communities that are either more targeted to prospects for your niche or that may just have a higher than average concentration of your target market due to other factors (e.g. location, age, shared interests, etc.)

- **A solid SEO strategy that makes you easy to find where your market is looking**

Good search engine optimization (SEO) is the ultimate in terms of creating “pull” for your brand online. Once achieved, excellent standings on the first page (preferably within the first fold or upper third of the page) of major search engines like Google, Yahoo!, and Bing will provide consistent, targeted, incoming traffic for your business—much of it free (the ultimate ROI).

Of course, you will need to employ consistent “push” tactics in order to maintain great search engine rankings, but make no mistake that your overall goal is to create a cosmic-like “pull” into your company’s website and blog(s) that ultimately converts into sales and subscriptions.

Here are a few specific tactics that can be derived from any of the “push” strategies discussed earlier to maximize the effectiveness of your small business marketing.

- **Search Engine Marketing (SEM) to drive immediate sales while you are using SEO to plant seeds to harvest later.**

First I'd like to explain the difference between search engine *marketing* (SEM) and search engine *optimization* (SEO). Many business people either confuse the two or think they are synonymous. Nothing could be farther from the truth.

To “keep it simple” try focusing on the last word in either term to get a foundational understanding of how they are different; think *marketing vs. optimization*. SEM is the broader term of the two and can include anything done online to drive traffic to a website.

More specifically it creates “right now traffic” that must be continually fueled in order to keep producing. SEM includes tactics like pay-per-click (PPC) advertising through vehicles such as Google Ad Words or online press releases through sites like PRWeb.com.

Not all SEM activities are related to giving a website a permanent “standing” in search engine rankings. In the case of PPC advertising, you basically pay a certain dollar amount per click that drives traffic to your website. When you stop paying for clicks, the traffic that PPC generates for you stops as well.

On the other hand, SEO is somewhat of a subset of SEM. It only involves those things that contribute to “optimizing” the actual search engine *rank* of your website. Once your rank is achieved, you get to keep it for as long as it takes for your competition to do more than you have done to take away your spot. This is also affected by changes in search engine algorithms.

The bottom-line distinction is that SEO activities are **cumulative** and *build toward* that standing. Meanwhile SEM activities are **tactical** and *must be repeated* over and over to continue to produce the same results. In a perfect world (with no competition), your website would stay #1 *forever* once you gained the #1 spot for your keyword on say, Google, using SEO.

In sports terms, think of SEM as your online marketing offense and SEO as your defense. You need your offense to put points on the board, no question; however, **defense wins championships**.

- **Press releases that allow you to leverage the footprint of traditional media both off and online**

The press release is an SEM “push” tactic that borrows from and leverages the reach of traditional news media – most of which has largely migrated to the internet. This tactic allows you to blast information about your business out on the newswire where thousands of individual news outlets can opt to make it a part of an upcoming digest.

- **Offline Marketing: a necessary part of any mature marketing strategy**

As much as the internet has consumed the lion's share of marketing activities, offline marketing must not be overlooked if your marketing strategy is to be complete. Tactics like television and radio (local, regional, or national) interviews and appearances can give an immediate boost in the notoriety of you as a personality/authority and therefore, the notoriety of your business.

Every small business should have a strategy that includes soliciting radio and television outlets that they can appear on as a guest expert. Huge successes like Phillip “Dr. Phil” McGraw and Mehmet Oz (“Dr. Oz”) were both

small business owners who leveraged *The Oprah Winfrey Show* to send the notoriety of their private practices into the stratosphere.

Dr. Bill Dorfman (“America’s Cosmetic Dentist”) of Century City, CA’s Discuss Dental rose to similar notoriety after being featured as the resident cosmetic dentistry expert on shows like *Extreme Makeover*, *The Rachel Ray Show*, *The Tyra Banks Show* and countless others. In addition to these nationally syndicated examples there are thousands of local and regional opportunities to put your business in the spot light by leveraging the media to build a name for yourself.

- **Email Marketing and FREE Webinars – get your marketing message out to those who have already bought into your brand**

Ok, back to internet marketing. Email marketing is probably the most pervasive online marketing tactic in use today. The great thing about it is that the very fact that someone has subscribed to be on your list means that at some level they have already bought into you and your business.

Another way to leverage this kind of marketing is by offering a free webinar to those who are on your list. This strategy is often used for launches of new products, services, memberships, or anything that you may want or need to have a prospect’s undivided attention so you can fully explain the value of what you’re offering.

- **Public Speaking – one of the BEST (and most overlooked) ways to promote ANY business**

One of the best and most overlooked ways to promote your business is by leveraging public speaking. Think of it as a talking blog (which is also available due to recent technology advancements, but humor me for the sake of example). Public speaking to your target market on a specific topic of your expertise brands you as an authority and personality. The result is that over time it will differentiate you over your competition as “the one to work with” and “the one who knows what s/he is doing”.

There is simply no better sales letter for your business than you in front of a *targeted* audience educating them on the value of what your business offers and *demonstrating* to them why it should be you and not someone else that they get it from.

- **Platform Selling that allows you to leverage the lists and followings of gurus**

Platform selling is a highly profitable form of public speaking where instead of giving say, a keynote address you are instead giving (typically) a 15-45 minute sales pitch for your product or service offering. If you can master getting booked as a platform presenter in front of the right audience making sales for your business will become as easy as shooting fish in a barrel. Many business people never return to keynoting once they discover this.

I have personally watched platform presenters create million-dollar incomes for their business without so much as a website promoting what they do. In fact, platform selling has often been called “The Fastest Way to 7 Figures”.

To take it a step further, you may want to consider being coached how to throw your own live events at which to present to your own audience. Not only will you earn revenue from people paying admission to attend, but you’ll get a percentage of the profits made by each platform presenter that you invite to your event.

Then, you also get all of the profits from you promoting your own products and services at the same event. Platform selling in general is often referred to as “The Seminar Industry”. Not all platform presenters are created equal. Some are honest, caring people who love to mentor others to be successful in business. Others are

charlatans that should be avoided at all costs. Regardless of what others are doing, learning this skill the right way will provide rocket launchers for your bottom line.

- **Joint Venturing via Teleseminars, Cross Marketing, and Affiliates: more ways to leverage lists that other respected authorities have built**

You've heard of OPM (other people's money) and OPT (other people's time) as things that the rich leverage in order to create and maintain their success⁸. Joint venturing allows you to leverage OPL (other people's lists). Platform selling is actually a form of joint venturing in that it allows you to present and sell to a gathering of your target marketing in a room that you do not have to fill by yourself (or at all in many cases).

In addition to the platform there are many other opportunities for joint venturing that are more accessible and easier to pull off. Being a guest on someone else's teleseminar, cross marketing products and services with a colleague who compliments what you do, and building an army of affiliates and super affiliates are all additional ways that you can (using the internet in particular) leverage OPL to generate joint venture opportunities to build your business.

The Internet Marketing Piece: Its Not as Easy as it Looks

Offline marketing tactics like traditional marketing, public speaking, platform selling, landing local radio and television interviews are all pretty straightforward as far as how each is executed. In addition, there are tons of at-home study courses as well as big production boot camps available to you on how to become successful at any of the above.

In these home study courses and boot camps respected gurus like Craig Duswalt, creator of *The Rockstar System for Success™* and Lisa Sasevich of *The Invisible Close™* and *Speak to Sell™* gladly spill the beans on exactly what you must do to perform exceptionally well these marketing tactics—especially if you are willing to invest in some of their private mentorship programs. Many such programs are more than worth every dime, and even for those that are not you can typically get the “dirt” on their ideas with a little online research before investing in them.

Where most small business people find themselves in a snag is mastering the online marketing part of their promotional strategy. Unlike most offline marketing techniques that you either know how to employ or you don't, the rules of internet marketing are in a constant state of flux.

With internet marketing, every couple of months there seems to be some new technology or “thing” you need to have or be on. Search engine algorithms are constantly changing in order to provide the most relevant search results to users. Last year's rules are typically obsolete by the time this year is off to a good start.

Simply put, **mastering internet marketing for your small business is like chasing a moving target. Keeping up with it can easily become a full-time job in and of itself—leaving little time for you to actually run your business.**

The Guru Problem: Why Everything that Glitters is NOT Gold

One of the first places that most small business people look to find the answers that will help them effectively market their business online is the slate of well-known marketing—and more specifically *internet* marketing gurus. This sounds like a logical course of action. Unfortunately, it is also a minefield rife with frustration, disappointment, and investment capital sent quickly down the drain.

⁸ Kiyosaki, R; Lechter, S (pg 30). *The Cashflow Quadrant*. OPT and OPM

There are good gurus out there. For years, guys like Tom Antion and several others have been showing small business people how to effectively market themselves online to the betterment of hundreds and, in Tom's case, thousands of small businesses.

The problem here is that gurus like Tom are by far the minority of what is out there. One of the downsides to the extreme accessibility of the internet is that practically any half-baked marketer can pop up from nowhere with a website, sales letter, and "photoshopped" image of claimed earnings and declare themselves a "guru" that can show you how to create the same results for yourself.

What many business people find is that once these people have your money you are still left trying to "figure out" much of what to do. And if you want your questions answered, get ready for a big up sell. The conversation typically goes something like this:

You: "Mr./Mrs. Guru, I've recently invested in your Magic Program, yet I still have lots of questions on how to really make this work"

Mr./Mrs. Guru: "That's because you only invested in my Level I Magic Program. The Level II Magic Program is what you need to have. It gives you all of the REAL solutions.

You: "But, your sales letter said that the Level I Magic Program would give me all the REAL solutions, and you showed proof of income to prove that you had achieved these results for yourself.

Mr./Mrs. Guru:"Yes, but what you must understand is that the purpose of the Level I Magic Program is to give you just enough information so that you will have an insatiable need to purchase my Level II Magic Program. The income I've made is verifiable, but I've earned it because I've gotten really good at hocking my Magic Programs, not because I'm good at showing people like you how to create that kind of income for themselves, or that I even intend to.

You: " ..."

In fact, fraudulent claims of so-called gurus as well as other frauds (like several diet supplement operations that shall go nameless) had at one time become such a problem that in 2009 the Federal Trade Commission (FTC) was forced to enact an 81-page revision to its advertising guidelines to curtail the dishonest use of testimonial and other "proof" tactics for both on and offline marketers.⁹

Though all marketing falls under the jurisdiction and rules of the FTC, it is a well-known fact that the internet has become a haven for those who wish to deceive others for the sake of turning a quick profit on bank accounts of the uninformed. And like dieters, small business owners and hopefuls have seen our fair share of scams aimed directly at our wallets.

Wait...There's More

Once we've weeded out the liars, frauds, and those just out to make a quick buck off of you, there are still a few general principles that you need to be keenly aware of when looking to work with "gurus".

- **Most big guru money is made by them piggy-backing off of each other's closely-guarded, private lists of thousands of hungry prospects desperately looking for answers. This includes you.**

Taking nothing away from the expertise and success of any guru, one thing that is critical for you to know is that more often than not much of their success is based off of gaining access to sell to the lists of other gurus. This

⁹ Federal Trade Commission www.ftc.gov *Advertising and Marketing on the Internet: Rules of the Road*

can mean putting their business in front of as many as 100,000+ prospects at one time. This is especially true of big internet marketing gurus who only need email access to get this done; and they do it with rapid fire.

There is nothing wrong with doing this, and in fact, it should be something that you aspire to if you have a business model that allows for such a possibility. However, you should be aware of this when you are being pitched for coaching programs on how to market yourself.

Not knowing this has made for more than a few bitter ex-coaching program members who do not feel like they got the full value of their investment based on the results they were able to produce for themselves after the coaching.

The bottom line here is that many internet marketing gurus are building their businesses by leveraging others' lists and then charging you a handsome coaching fee promising miraculous results for you when you have *no such access* to their rolodex of big-list holding guru friends. This would be just like someone advising you to consume a water and cabbage diet to lose weight when they are having "lunch time liposuction" done on a regular basis.

- **Just because a guru has amassed a small fortune for him or herself doesn't mean that they are good at teaching you how to do the same**

One of the most common complaints with about 90-95% of the guru coaching programs out there is that while having created great success for themselves, most guru coaches fall way short of being able to produce students of theirs who have duplicated their success.

Again, the goal here is not to take anything away from the success that any guru has undoubtedly worked very hard and paid years of dues to earn and deserve. At the same time, you owe it to yourself and your business to make sure that when you invest in coaching and/or consulting that you do so in the people and programs most likely to bring you the bottom line results that you seek.

- **Even the best gurus out there will give you GREAT content at all levels of investment, but you still must IMPLEMENT what you've learned after the coaching ride is over.**

Even if you are fortunate enough to have found the 5-10% of gurus who truly are great at showing you who you need to be and what you need to know and do in order to have some really great success (like the several I've mentioned) you still must implement what you have learned. Enter another one of the most common complaints coming from those who have invested in guru mentorship and coaching programs.

Countless former guru students can attest to having their heads filled with great information and then being sent into the wilderness of entrepreneurship to implement it all without the foggiest idea of where to begin. Others have had their support cut off (by the other 90-95% of gurus) because they are no longer paying the big bucks for mentorship.

Why You Might Not Want to "Do it Yourself"

While you may not be able to trust most "gurus" to show you how to achieve the business results you desire, entering the Wild West of online marketing by yourself presents a complete list of unique challenges and frustrations of its own.

- **The Internet Marketing learning curve is not nearly as quick and easy as those shiny sales letters try to tell you it is**

As easy and attractive as internet marketing is made to seem to the untrained eye, it isn't nearly as straight forward and simple as small business people are typically told that it is. In fact, significant success on the internet is quite an elusive feat to say the least.

Becoming a true expert at online marketing is a process that involves mastering many individual aptitudes that require technical prowess, sales skills, and great written communication faculties. What's more is that this process typically takes years, not months...and certainly not "instantly". There are simply too many things to learn, and each has its own learning curve.

The few really good and honest gurus who coach on internet marketing will usually charge you tens of thousands of dollars to spend their personal time with you to show you the REAL way to become an internet marketing crack shot. This is because they understand the true value of what it takes and just how much knowledge and skill that you must have under your belt in order to be proficient at all of it. They also understand that this must be done over *time*. It's not a quick process. Again, the honest ones (like Tom Antion) will tell you this up front.

- **Anything that you learn today is practically obsolete within 18-24 months**

The most challenging obstacle to keeping your knowledge current in regards to internet marketing is that the rules that separate the wildly successful from the wild and desperate are constantly changing. Search engines continually update their algorithms to purge their search results of the manufactured results of spammers. Meanwhile, new technologies and mediums become available on an ongoing basis as well. Your ability to execute an internet marketing strategy that consistently produces results becomes quite the moving target as a result.

Before the ascent of YouTube, creating video content online was of little importance to internet marketers. Videos were blown off as superfluous content that, although good for user-friendliness, meant absolutely nothing to helping your business dominate the competition online. Now video syndication is the #1 activity for helping to boost sales. At some uncertain time in the future, video syndication will be eclipsed by the next best thing.

Before the social media boom during 2008-2009 few business people cared anything about having a social network profile – let alone several. Social networks like Facebook were the haven of college students getting to know their peers and keeping up with campus gossip. Within less than two years, Facebook alone had made a social media presence so vital to business marketing that even Fortune 100 blue chips like Coca-Cola and UPS have launched full-scale social media strategies.

- **Unless your goal is to BE a professional internet marketer, keeping up with everything simply doesn't leave you with enough time to run your actual business**

Staying current with the constant changes in internet marketing strategy is a full time job in and of itself. Keeping up with search engine algorithms, new technology enhancements, staying ahead of your major competitors, acquiring back links, video posting, article syndication, and a host of other internet marketing recurring tasks can be extremely time-consuming and overwhelming for most.

Therefore, outsourcing your business' internet marketing needs is not only sensible but a "no-brainer" for you, the busy entrepreneur who needs to invest your valuable time and energy building and running your business.

- **It can be difficult to get web guys (and gals) to bring YOUR vision to life**

Many of the most shocking horror stories that you will hear regarding the internet do not involve big gurus at all, but programmers and website designers. These people are graphic artists, not business people. When it comes to your attraction marketing strategy, these folks are typically clueless as to what your needs are as a business person.

Many things that they may have been taught (e.g. flash intros) often work against things like sales conversion and other critical components of your strategy that need to be in place to produce a strong ROI for your business. Therefore, it is often a challenge to have them translate your vision into something that will both look good AND support the bottom line of your business.

I once had a client come to me after investing well over \$3,000 in various designers over the previous ten months and still had neither a live website nor a live blog to show for it. Her story is a more extreme example (or maybe not so extreme) of the frustrations that many small business people often have when working with designers and other creative types that don't understand the needs and boundaries of their marketing strategy.

In addition, the fact that business people and creative types typically don't speak the same language often proves to be an unplanned barrier to achieving satisfaction with the final product.

The Done for You Solution

In recent years, “done for you” business models have begun surfacing and providing a very simple value statement to the busy small business owner: “Don't worry about it. Let us simply do that FOR you”.

As simple as it is, such a value statement has an entire universe of benefit for small business people who for lack of time, interest, or expertise would rather just completely outsource some skilled function of their business success. That can range from copywriting to a singular marketing function to an entire internet marketing and attraction marketing strategy.

- **You Can Stop Fighting with Designers and other Techies**

With someone else handling details such as social media branding, site design and packaging to add the necessary brand differentiation for an effective attraction marketing strategy, you can rest assured that the vision you have for the look and feel of your online presence will be delivered as clearly in reality as in your vision itself.

- **You Don't Have to Learn How to Become an Internet Marketer**

Employing a “done for you” solution to manage your business' internet marketing strategy can be achieved without you having to create a second career (read: tedious, frustrating night job) out of learning to be a proficient internet marketer—a feat that typically takes several years and many failed online ventures to accomplish.

You now get to tap into the expertise of someone who has already done all of that and used their knowledge and skill for the benefit of your business' sustainability, growth, and online domination.

- **You Get to Invest in Actual Business Results, not Pie-in-the-Sky Promises from Gurus**

When investing with most internet marketing gurus you are doing so with the hope that your grand investment will help you to learn enough from them so that will be able to run off into the sunset of small business success; but what if that DOESN'T happen? Most guru coaching programs are full of students and ex-students who feel that they did not receive the full value that they were made to believe they would get. Why take that gamble with your business?

With a done-for-you solution you are investing directly in the **results** that you want to see realized. And most credible done-for-you programs come with some form of a money-back guarantee if satisfactory results are not produced within a reasonable amount of time. There simply is no way to lose with this sort of a deal as long as you are dealing with an individual or firm that comes highly recommended.

How Small Businesses that Employ Done-for-You Internet Marketing Will Thrive

A small business that employs a credible done-for-you internet marketing service should be able to boast of the following as a result of that partnership:

- 1. An Attraction Marketing suite that differentiates your business from your competition by effectively communicating:**
 - A clear reason why your business exists, and what makes you unique from everyone else that is doing what you do.
 - Clear communication of what specific problem your business solves, and why you or your company (instead of your competition) should be trusted to solve it.
 - A consistent look and feel everywhere that your brand shows up so that it is instantly recognizable along with the uniqueness and value that you bring to the table.
 - A strong, visible presence on the major social networks where your market lives, therefore, helping to create a (next bullet point):
 - Celebrity-like appeal for the business' figure head. This means you!

- 2. An ongoing Internet Domination strategy that includes:**
 - Done-for-You Keyword research that identifies the best keywords that will give your marketing strategy the most "bang for the buck" online.
 - Professional analysis and restructuring of your existing site (or building a new one) to ensure that what you have gets the job done from both branding and conversion/functionality perspectives.
 - Top-10 listings in most major search engines like Google and Yahoo! for all or most of your chosen keyword phrases (within a reasonable amount of time). This will ensure that your business gets maximum exposure that will contribute to you making more money.
 - Top listings for local searches for what you offer by patrons in your area to help you become (or maintain your status as) the dominant business person in your region that does what you do.
 - An SEO-optimized blog that either acts as or is in conjunction with your SEO-optimized website that highlights you and what you do. This continues to build celebrity-like interest in who you are while giving your web site tremendous favor over your competition with the search engines.
 - Placement in the top web directories that search engine spiders crawl frequently to index your web site's pages quickly and move you to the top of the search engines faster.
 - Ongoing article syndication to blast your brand and content all over the web and generate back links to your SEO-optimized site.
 - Ongoing video posting to blast your brand and content all over the web and generate back links to your SEO-optimized site.
 - Keeping up with the latest changes and trends in search engine marketing (SEM) domination so that you can maintain your own momentum while surpassing your competitors that are not keeping up with the latest changes.



- Handling all of the above FOR you so that you can focus on running your business while all of this stuff runs like a well-oiled machine in the background, producing more leads, more sales, and more profit for your business.

The Xtreme Marketing Systems™ Advantage

Xtreme Marketing Systems is a small business marketing firm out of Los Angeles, CA that is the #1 provider of hands-free marketing solutions for entrepreneurs who want more leverage and freedom. Xtreme Marketing Systems provides results-producing marketing solutions to small business people who want to use the power of the internet to dominate their competition without necessarily having to manage the process themselves.

To Your Xtreme Success,

Lawrence Cole
Founder & Chief Marketing Officer
Xtreme Marketing Systems

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You can also download the FREE Report *The 7 Deadly Sins of Small Business Marketing: How to “Pull the Plug” on Poor Marketing Practices that Kill Small Businesses* at:

http://www.xtrememarketingmachines.com/downloads/7DeadlySinsOfSmallBusinessMarketing_FreeReport.pdf