

BUTTCAMP VIRGINIA BEACH

October 27, 2018

Scan the Messenger Code Below to Get Your FREE “How to Automate Your Business” E-Book



INSTRUCTIONS – IOS

- 1. Open Facebook Messenger App**
- 2. Click on your photo top left corner**
- 3. Click on your Profile Pic and Facebook Messenger code**
- 4. Scan code**

ANDROID: Watch this - <https://youtu.be/BCi2IZfLxbc>

Some New Stuff

- **Google+ is Dead**
- **Google Keyword Planner has new look**
- **Facebook Messenger**
- **State Tax**
<https://www.taxjar.com/>
<https://www.avalara.com/us/en/learn/whitepapers/out-out-darn-spotify.html>
- **Google Trends** <https://trends.google.com/>
- **Mobile First indexing**
- **Google ratcheting up Non-Secure Site Warnings**
- **“Google Webmaster Tools” is Now “Google Search Console”**
 - Reports on links coming in and out of your site
 - Your top linked pages
 - Top Sites Linking to your page
 - Mobile usability report

Straight from Google’s Help Section

- Monitor your site's performance in Google Search results:
- Make sure that Google can access your content
- Submit new content for crawling and remove content you don't want shown in search results
- Create and monitor content that delivers visually engaging search results

- Maintain your site with minimal disruption to search performance
- Monitor and resolve malware or spam issues so your site stays clean
- Discover how Google Search—and the world—sees your site:
- Which queries caused your site to appear in search results?
- Did some queries result in more traffic to your site than others?
- Are your product prices, company contact info, or events highlighted in rich search results?
- Which sites are linking to your website?
- Is your mobile site performing well for visitors searching on mobile?
- Separate Stats from Google Images Traffic from Regular Google Traffic
- **STRUCTURED DATA**
 - Will need a geek for this.
 - Certain things like FAQ, How To and Q&A content can be set up in a way that makes it easy for Google to find it.
 - Podcasts and videos will have their own structured data.
- **Google Analytics "Cross Device Tracking"**
- **GDPR - General Data Protection Regulation**
- **Page Rank is Back** – Concentrate on backlinks from high quality sites in your niche
- **Google My Business**

**Internet Marketing:
A Three Prong Attack to a Seven Figure Income
Tom Antion's ButtCamp**

OVERALL BENEFITS OF ELECTRONIC MARKETING

- **Speed to Market**
- **Low Cost / No Cost**
- **Low Risk**
- **Massive Distribution – Celebrity Status**
- **Minimum Skill Required**

9 Revenue Sources:

-
-
-
-
-
-
-
-
-



Prong 1 Great Website

- You can do it.

Keyword Research – Google Keyword Planner has a new look

Google Keyword Planner (must have a Google Account)

- Tremendous Return on Investment
- Suggested Keywords at the bottom of Google
- Look at your own site and literature
- Listen to\ask your customers
- Watch for “Buyer Keywords” and give them special emphasis
Example: “Where to Buy Protection Dogs”

Buying Type Keywords

Where to buy X, Where can I buy X, Where can you buy X, Buy X, X for sale, X for sale online, Who sells X,

Major Shift in Strategy

Paid Traffic

Facebook

Audiences

Lookalikes

Retargeting

Facebook Live

YouTube

Outbrain

Bing

Taboolah

Quizzes

Viral Methods

Onsite Keyword Implementation

- Spiders work from the top of the page down



- **Title Tags**
Don't put the same ones on each page



- Heading Tags <H1> <H2> occasionally <H3>

<H1>Bomb Dogs</H1>
- **Bold**
- Skew keywords toward top of page (can't be in graphics)
- Don't ignore the rest of the page
- Internal Links w/ "Anchor Text"
- Naming of photographs
- Alternative Description of Photographs (Alt. Desc.)
- Site Map
- No Italics or Underlining



Inbound links (Darn important thing you can do to increase your visibility on the web)

- Must have a blog on your site or you're wasting your time
- Tremendous Return on Investment
- Different Servers
- Deep linking
- Link Balance – Complimentary Websites, Press Release Sites, .edu, .gov, .mil, news sites, Blogs, Forums



- **Anchor Text**
EXTREMELY IMPORTANT CONCEPT!!!!

<http://www.Antion.com> OK

[Public Speaking Tips](#) Way Better

[Public Speaking Tips](#) From high page rank site, or .edu, .gov or .mil **BEST**

Must have a variety of anchor text or you will NOT look natural.

Getting Links

- Articles by you (**Article strategy has totally changed**)
 - Articles about you
 - Videos
 - Social Media
 - Blog postings by you (blog tours) (NOW SPARINGLY & CAREFULLY)
 - Blog postings about you
 - Press Releases in major services (also see 'Publicity' below) (NOW SPARINGLY & CAREFULLY)
 - Appropriate High Quality Directories (see below)
 - GREAT CONTENT = LINK BATE
(Example: Glossary for your industry.)

<https://www.majesticseo.com/>

Quality General Directories

IMNSHO (In my not so humble opinion) — **No longer worth the trouble or expense**

Stop These Link Strategies

(They will either get you a Google Penalty or aren't worth your time.)

- Multiple links to sites you control (accidental footer / sidebar links) etc. (Use "NoFollow" tags)
- Trading Links with other sites
- Private blog networks
- Bulk submission to search engines and directories (only use good ones)
- Forum Signatures
- Footer Links on other sites
- Paid links (unless you buy an entire page)
- Bulk blog commenting
- Link / Resource Pages

You Must Add Social Media

- Facebook – Facebook Social Plugin for Comments

YouTube

- All videos shot based on keywords
- Title is critical
- Description with clickable link as first thing seen
- Tags = Keywords

- Transcription (see resources for cheap transcription)
- Annotations & Cards
- Reminders to subscribe to your channel
- Link to your important videos
- Cheap Pay Per Click
- Call to action
- Buy underutilized Channels
- Need to set up a place permanently to shoot videos – You will be shooting hundreds of short videos.
- Untrained Dog Video
- Playlists

Google/Search Engine Primer

You must do the same standard things I've been teaching for years PLUS

FAQ's, Long Tail Keywords, Co-Citations (Be Near the Top Dogs – I call it the “Good Neighborhood”)

- Easier than ever (doesn't mean you don't have to work at it consistently)
- No longer are we designing to game Google. Virtually all focus is on the visitor.
- Must look “natural”
- Longevity
- Single Topic
- Many Pages - **NEW 1000-2000 WORDS PER PAGE**
- Proper Keyword Placement
- Speed (above the fold shows in one second or less)
- Inbound Links
- Description Metatags - Search term relevant to page - why us. Our name - Unique Selling Proposition [why you're the best or why now]. – 160 characters

<https://www.charactercountonline.com/>

- Social Proof – For example look at bottom of <https://www.tomantionwebinars.com/>

Responsive Themes That Load FAST

Sales Process

- Sales Process -- Copywriting <https://www.copywriting901.com/>
- Sales Process -- Audio <https://www.ScrewTheCommuter.com> Podcast
<http://www.GreatInternetMarketing.com/retreattestimonials.htm>
- Sales Process – Video
<http://www.GreatInternetMarketing.com/videoselling>

<https://www.youtube.com/>
<https://www.techsmith.com/> Camtasia (Screen Capture Video)
- Facebook Live – Switcher Go App, OBS (more complicated)
\$400 bucks in a few minutes (also for database building)
- Viral Methods (see database section)
- Copywriting – <https://www.CopyWriting901.com>
- Sales Process – Shopping Cart System <http://www.KickStartCart.com>
- <https://www.howtouseashoppingcart.com/>

PODCAST TIPS

- Good quality Microphone
- Quiet recording environment
- Recording software
- Libsyn podcast host
- Graphics – iTunes 3000x3000 pixels
- Marketing plan
- Interview podcasts are more complex
- Recording has to be exacting quality for Amazon Alexa/Echo
- Good show notes
- Develop an app
- Lots of other details

Upselling

Mail Merge

Autoresponders

Built in Affiliate program

Conversion Tracking

Tom Antion's ButtCamp October 2018

Contact Tom at orders@antion.com Phone: 757-431-1366 FAX: 757-431-2050 Page 13



Prong 2 Database (Get serious about it)

- DHTML – 185 to 400 - Email
- Facebook Messenger 1.x Billion People
 - Must be conversational
 - Can only promote 24 hours from last contact they participated in
 - Cheaper ads going direct to messenger (Facebook Likes you to keep them on their platform.
 - When using your Facebook Code (like on the cover of this handout) you must give people instructions on how to use it.
 - Can develop a bot persona. Mine is “Screwy” to match my podcast.
 - Can add delays.
 - Can deliver files
 - <https://www.ManyChat.com> (They have a FREE 10 hour masters course)
- Phone Ringless Voice Mail – (RVM) <https://www.SlyBroadcast.com>
 - Telephone Numbers (should only be used 4 people that have heard of you)
- <https://www.GreatPublicSpeaking.BlogSpot.com> [Feedblitz.com](https://www.Feedblitz.com) (still there with tons of content)
- Social Networking – How about ~~being my friend~~ errr, I mean wasting my time?
- SEO
 - Pay per click

I quit Google Ads (No longer called “Adwords”) for text ads LONG AGO and now use Facebook and others (paid traffic) I still use Google ads for YouTube ads (Great Bargain)

- Quora
- Overcast.fm (for Podcast)
- Spotify (for Podcast)
- Outbrain

- **Taboolah**

Viral Methods

- **Content Lockers**
- **Quizzes**
- **Contests - UpViral**



Prong 3 Product Development

- **Books / Ebooks Bloking (“Screw the Commute” Paid Facebook Group)**
- **Ebook Creation – <http://www.UpWork.com> <http://www.Craigslist.com>**
- **PLR = Private Label Rights**
- **Videos**
- **DVDs – Gift and theatrical market**
- **CDs**
- **Other Downloadables – Software, Screen Savers, Tip-of-the-Day, etc.**
- **E-Courses**
- **TeleSeminars**
- **Webcasts – <https://www.tomantionwebinars.com/> Both a sales technique and database**

<https://www.cafepress.com/tomantion>

What’s new

- <https://www.ScrewTheCommute.com>
- <https://www.tomantionwebinars.com/>
- <https://www.selfiestupidity.com/>
- <https://www.amazingpublicspeaking.com/>
- <https://www.greatinternetmarketingtraining.com/>

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- <https://www.imtcva.org/> <https://www.imtcsuggests.com/>
- <https://www.imtcblog.com/>



<https://www.seminarscammers.com/>
<https://www.scambrigade.com/> For TV Show Trailer

Crowdfunding

- **Major Players**
- **Success Stories**
- **Why do people participate?**
- **Best Practices**

Video

Text

Realistic Goals / BackUp Plan

Momentum

Rewards

- **Tips**

Personal Thanks

Tweet/Facebook about contributors

Network

Add Rewards

Publicity Stunts - Sleep Strike / Happy Dance

Advanced Internet Selling Techniques

- **Thank You Page Selling**
- **Upselling Theory**
- **Advertorial**
- **Split Testing**
- **Confirmation page selling**
- **Video Selling** <https://www.greatinternetmarketing.com/videoselling>

**Get a \$50,000.00 Video for only \$3000.00 . . .
I'm going to show you how.**

Video Notes:

Resources

<https://www.amazingpublicspeaking.com/> Largest public and professional speaking membership site on the Internet.

<https://www.ScrewTheCommuter.com> New Podcast

<https://www.ScrewTheCommuter.com/resources> Lots of paid and free resources

<https://www.howtouseashoppingcart.com/> Free ebook on shopping carts

<https://www.kickstartcart.com/> The shopping cart system we sell

<https://www.kickstartheadlines.com/> Really fast headline generator.

<https://www.greatinternetmarketingtraining.com/> Sample Membership site

<https://www.tomantionwebinars.com/> Free high content webinars

<https://www.fatsotennis.com/> Tennis DVD for the overweight and hopelessly out of shape

<http://wedding-speeches.org/> Sample of Minisite

<https://www.greatinternetmarketing.com/videoselling> Best video player

<https://www.protectiondogselite.com/> Protection Dog Site

<https://www.selfiestupidity.com/> Coming Soon

:: Let's Talk Social Media for Business! ::'

By Lakeria Robinson

What is your overall goal on social media?

- Get people to your _____
- Buy your _____
- Join your _____
- Be _____

Ask yourself this question, what is your ultimate reason of being on social media? _____

:: WHAT TO DO ::

What should you say? You should always want to—

- Give v_____

You could help them by...

- _____
- _____
- _____

You can ALSO help them by sharing ...

- _____
- _____

- _____
- _____
- _____
- _____

:: HOW TO DO IT: GET TRAFFIC ::

There are strategies for each and every platform!

- Facebook

- _____

- Twitter

- _____

- Instagram

- _____

- LinkedIn

- _____

- YouTube

- _____

- Pinterest

- _____

Marc Bullard's YouTube Training

Many Ways to Make Money Online

Websites

Links

Traffic

YouTube can also make you money

Drive traffic to a product

Revenue from ads

Paid content

How to Make Money with YouTube

1. Create Content
2. Upload Content
3. Optimize Content
4. Socialize Content
5. Repeat

Youtube Optimization

1. Title
2. Description
3. Tags

YouTube Socialization

1. Answer Comments
2. Make Comments
3. Subscriber Messages
4. End Screens
5. Video Content

YouTube Repetition

Repeat above process over and over again

Ways to Make Money

Sell Your Own Products

Tutorials

TV Series
Affiliates
Ads (external and internal)
Paid Content

What is Youtube looking for?

Watch Time

Views

Information

Title Your Videos With:

“Tutorial”

“Description”

“How to”

“Explanation”

“Instructions”

“Lecture”

“Training”

Want it done for you? MarcBullard.com

Want to learn every other detail involved with YouTube marketing as well as everything else your

business needs? <https://www.IMTCVA.ORG>

Extra Page for notes: