

KickStart Guide

to

***Advertising and Promoting
Your Website***

ONLINE

Tom Antion

Other Educational Materials and Important Resources by Tom Antion

DVDs

Wake 'em Up Video Professional Speaking System (For Professional Speakers)

<http://www.antion.com/speakervideo.htm>

Magic For Speakers

<http://www.Magic4Speakers.com>

CDs

Make 'em Laugh: How to Use Humor in Presentations

<http://www.antion.com/makemaudioCD.htm>

How to Sell a Ton at the Back of the Room PLUS Many other titles

<http://www.antion.com/cds.htm> **Note:** You can listen and learn from free audio samples of most of the CDs

BOOKS

Wake 'em Up: How to Use Humor and Other Professional Techniques to Create Alarmingly Good Business Presentations

<http://www.antion.com/wakebook.htm>

Chicken Soup for the Entrepreneur's Soul

<http://www.antion.com/books.htm>

LIVE SEMINARS

Electronic Marketing Butt Camp (you can also watch these live events streaming to wherever you live.)

<http://www.antion.com/buttcamp.htm>

SHOPPING CART SYSTEM

Free ebook – <http://www.public-speaking.org/ebook.htm>

<http://www.KickStartCart.com>

<http://www.HowToUseAShoppingCart.com> Watch the videos here to see how much money you could earn simply referring this cart.

MERCHANT ACCOUNT

Power Pay – This company is very Internet friendly and totally compatible with the above shopping cart system. Click the “Power Pay” link at the left for more info or visit <http://www.HowToUseAShoppingCart.com>

WEBINARS

<http://www.TomAntionWebinars.com>

Featured Webinars:

“Top 20 Seminar Scams” NOTE: Also see my companion article

<http://www.Antion.com/top20seminarscams.htm>

“How to Maximize the Value of any Speaking Engagement”

“How to Make Websites the Search Engines Love for 20 Bucks or Less”

“How to Make a Fortune Speaking at Fundraisers”

“Crowdfunding: How to Get the Money You Want and Never Have to Pay it Back”

Plus many others

TOM ANTION’S VIRGINIA BEACH RETREAT CENTER – The only facility of its kind in the world.

Watch the Retreat Center Video at
<http://www.GreatInternetMarketingTraining.com>

At the above site you can also download our learning “magalog” brochure

INTERNET MARKETING TRAINING CENTER

<http://www.IMTCVA.org>

This is the first and currently the only licensed independent Internet Marketing School in the World. Also visit:

<http://www.IMTCBlog.com>

<http://www.IMTCSuggests.com>

HOSTING ACCOUNTS

<Http://www.KickStartDomainsAndHosting.com>

SAMPLE WEB INFOMERCIALS, AND ONLINE VIDEO

<http://www.KickStartVideos.com> See Tom’s talk show infomercial. If you want a similar one of these for yourself, contact starley@starleymurray.com .

<http://www.antion.com/speakervideo.htm> Super low budget web infomercial that makes lots of money.

<http://www.Antion.com/vipvideoday.htm> get a full day of instruction and shooting in our high definition studio.

<http://www.IamNOTaPoodle.com> See the cute Bichon Frise videos provided by YouTube.

MEMBERSHIP SITES

<http://www.GreatInternetMarketingTraining.com> The enormous training site for Tom’s exclusive mentor program.

<http://www.AmazingPublicSpeaking.com> The largest and most comprehensive public and professional speaking site in the world

Tom's Fun and Profitable Tennis Site

<http://www.FatsoTennis.com>

Tom Invented This Profitable Webinar Technique

<http://www.HybridWebinars.com>

Anchor Publishing

Copyright © 2016 Tom Antion All rights reserved. No portion of this book may be reproduced mechanically, electronically, or by any other means, including photocopying without written permission of the publisher. The original purchaser is authorized to make one printed copy for their personal use.

Anchor Publishing

Box 9558

Virginia Beach, VA 23450 USA

(757) 431-1366 Fax (757) 431-2050

<mailto:orders@antion.com> ,

<http://www.antion.com>

<http://www.Public-Speaking.org>

<http://www.GreatSpeaking.com>

<http://www.GreatInternetMarketingTraining.com>

<http://www.GreatPublicSpeaking.blogspot.com>

<http://www.IMTCVA.org>

<http://www.IMTCSuggests.com>

<http://www.IMTCBlog.com>

<http://www.KickStartDomainsAndHosting.com>

Limits of Liability and Disclaimer of Warranty

The author and publisher shall not be liable for your misuse of this material. The author is specifically not giving legal or accounting advice. All investments in software and web-related marketing techniques are taken at your own risk. Get proper legal and accounting advice from licensed professionals before making purchases. Beware, you could lose your money.

It is highly possible and a smart move for the author to make affiliate commissions on some of the items he recommends. You can be assured that Tom Antion will not risk his reputation suggesting something he knows is bad for you.

Let it be known the author / publisher do not condone or endorse any type of spam email, or spam search engine techniques.

How to Use This EBook

This book is in *Adobe Acrobat* “pdf” format. If you can read this, then you already have the *Adobe Acrobat Reader* installed on your computer. I'll give you some tips below so you can conveniently navigate the book and find what you want fast.

Hyperlinks

You will see throughout this book many *World Wide Web* addresses that are underlined in blue . **Example:** <http://www.antion.com> If you are connected to the Internet, and the web address has the standard **http://** format, you will be able to click on the link and it will take you to the webpage listed. **Your main (default) Internet browser will open up automatically a few moments after you click on the link, and you will be taken directly to the webpage in the link.** To get back to the book, close your Internet browser, or click on the *Adobe Acrobat Reader* button on your task bar usually located at the bottom of your computer screen.

At certain points in the text you will be able to click on underlined blue text that will whisk you away to another part of the book related to that text. To get back to where you were after you review the related text, click on the back button of your *Adobe Acrobat Reader*.

When you are in the **Table of Contents** section of the book you can click on any of the topics and you will be taken directly to that section of the book. Again, click the back button of your *Adobe Acrobat Reader* to return.

Email Addresses

Email addresses work in a similar fashion to hyperlinks. The format you will see in the book is <mailto:orders@antion.com> When you click on a link with a “<mailto:>” format before the email address, your main email

program will open up automatically a few moments after you click the link. The email address in the link will already be in the “Send to:” area of your email program. This makes it very convenient for you to email anyone listed in this book. You do not have to be connected to the Internet to **write** the email, but you do have to connect before you **send** it.

Emphasis

I'll use various ways throughout the book to emphasize words or points. As you see just above I made the words **write** and **send** bold. Hey I just did it again didn't I? I use Bold and Italic for book names like *Wake 'em Up*, software names, company names, and generally anywhere a name or title is used. You'll see some **BIG RED TEXT** once in a while. This means the item I'm discussing can really get you in trouble or be an extreme hassle.

Using Adobe Reader 11.0

With Adobe's updated Reader, some of the icons you have been familiar with in the older version may have changed. Here's a quick overview on how to use Adobe Reader 11.0 to read your ebook.

Adjusting Page Size

There are two ways you can adjust the size of the page to suit your personal reading preferences:

Icons

The icons at the top of the screen allows you to resize your page in a couple ways. Click on the page with the four arrows to automatically fit the page to the window.

Click on the plus and minus icons to make the page bigger or smaller

Sizing Bar

Use the sizing bar to set the size of the page by adjusting the percentage box.

Bookmark Panel

You can get a complete clickable outline of the entire book by clicking on the Bookmark Icon on the left hand side of the screen.

To open or close the panel, click on the icon. It acts like a toggle switch opening and closing the side window.

You can also resize the window between your Bookmark Panel and the document by using the resizing border. Hold your mouse button down over the border until it turns into a double arrow and drag.

Turning Pages

There several ways to turn pages in Adobe Reader:

- Use the Arrow Keys on your keyboard
- Use the scroll bar on the right side of the screen. Notice that when you hold down the mouse button the page number and a representation of the page you're on pops up in the main screen.
- Click on the left side of the number box at the top of the screen and enter the page number you want to go to and hit "Enter"
- Use the "Back" and "Forward" arrows at the top of the screen

The book will read itself to you

If you have the Adobe Acrobat Reader Version 6.0 or later installed on

your computer, this book will actually read itself to you.

All you have to do is click “view”, then click “read out loud”. Yes, I know it’s a robot sounding voice, but it can save you enormous amounts of time because you can listen to the book while you are doing something else.

ABOUT THE AUTHOR



Tom Antion is an internationally acclaimed expert in Internet Marketing for small business. He is a full time professional speaker who has been featured on major news media worldwide including the Canadian Broadcast Network, The Australian Broadcast Network, Associated Press, The Tokyo Today Show and hundreds of radio, television and print outlets across the United States.

Tom was the chief spokesperson for CBS Switchboard.com in their *Main Streets Online* program. Switchboard is one of the largest and most heavily visited websites on the Internet. Tom consistently makes large sums of money while sitting in front of his computer which gave him the idea for his infamous *Butt Camp Seminars*

<http://www.Antion.com/buttcamp.htm> . Where you can “Make more money sitting on your rear end than going out and working for a living.”

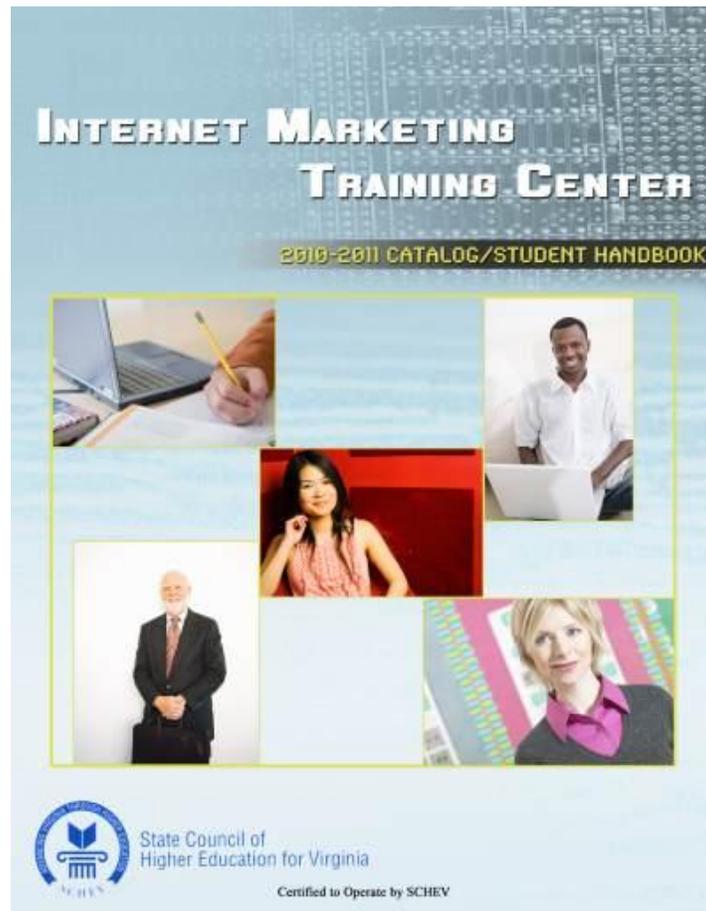
Tom was starting offensive guard for the West Virginia University football team where he earned his Bachelor’s degree in psychology. Tom says he got his clinical experience in psychology in the six years after he graduated when he owned a nightclub just outside Morgantown, West Virginia. The ultimate entrepreneur, Tom has never had a job. Starting from scratch, he owned five apartment buildings and a hotel BEFORE he graduated from college.

Tom is the author of the only video seminar of its kind The *Wake ‘em Up Video Professional Speaking System*.

<http://www.Antion.com/speakervideo.htm> This training course is considered the standard for training professional, or aspiring professional speakers in the art of speaking and the science of marketing professional speaking and training services. His Great Internet Marketing Retreat Center is the

most exclusive training facility for Internet studies in the world
<http://www.GreatInternetMarketingTraining.com>

Tom is also the founder the only certified Internet Marketing School in the country and most likely the world. <http://www.IMTCVA.org>



We hope to have you as one of our students soon.

In addition to all the above Tom has taken on the role of consumer advocate in the seminar industry. He has a television show and documentary in development <http://www.SeminarScammers.com> where he is exposing the atrocious and sociopathic con men and women who have infiltrated the seminar industry.



Tom is also doing a more general scam show
<http://www.ScamBrigade.com> where you'll soon be able to submit
information on scam attempts against you and you'll learn how to stay
safe from all the scams that surround you every day.

Table of Contents

◆ <u>Incentive Based Marketing</u>	16
◆ <u>Pay With a Tweet</u>	22
◆ <u>Buy Your Way to the Top with PPC Search Engines</u>	24
◆ <u>Google Adwords</u>	29
◆ <u>Bing Ads</u>	33
◆ <u>Facebook Ads</u>	35
◆ <u>Banner Advertising</u>	39
◆ <u>Text Ads</u>	45
◆ <u>Open X Ad Management</u>	46
◆ <u>Free Online Publicity</u>	47
◆ <u>Viral Marketing</u>	63
◆ <u>List Yourself in Free Business Directories</u>	64
◆ <u>User Generated Content Sites</u>	65
◆ <u>Social Networking Sites</u>	66
◆ <u>Facebook</u>	68
◆ <u>Twitter</u>	75
◆ <u>Google +</u>	81
◆ <u>YouTube</u>	83
◆ <u>Pinterest</u>	86
◆ <u>What is Instagram?</u>	91
◆ <u>Periscope</u>	107
◆ <u>Niche Social Networking</u>	111
◆ <u>Your Own Social Network</u>	113
◆ <u>Additional Networks</u>	115
◆ <u>Social Proof</u>	117
◆ <u>Automation</u>	119
◆ <u>How Can Social Media Help Your Business?</u>	122
◆ <u>How to Get High Rankings in Google Using Short Videos</u>	123
◆ <u>Four Types of Video</u>	128

◆ <u>Video Equipment Needed</u>	133
◆ <u>Tips for Best Video Quality</u>	143
◆ <u>Video Software</u>	147
◆ <u>Basic Strategy to Get High Video Rankings</u>	149
◆ <u>Uploading Your Video</u>	156
◆ <u>Advanced Strategies to Get High Video Rankings</u>	157
◆ <u>Retargeting/Remarketing</u>	160
◆ <u>Conclusion</u>	163

Incentive Based Marketing

Incentive based marketing is nothing new. It's been around for a few decades. It can be traced back to the early 1980's when Airline companies began their "Frequent Flyer" programs. These programs rewarded people for their Travel. And in turn, people traveled more and became loyal to their brand.

These days, it seems like just about everyone has a wallet full of Rewards Cards from a variety of Brands. From Credit Cards, Grocery Chains, Drug Stores, Hotels, and even your local Coffee Shops have reward cards. These cards earn you everything from cash back, to coupons, to free coffee. . . . All the while earning your loyalty and rewarding you for it.

Incentive based marketing is based on rewarding your customers for a desired behavior. When applied to online marketing, it translates into rewarding your traffic for taking the actions you want them to take. This means you can get your web traffic to do what you want. For example, opting in to your email list, downloading an ebook, watching a video, encourage referrals. You can also increase fans, followers, and social buzz. Using Incentives in your marketing strategy can yield huge increases in your social sharing, drive user engagement, and increase customer loyalty.

Using Incentives

Do you have social sharing buttons on your website but your users never hardly ever click on them to share? Why not give them an incentive so they have a reason to share your content?

For example, you can have a video split into 2 parts. Part one, will be free to view. However, part 2 is unlocked after they click to share your content on a social network, such as Facebook or Twitter. Once, they've shared your content, then part 2 reveals itself on the page.

When users share or tweet your page to get access to the premium content, their friends and followers will see that and some will visit your site. This will repeat over and over again.

This is a proven method for generating viral buzz for your site. So keep this in mind when creating new content. It's a great way for you to get more exposure and it doesn't cost the visitor anything other than a few clicks.

Here are some WordPress Plugins to help you get started with using incentives on your website.

Viral Lock

The quickest way to start using incentives to get your visitors to share your content, is to use a plugin such as "Viral Lock". This will help to make your site go viral by requiring your users to Facebook Like, Google+1 or Tweet about your site to unlock part of your content.

You can add any link that you'd like them to share. Once, they've successfully shared your link, then the protected content is automatically unlocked without them leaving the page.

Here are just some of the features:

- Content is protected until the visitor likes or shares your page.
- User can either Facebook Like, Google+1 Recommend, or Tweet your link to instantly show the content.
- Specify which link to share for each protected area or automatically use the current page URL.
- Customize the message sent to Twitter.
- Custom "Share to unlock" message.

You can see more about this plugin here

Viral Lock

<http://www.codecanyon.net/item/viral-lock-like-google1-or-tweet-to-unlock/1486602>

They also have a non-wordpress version

Non-Wordpress version of Viral Lock

<http://codecanyon.net/item/viral-lock-php-like-google1-or-tweet-to-unlock/1632879>

Social Locker

"Social Locker" locks your most valuable site content behind a set of social buttons until the visitor likes, shares, +1s or tweets your page. It helps to improve social performance of your website, get more likes/shares, builds quality followers and attracts more traffic from social networks.

You can use articles, videos, audio, images, download links, coupon codes or anything else you can think of as an incentive for people to give you likes or shares.

Here are just some of the benefits:

- Build Quality Fans & Followers
- Improve SEO Ranking
- Take Advantage of All Popular Social Networks
- Track Your Results with Built-in Advanced Analytics

You can see more about this plugin here

Social Locker –

<http://codecanyon.net/item/social-locker-for-wordpress/3667715>

Non-Wordpress version of social locker

<http://codecanyon.net/item/social-locker-for-jquery/3408941>

You can also setup images to automatically use when people share using special meta tags called Open Graph Tags... On static pages these can simply be manually added or there is a Wordpress plugin ->

Yoast SEO plugin for Wordpress

<https://wordpress.org/plugins/wordpress-seo/>

Here are some examples of usage. Keep in mind I'm not endorsing any of these people. I'm just showing you examples:

Video with Bonus Content

<http://source-wave.com/hobo-seo/>

Top 15 List

<https://antion.com/blog/top-15-mistakes-people-make-on-their-websites/>

Some of these plugins have an email opt in option which makes them not much different than a squeeze page.

Another tactic is “Subscriber’s Only Content”. Which means this content is only for subscribers, simply opt-in to see the content. An opt-in box is presented instead of the social sharing icons. See Screen shot <http://prntscr.com/4m4co3>

The above example uses “Premium Content Locker” for Wordpress.

Contests and Giveaways

Another great way to incentivize your traffic to take the actions you want is to run a contest. The idea is to run a contest where people have a chance to win by posting on Facebook, YouTube, Twitter, opting in, referring people, and so on. The prize you offer should be a good fit for your audience and there should be a deadline, such as 30 days, to create a sense of urgency.

If you have a great prize to offer that motivates your audience, you can see massive results in your shares, likes, referrals, opt-ins, downloads, or whatever applies to your business.

Here are some tools to help you run your own contests and giveaways

PromoSimple – <https://promosimple.com>

WishPond Social Promotions – <http://corp.wishpond.com/social-promotions>

WP Contest Creator – <http://wpcontestcreator.com>

Contest Domination - <http://www.ContestDomination.com>

Note: **MAKE SURE YOU DO A GOOGLE SEARCH FOR “CONTEST LAW” TO MAKE SURE YOU DON’T ACCIDENTALLY VIOLATE A LAW OR ACCIDENTALLY BECOME AN ILLEGAL SWEEPSTAKES.**

Pay with a Tweet



Here's a creative way to get the word out about your product. "Pay with a Tweet" does exactly what the name says. It allows visitors of your site to "pay" for your content with a tweet about it. You get to decide what the tweet says. Here's a screenshot from their homepage, www.paywithatweet.com:



When this service started it only included Twitter. Now they have expanded to include Facebook, LinkedIn, Google+, XING, and Vkontakte (similar to Facebook, big in Europe).

You can use their free service for up to two campaigns. You can even limit the number of downloads or dates that your campaign is active.

When you set up a campaign with a free account you will be provided a button for your website that looks like this:



If somebody clicks that button they will be taken to another page that tells them they can post your message to their social network to receive your content. That page looks like this:



Get **OH MY GOD WHAT HAPPENED AND WHAT SHOULD I DO?** now!

You just have to tweet or post the following. Click on your social network to adjust your post!

Suggestion for the message to your friends

This Book helps you to move into the Digital era of awesomeness. Download it for free:

Choose the network that you would like to post in:



Let's say for example you decide to give your product away to the first 20 people who pay with a tweet. If those 20 people only have 100 followers each, that's still 2,000 people you've reached for \$0. You can't beat that deal.

This is a powerful tool. Trading content for social media publicity can get your website in front of a lot of people very quickly and help you go viral.

PPC - Buy Your Way to the Top with Paid Search Engines

One of the things I promised in the advertisement for my *Butt Camp Seminars* was that there were certain search engines where you could actually guarantee yourself a first place position. This is commonly known as pay-per-click or PPC. The big player in this field is Google Adwords but Facebook ads are becoming extremely popular.

Typically, in pay-per-click search engines you write the description the searcher sees when they type in a keyword you have bid on. The beauty of this is that you don't pay unless someone clicks on your description AKA "ad", hence the term "pay-per-click".

When you use Google Adwords you must make sure your keywords match the pages the visitor lands on in your site and that what you put in the ad is relevant to what the searcher was searching for. If the keywords don't match the content of the page you are sending the searcher to, you will not be allowed to have your ad show. Google has a function to help you research different keywords.

You can also use the Google Keyword Planner tool. You'll have to sign up for a Google Adwords account to get access to the tool, but you don't actually have to buy any ads (see below).

Google AdWords Home Campaigns Opportunities Tools

⚠ Your ads aren't running because we haven't received your payment. - Please make a payment. [Fix it](#)

Keyword Planner
Add ideas to your plan

Your product or service
presentation, presentation skills Get ideas Modify search

Targeting ?

- United States ✎
- English ✎
- Google ✎
- Negative keywords ✎

Date range ?

Show avg. monthly searches for: Last 12 months

Customize your search ?

- Keyword filters ✎
- Keyword options ✎
 - Show broadly related ideas
 - Hide keywords in my account
 - Hide keywords in my plan
- Include/Exclude ✎

Average monthly searches

Ad group ideas Keyword ideas 🔍 ⬇ Do

Search terms	Avg. monthly searches ?	Competition ?	Suggested bid ?	Ad
presentation	🔍 22,200	Low	\$3.08	
presentation skills	🔍 2,400	Medium	\$4.53	

1 - 2 of 2

Keyword (by relevance)	Avg. monthly searches ?	Competition ?	Suggested bid ?	Ad
presentation skills training	🔍 720	High	\$6.22	
effective presentation skills	🔍 320	Medium	\$5.01	

The Google Keyword Planner Tool is a pain to get to, but it's a big improvement over the old Google Keyword tool

These tools will tell you roughly how many times a keyword has been searched on the Internet. If I put the word “presentation” in there, the tools will tell me how many times it comes up either on a daily or monthly basis. They also show all of the variations of the word “presentation” and how many times they are expected to be searched. You can't take these numbers as Gospel and I'm simplifying things here, but it's good enough for our purposes.

In the search I did, I noticed one of the variations, “presentation skills” came up only a small number of times. That tells me that the term “presentation” is searched way more than “presentation skills.”

How do we interpret this and what do we do about it? I see that the word “presentation” is searched for many more times than the phrase “presentation skills.” The people searching for “presentation skills” are more targeted and are obviously looking for a particular thing. The people searching for “presentation” could be chefs searching for food presentation. If I create pages in my site based only on the term “presentation,” I will probably pull in more traffic. Admittedly, some of the traffic will be the chefs who will probably leave my site immediately, or never click to me in the first place, but a percentage of the people will want what I have to offer.

What about the fact that the term “presentation” is included in the phrase “presentations skills?” Won't the people searching for “presentation” find the “presentation skills” page? Not necessarily, since there are lots of factors at play. What you need to keep in mind is that you'll take any old excuse to create additional pages in your site that provide a bigger target for searchers.

Google has deals with lots of other places where people click on ads so if you choose to be in their “content” network, your ads will show up in tons of places loosely targeted to your topic. In the pay per click world you can and should bid less for words in the content network because people were not actively searching for your keyword. They just tripped over your ad while looking around a website and they are typically much less valuable people to you and much less likely to spend money on your product or service since they weren't actively looking for it.

These tools are also wonderful for checking if a keyword or keyword phrase you think is great is being searched for by anyone. It's very discouraging to kill yourself getting a high ranking and getting all excited only to find that no one searches for that keyword.

Get used to playing around with these tools and I guarantee that you'll learn a ton about how people look for what you have to offer.

The numbers aren't perfect

People in the know will tell you that you can't consider the numbers you get from keyword tools as exact. Here's why:

In the tool Google gives you, you have to be skeptical because Google wants you to be interested in pay per click advertising so they could be skewing the figures to look a little better than they really are. I'm not claiming they are. I'm just making a comment.

One way errors occur is that all the automated searches done on keywords by people trying to determine their page rankings are counted in the Keyword totals.

Another way is that some of the tools combine the singular and plural of most words. This may be accurate for buying pay per click advertising, but is not accurate if you are making search engine friendly pages to get free traffic in organic searches (for our purposes "organic" means free search engine traffic).

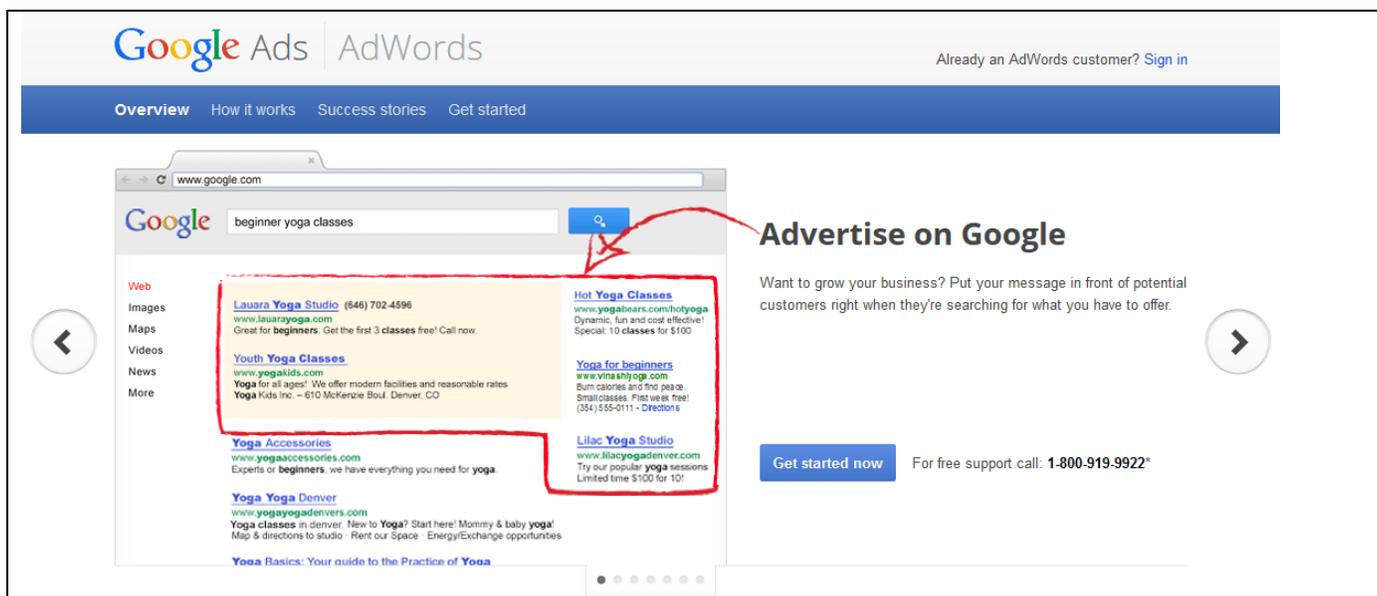
Don't forget that all the search engines and directories are changing so fast that this book would be out of date overnight if I tried to get too

specific. That's why you should book mark <http://www.searchenginewatch.com> and <http://www.searchenginehelp.com/GIM> to keep up on the latest developments. They'll also send you a regular E-zine to make it easy on you to keep up.

Google Adwords

<http://adwords.google.com>

If you sign up for Google's Adwords program your ads can show up on Google, of course, but also on other networks.



The screenshot shows the Google AdWords interface. At the top, it says "Google Ads AdWords" and "Already an AdWords customer? Sign in". Below that is a navigation bar with "Overview", "How it works", "Success stories", and "Get started". The main content area shows a search for "beginner yoga classes" on the Google homepage. Several ads are displayed, including "Laura Yoga Studio", "Hot Yoga Classes", "Youth Yoga Classes", "Yoga Accessories", "Yoga Yoga Denver", and "Lilac Yoga Studio". A red box highlights the ads, and a red arrow points to the text "Advertise on Google". To the right of the ads, there is a text box that says "Want to grow your business? Put your message in front of potential customers right when they're searching for what you have to offer." Below this is a "Get started now" button and the text "For free support call: 1-800-919-9922".

Make sure if you decide to use pay per click advertising that you obsess on it in the beginning so a campaign doesn't get away from you and run up a big bill.

Most people say that Google's rise to dominance in the search engine arena was because of their absolute obsession with giving searchers relevant searches. i.e., when you put search terms into Google's search engine, you get results you can use.

Google carried this obsession to their pay-per-click program. They actually reward you for writing descriptions that get more people to

click on your ad. They figure if more people are clicking, you must be writing ad descriptions that are relevant to what the searcher was looking for.

For instance, if you and I are both willing to bid up to \$1.00 per click for a particular keyword, and you write a better ad than me that gets more people to click on it, and you send people to high quality pages where the searchers stay and looks at your material, you will pay less for your clicks. **THIS IS REALLY IMPORTANT!** You might only have to pay 10 cents per click while I'm paying \$1.00 per click. Or, looking at it another way, you could get ten times as many visitors as me for the same amount of money.

Pay Per Click programs like Google Adwords and Facebook ads are one of the main tools savvy marketers use to test ideas. The reason is that when you use Google Adwords your ads can show up on the Internet in as little as 15 minutes. . . . almost definitely within a couple hours.

Note: This doesn't mean it is in any way easy to learn Google Adwords and it seems to get more complicated every day. I've actually pulled over \$5,000.00 a month away from Google Adwords basically because of the complexity, competition and Google's arrogance and constant rule changes. Also, keep in mind that Adwords only comprises a little over 20% of the advertising available on the Internet. Most of that other 80% has less rules, allows more innovative ads and seems to want to help you the advertiser more.

This means you can test ideas quickly to see if anyone is interested in your idea. One of the main rules of successful marketers is that they want to fail quickly with the least effort and expense. Time is definitely

money and you don't want to spend months or even years developing a product or writing a book only to find out that no one wants it. Google Adwords can give you some good information quickly to help you make the decision of whether to proceed with a project or not.

If you are going to tackle Google Adwords, you should make every effort to learn how to use it without losing your shirt. I suggest getting good training that totally focuses on Google Adwords so that you can really learn the nuances of getting the most from the program. Perry Marshall is the best guy I know to learn from when it comes to Adwords.

<http://m171.infusionsoft.com/go/default/SC133415/>

Keep in mind you **MUST** study and work with pay per click to be successful: Here are some tips to get you started:

- For best results write really good and accurate ads that send the visitor to really good landing pages. (The proverbial squeeze page is out.)
- If you are in a really competitive category with very high costs per click to get on the first page, keep in mind you **DON'T** have to be on the first page to make money.
- Use a service like <http://www.SpyFu.com> to estimate the cost per click for your particular keywords.
- Use keyword tools like I mentioned above to find tons of related keywords.
- Set limits on your spending by lowering your bid price rather than limiting your amount spent per day. If you lower your per day limit, your ads won't show all day long which could give you very unreliable results. Also, many "click happy" people click on the

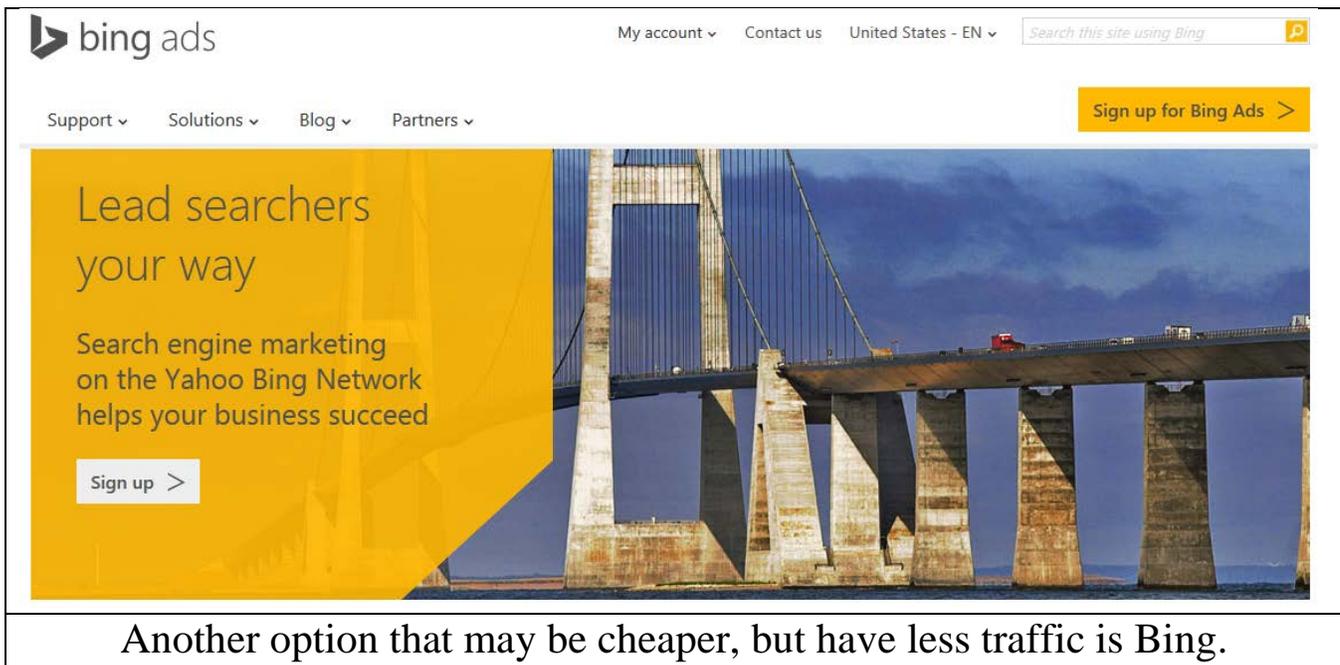
top ads. You may get much better results and more serious people on lower ads and ads on page 2 or 3.

- Always split test ads against each other to find the ones that bring you the most “buyers”, NOT the most “clicks”. You must use a conversion tracking program like you find in <http://www.KickStartCart.com>
- Use negative keywords (you put a minus sign before certain keywords that are not good for you) to keep your ads from showing. This improves your click through rate (ctr) and saves you money. **Example:** I put the minus sign before the word “-free” so that if someone types in “free wedding toasts” my ad does not even show.
- Learn what your “visitor value” (this is the amount of money your site brings in divided by the number of total visitors) is so you can determine how much you can afford to pay per click. (Remember to include how much you will sell to that visitor over time).
- Improve your “quality score” (this is a score Google gives you to rate your pages) by making sure people stay at your landing page as long as possible. No more crappy squeeze pages (which I might add that I never jumped on that bandwagon). Give them content, links, good info and a link to your minicourse or signup rather than a form field.

Bing Ads

<http://advertise.bingads.microsoft.com/>

This is another place you can do pay per click. I haven't used it much and it has lots less traffic than Google Adwords, but it may be worth a try.



bing ads

My account ▾ Contact us United States - EN ▾ Search this site using Bing

Support ▾ Solutions ▾ Blog ▾ Partners ▾

Sign up for Bing Ads >

Lead searchers
your way

Search engine marketing
on the Yahoo Bing Network
helps your business succeed

Sign up >

Another option that may be cheaper, but have less traffic is Bing.

Are paid listings worth it? It depends. You will certainly get more traffic if you have a high placement, but whether it's worth it or not depends on your ability to turn those visitors into paying customers. I didn't have any luck with the expensive keywords that were sometimes upwards of \$3.00 per click. Terms like “motivational speaker” and “professional speaker” got clicks, but no speaking engagements. I dropped those terms in favor of many more 10 to 60 cent keywords that get people to sign up

for my E-zine and buy my products. I'm sure I'll be able to convert a good percentage of those people into sales.

Facebook Ads

Facebook Ads work almost exactly the same as Google AdWords yet instead of the ads being placed on Google's search engine results page (SERP) they are only seen on Facebook. One aspect that Facebook's Ads outshine Google's AdWords is that Facebook has some extra demographic options that Google doesn't have as much control over. Facebook excels over Google at placing ads that fit certain age and gender demographics. This is because Facebook has each user enter information about themselves in order to create an account.

Google, on the other hand, doesn't require signing in to use its search feature so there are many searches taking place that only rely on keywords for ad placement. Facebook ads also tend to run cheaper than Google Ads.

Also in Facebook, you can “boost” a post. This is extremely easy and you can put in a few dollars to make sure your post reaches hundreds or thousands more people. You can't target quite as well, but it's still darn good and extremely easy to do.

Suggested Post



Expert Elevation

Sponsored · 🌐

👍 Like Page

Are you looking for the formula to create a Successful Info Product?
Right now, you can download my eBook with the 14 Tricks you MUST know to create an Info Product with MORE sales & MORE conversions!
Trick #9 revolutionized my business and showed me the big secret to creating a successful Info Product!



FREE eBook Download: The 14 Tricks to creating a Successful Info Product with more Sales & Conversions!

AVAILABLE FREE FOR A LIMITED TIME! CLICK HERE ➡

Sign Up

Like · Comment · Share · 👍 34 ➡ 14

Example of a Facebook News Feed Ad

Product/Service

Get More Page Likes

Ad Preview

Desktop News Feed Mobile News Feed Right Column

Suggested Page

 **Antion And Associates**
Sponsored

Internet Marketing on a Shoestring Budget for Speakers, Authors, & Entrepreneurs...

Antion & Associates
Public Speaking · Internet Marketing
Consumer Advocacy · Joint Venturing · Mentorship Program

Get the latest Public Speaking and Internet Marketing tips & techniques...

Antion And Associates
Product/Service
2,992 likes

Like Page

Choose Audience

Location [?] Countries ▾

Interests [?]

Age 21 ▾ - No max ▾

Gender All Men Women

Choose Budget

Daily budget [?] Est. 18 - 71 likes per day ▾

Schedule [?]

Run this ad continuously

Choose when this ad will end

Run this ad until [?] (America/Los Angeles)

Payment Method Mastercard(*** 5904) Change

Terms & Conditions

Cancel **Promote Page**

Once you decide to Promote a page Facebook asks who you want to target.

Some Pay Per Click Search Engines:

<https://adwords.google.com/>

<http://advertise.bingads.microsoft.com/>

<https://www.facebook.com/advertising>

All kinds of deals are emerging from search engines and directories that involve having the website (advertiser) pay. This is called “Pay-Per-Click” Again, keep in touch with <http://www.searchenginewatch.com> and <http://www.searchenginehelp.com/GIM> for the latest news.

Banner Advertising

We've all seen them either consciously or subconsciously. Some are animated, and some are just as plain as they come. They used to cost a fortune and now they are relatively cheap. They come in all shapes and sizes. Should we use them to promote our small business?

Just like in many of the techniques you will learn in this book, you must test to see if they work for you. I have been against them for a long time because people tend to gloss over them. I'm now taking a new look at using them because if done to resemble a headline that looks clickable they can be very effective.

Here's an example of a fake hyperlink banner: (**Note**: images are much more clear when displayed on a website)

[Make \\$5500.00 Every Time You Speak](#)

Here's an example of a plain text banner with a fake "click here" link:

**This is the "secret" successful professional speakers DON'T want you to know
Amazing System teaches you how to make \$5500.00 per speech.
How many speeches do you want to do this year? [Click Here](#)**

Here's an example of a fake drop down box:

Professional Speaker Secrets

Learn how to earn:

In all the examples above anywhere you click inside the area of the banner will take you to the landing page you have designated. The standard size for this type of banner is 480 pixels wide and 60 pixels high. Many new sizes are available.

Here are some standard sizes in what is called a “Banner Ad Set”.

Leaderboard (728x90)

Banner (468x60)

Skyscraper (120x600)

Wide skyscraper (160x600)

Small Rectangle (250 x 250)

Medium rectangle (300x250)

Buttons (120 x 90)

Buttons (120 x 60)

Here’s a few examples from <http://www.FatsoTennis.com>



be the
big one
on the
court

SMASH
HERE!

FatsTennis.com



Lots of sample banners at:

<http://www.BannerReport.com>

If you don't have the skill yourself, you'll have to have a graphics person create your banners or you can use one of the free banner creators that can be found online by simply typing in "free banner software" in any major search engine. You can also use <http://www.Fiverr.com> to find cheap graphics people or put your job out for bid at <http://www.99designs.com>

A screenshot of the Fiverr.com website. The top navigation bar is black with the 'fiverr' logo on the left and 'Start Selling', 'Sign In', and a green 'Join' button on the right. Below the navigation bar, a horizontal menu lists various service categories: Graphics & Design, Online Marketing, Writing & Translation, Video & Animation, Music & Audio, Programming & Tech, Advertising, Business, and More. The main content area features a large heading 'Banners & Headers' in white text on a grey brick background. Below the heading is a search prompt: 'Find the best service, that's just right for you. What are you specifically looking for today?'. Underneath this prompt are four filter dropdown menus: 'Type' (set to 'Banner ad'), 'Style' (set to 'Retro'), 'File Format' (set to 'PNG'), and 'Also Offers' (set to 'Animated banner'). To the right of these filters is a preview image of a beer advertisement banner featuring a large mug of beer and the text '10¢ COLD BEER SINCE 1967'.

Fiverr.com is great for cheap graphics.

<http://www.Antion.com>

Banners are typically sold on a “cost per thousand impressions” (CPM), and “cost per click” (CPC) basis. There are other methods beyond the scope of this book.

I learned lots of my online advertising skills from Jonathan Mizel. A guy that’s been the Internet game longer than me.

<http://trafficevolution.com/free/specialnew.html>

You need to do a good job of tracking your banners to make absolutely sure they are paying off. When I went through Jonathan’s course I could see he was using the same tool as me just labeled under a different name. I use the adtracker that’s included in <http://www.KickStartCart.com> You’ll see below the great information you can get about all your ads and promotions. This information saves and makes you a fortune by showing you which ads and promotions are working and which aren’t.

Here’s an example of a promotion I had running:

	Clicks	Sales Amount	Sales	Conv Rate
Ad 1 at top	1517	\$8274.95	33	2.2%
Visitor Value \$5.46 /click				

You can see how valuable this information would be when I’m comparing it to other ads and ad placements on my site. This kind of functionality is included with a good shopping cart system like <http://www.KickStartCart.com> .

Here are just a few places you can buy banners. Jonathan has them all rated and reviewed as to the best ones for different purposes and he does more of this than me so I would bow to him on online advertising. Also,

he has an entire spreadsheet of I think about 300 different places to advertise.

<http://bit.ly/1j5hasx>

Note: Keep in mind placement on specific sites relating to your field will probably do better than banners being displayed on any old site:

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

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

<http://www.tribalfusion.com>

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

Text Ads

There are many places beside Google Adwords that will be glad to sell you text ads. You probably want to use an advertising network to cover many places at once on your behalf. It would be quite a time consuming effort to manage lots of pay per click programs.

Here's an example of a text ad:

Professional Speaking

Get \$100K of Pro Speaker Training for only 5 bucks

www.AmazingPublicSpeaking.com

<http://www.AmazingPublicSpeaking.com>

Resource for Online Advertising: *The Online Advertising Playbook* by Joe Plummer, Steve Rappaport, Taddy Hall and Robert Barocci

Better is the Traffic Evolution Course by Jonathan Mizel

<http://bit.ly/1j5hasx>

Open X Ad Management

This is a free ad serving software that will allow you to manage and display ads for yourself or others across all your sites.

You'll probably want the "Open X Community Hosted" <http://openx.com/product/ad-server/> where all you do is sign up and they host all your banner ads. That way you don't have to go through a complicated install of the software.

Then if you want you sign up for "Open X Market" where you can designate spaces on your sites to host ads for others. Open X puts out bids for you to see what advertisers are willing to pay for your ad space. And check this out. . .

You can set a minimum price that OpenX Market must beat in order to serve an ad. If OpenX Market cannot beat your price, your original ad is served. This gives you a risk-free way to earn more revenue.

Check it out at: <http://openx.com/product/ad-exchange/>

Free Online Publicity

One of my best Internet students has kindly offered us an article on using online press releases not only to impress journalists, but to drive buying customers to our site. I've included it below. I also have a CD all about online publicity at <http://www.antion.com/cds.htm>

Post Press Releases Online to Attract Buyers, Not Only for Journalists

By Joan Stewart
The Publicity Hound



Gone are the days, finally, when the success of a press release you've written is determined by how many journalists deem the releases worthy of their time and attention.

Houston publicist Sharon Dotson, president of Bayou City Public Relations, knows that better than anybody.

Sharon says a press release she wrote for her client, Disc Inc., a Houston data conversion and recovery company, explained how the company duplicates CD and DVD labels that print as beautifully as silkscreen, but in small quantities. But apparently that isn't an interesting enough story for the local daily newspaper or business journal. Not even the local business magazines.

So is Sharon in trouble with the client? No way.

When people search the Internet using the keywords "Houston CDs and DVD labels," the search engines are finding the release online and bringing plenty of new customers to the company's doorstep. That's because Sharon used that phrase in the headline, in the first paragraph and throughout the release.

"Before I started doing the press releases for Disc Inc., their website wasn't on the first page of Google for anything," Sharon said. "Not true anymore. The press releases are now on the first page for relevant keywords."

How the rules have changed

In the old days, we wrote press releases only for journalists. Today, smart Internet marketers, authors, speakers, experts, PR people and others write press releases to attract buyers, not only journalists, and post them online.

Buyers who find your press release online can click on a link within the release and land at your website. They can give you their email address in exchange for a free ebook or special report. They can even buy products and services you offer—even if journalists aren't interested in her release.

And if the media eventually cover the story? As Sharon says: "Well, that's just gravy."

Here's how the rules for writing press releases have changed:

- We no longer write press releases only when we have "legitimate" news that we think is worthy of media attention. If you're a relationship expert, for example, you have lots of opportunities to offer your expert advice by piggybacking onto celebrity news and gossip. (More about that later.)
- We no longer have to use the "who, what, when, where and why" formula high in the press release. We used to do that back in the days when we were writing for busy journalists. But now that we're also writing for consumers, we can use press releases to tell a story. Or we can include helpful tips about how to use our products.
- We no longer have to write short press releases. One page was the limit in the old days. Today's press releases don't have to follow that rigid rule.
- Under the new rules, we don't measure the success of our releases by the number of clippings it has generated but by whether the press release has been able to change people's behavior. If your press release draws traffic to your website, sells more books, attracts people to a public speaking workshop, or does what you intended it to do, it's a success.
- In the old days, a paper press release typically lasted a day or two before a journalist threw it in the wastebasket. Today, if it's posted through one of the press release distribution services, it can live online forever.

David Meerman Scott, author of the book “The New Rules of PR,” recorded an interview with me called “The New Rules of Press Releases: How to Write Them for Buyers, Not Only for Journalists.” You can read more about it at <http://publicityhound.com/shop/the-new-rules-for-press-releases-how-to-write-them-for-consumers-not-only-journalists>

The anatomy of a press release

Press releases have many forms. But I like the press release format that includes these key elements:

Contact information in the upper left or lower left corner, including the name, shipping address (why make people hunt for it?), phone, email address and website URL. Make the email address and website URL links live. Remember the phrase "FOR IMMEDIATE RELEASE"? We used to include it on our press releases. But now that we're posting them online, we don't have to include it anymore.

A headline, with relevant keywords as close to the front of the headline as possible so the search engines find them. Don't worry about writing a short headline. Your headline can be as long as two or three lines.

A sub-head. This goes right under the headline, and it's another excellent place to include keywords.

A dateline. It goes at the beginning of the first paragraph. Like this: “Port Washington, Wisconsin – July 5th, 2014.” It offers perspective for the reader because it shows where the press release originated and the date it was written. In the old days, many of us never included datelines on our press releases. But datelines should include a city and state since press releases are now posted online, and people in other

countries might not be familiar with all the states and provinces in countries other than theirs.

The body copy. This can constitute 90 percent of your release. At the end of the copy, put the word "END" on its own line.

The call to action. Tell people reading the release exactly what you want them to do. Do you want them to click on a link to visit your website? Or click on a link that takes them to an order page? Or click on a link that leads them to a sign-up page at your website where they can read a free special report or download an ebook, in exchange for their email address? Or make a donation? Or buy tickets to an event? Or call their congressman? I can't think of a good reason why you wouldn't include a call to action in virtually every press release you write. The call to action doesn't necessarily have to "ask for the order." You can offer free information just to get people into your sales process and give them time to know, like and trust you before they buy. Then, at some point along the way, you can ask for the order.

~~Links. The search engines consider inbound links to your website one of the most important factors in determining the "importance" of your site. So the more links back to your own website, the better. When you post press releases online and include a link back to your own website, it helps your website's ranking. But when many other people either reprint your press release or write about it, and include the link back to your website, that improves your ranking even more.~~

NOTE from Tom: The above paragraph is no longer true. The search engines have devalued links from press release sites because people were putting out tons of crappy press releases just to get

links back. Press release sites are still valid from a fresh information aspect so long as your release is newsworthy. The Paragraph below is still valid.

Links take people where you want them to go. You can link to things like your bio, product pages at your website, free articles at your website, or any other place that includes information that's too long or in-depth to include in the press release. Links can also bring people directly into your sales funnel. Include no more than about a half-dozen links in each press release because you don't want your readers to get sidetracked and miss the call to action.

The worst mistakes you can make

If you write press releases, one of the worst mistakes you can make is writing to please your boss or, if you're a publicist, your client. Here's what bosses and clients like to see:

- The name of the company in the headline. Often, this is a waste of space because people searching online for the kinds of products and services you provide wouldn't search under your company's name if they didn't know about you. They would search using keywords—the same keywords that should appear in your headline. For example, instead of using “Joan Stewart” in the headline, I'd use the phrase “publicity expert.”
- What I call “the B.S. quote.” It sounds like this: “The ABC Widget Company is honored to be a leading provider of blah-blah-blah ...”

Those quotes sound contrived, and they're useless.

- On first reference, a long string of abbreviations after the client's name to designate their professional affiliations, certifications or college degrees so they look important. Some writers insert three and four abbreviations after one name, making the sentence look like a bowl of alphabet soup. Because most readers aren't familiar with the designations, journalists immediately edit them out. Or, they simply hit the "delete" key, and the press release is history.
- Long, pompous boilerplate, those two or three paragraphs at the end of the release that speak in glowing terms about the company. Often, boilerplate includes lots of overused words and industry jargon like "turnkey solutions" and "cross-platform applications."
- A press release approved by managers at all levels, including the legal department. This gives everyone a chance to participate in the writing and editing and, in the process, water down the release and make it difficult to understand—with no consideration whatsoever for the end user, the reader.
- Inaccurate press releases. Before you send or distribute a press release, double-check the spelling of every name, and every fact. If you've sent the press release to a journalist, it's embarrassing but necessary to call them afterward and correct the wrong facts.

Use Audio and Video in Your Releases

An online press release that includes an audio or video clip can be incredibly powerful.

Readers simply click on the video link and watch a short video of you extolling the benefits of your product or service. Here are other ways you can use video:

- Readers can watch you demonstrate a new product.
- They can see you interviewing a customer who has used your product successfully, and the customer can offer a testimonial.
- If you're a professional speaker, they can watch a snippet of you at a recent presentation.
- If you're an author, they can see you reading at a recent book signing.
- An artist can show a short video of their artwork in various stages of completion.
- A gourmet cooking can do a quick cooking demonstration.

I'm sure you can think of many other uses for video. To see a fabulous example of how Robert Siciliano used video in his press release to establish his credibility instantly, see <https://www.youtube.com/watch?v=FJpmqE-fNgQ>

Press release distribution services

Now that you've written your press release, you need to post it online. But don't just post it at your website. You want to send it through a press release distribution service so it gets the widest exposure possible.

PRNewswire at <http://www.prnewswire.com> Business Wire at <http://www.BusinessWire.com> and Market Wire at <http://www.MarketWire.com> are the major players. They offer the most services and the widest distribution and fulfill all the requirements for publicly held companies that must release their news under strict rules by the Security & Change Commission. As a result, they usually have the highest fees.

If you visit their websites hoping to find prices within easy reach, you're out of luck. Each has a variety of distribution circuits or levels such as local, city, state, national and international and, as a result, a wide variety of fees. You can expect to spend between \$100 and \$200 to distribute one press release to one major city in the U.S. and up to several hundred dollars per release for distribution to major markets. Call or email for a price schedule.

If you're on a budget, a much better alternative is PR Web at <http://www.prweb.com>. You can distribute your release through this service for as little as \$80, and this is the service I recommend if you're sending fewer than about eight press releases a year. One of the big advantages of PRWeb is that the Google and Yahoo news feeds will pick up your release which will mean better exposure.

If you're an expert in your field and you're sending eight or more press releases a year, the very best service is Expertclick—The Yearbook of

Experts Online at <http://www.expertclick.com/Topic=ExpertClick.aspx> Expertclick is the best alternative for authors, speakers, consultants and experts on any topic. A membership includes:

- The ability to pose up to 52 news releases a year through their NewsReleaseWire.com, with the ability to add audio and video clips to your releases.
- Your releases are picked up by the Google and Yahoo news feeds and Lexis-Nexis, the giant database used by many journalists. Headlines are also mailed more than 12,000 journalists who have requested them.
- Your listing is included in the printed and online Yearbook of Experts®, printed annually

Expertclick is also adding an 18-month online planning calendar that will let you post your own events such as speaking engagements and teleseminars. The calendar will then be available to journalists. The base rate for a subscription is \$995 a year, but if you tell them The Publicity Hound sent you, you'll save \$100.

Beware of the free services

If you do an online search for free press release distribution services, you'll see a long list, and you can spend days researching them all. But don't waste your time.

My advice about any of them can be summed up in six little words: you get what you pay for.

If you want to experiment with any free service and see how effectively it draws traffic to your website and generates calls from the media, go right ahead. But please, don't experiment when you have important news.

Here are the disadvantages of using free press release distribution services exclusively:

- Even though they call themselves "distribution" services, most of them don't distribute anything. Your press release is simply parked at their website, waiting to be found by the search engines. The free services don't have special arrangements with Google, Yahoo and other search engines to make content part of the search engine news feeds.
- The media seldom if ever visit these websites. They have more than enough press releases to review by concentrating on the major sites like PRNewswire, Business Wire, MarketWire, PRWeb and Expertclick.
- There's no way to track statistics, such as how many people viewed your press release.
- Many of the free services exist for one reason—to entice customers to pay to upgrade their release for a higher level of service so the search engines can find the releases. Or to generate revenue from Google AdSense ads.

- If you give your press release to one of the free services, then discover an error in the release after you've sent it, you might not find contact information for these free services. So you're stuck with an inaccurate release that you can't correct.

Most Publicity Hounds who are truly serious making their press releases really work for them will be willing to pay a fee to a press release distribution service. If you've gotten fabulous results from one of the free services, please email me at JStewart@PublicityHound.com and let me know. But so far, I haven't heard of anyone who relies on these freebie sites exclusively.

Word of caution: Don't buy software that promises to automatically format and deliver your press releases to free press release "distribution" sites and "put your press releases on steroids." Using these software programs can hurt your standing with search engines like Google.

Debra Holtzman: The Queen of Online Press Releases



Child safety expert Debra Holtzman is the poster child for how to post press releases online and get fabulous results. For years, Debra kept wishing and hoping that she'd generate publicity in top-tier newspapers and magazines and on the big morning TV shows like "Good Morning, America."

But the wishing and hoping got her a media hit here and there. Then Debra found the key that not only unlocked the door to publicity, but

had the media practically tripping over themselves to interview her. Even the bloggers loved her.

Her secret? She ties her expertise to the celebrities—sometimes several times a month, then posts press releases online. It all depends on how much material the stars feed her. And feed her they do. Here's what she did in just five months:

- On May 17, when the celebrity magazines printed a photograph showing Britney Spears driving her convertible, with 8-month-old son Sean Preston in the back, sitting in a car seat facing forward and slumped over to one side, Debra wrote a press release titled “Britney Spears Needs Baby Safety Training!” She posted it at Expertclick.com. The story was picked up by celebrity gossip bloggers and top-tier media outlets.
- That same month, when Angelina Jolie and Brad Pitt welcomed their baby girl, Shiloh Nouvel Jolie-Pitt, Debra swung into action and issued a press release with the headline “Angelina and Brad’s Perfect Baby Room for Shiloh.” It described some of the dangers of a baby’s nursery and included a checklist of 11 tips on how to keep the baby safe.
- Also that month, the paparazzi got a photo of Pitt during a bike ride in Namibia with his 4-year-old son and 16-month-old daughter. His son wore a helmet and rode his tricycle. The baby rode in a blue papoose strapped to Pitt’s back. Debra wrote another press release about the dangers of riding with babies on a bike and was quoted in Us magazine, among others.

- On August 1, just after Mel Gibson's drunken-driving arrest, Debra issued another release titled "Top 10 Tips to Drive Like a Star, but not Mel Gibson."
- A few weeks later, while law enforcement officials were investigating John Mark Karr, the suspect who claimed he murdered JonBenet Ramsey in 1996, Debra wrote another release headlined "A Focus in the JonBenet Ramsey Case No One is Talking About." It included a list of 21 things parents can do to keep their children safe from child abduction, molestation and other dangers.
- Just after Crocodile Hunter Steve Irwin was killed by a stingray while diving, Debra posted another press release through Expertclick, this one titled "Teach Children How to be Safe Around Pets and Wild Animals." She didn't name Irwin or mention his death in the release. But journalists and anyone else who searched online for information on that news story probably would have found her press release in the list of organic search results.

All those releases and all that publicity help her sell more of her books, *The Panic-Proof Parent* (McGraw-Hill, 2000) and *The Safe Baby* (Sentient Publications, 2005) which she mentions in every release.

She has been interviewed by papers like USA Today and the New York Times and has a list of media hits a mile long at her at <http://www.thesafetyexpert.com/>. Even if the media don't cover her, people searching for celebrity information find her press releases online, and many of them buy her books.

Free tutorial and sample press releases

My free email course called "89 Ways to Write Powerful Press Releases" shows you how to write direct-to-consumer press releases for the Internet--press releases that even the media will love.

Every day for 89 days in a row, I'll give you one lesson, delivered via email, on how to write and distribute a press release. Each day, I'll also give you one opportunity to write a release. For example, if you're rolling out a new product, that's one opportunity. Each day's lesson will take you just a few minutes to read. You'll also see lots of sample press releases, including sample press releases that were rewritten and improved.

By the time you're done, you'll learn everything you need to start writing releases not only for journalists, but for the end user. And I'll show you how to use your press releases to change people's behavior. That is, to encourage people to do whatever you want them to do: buy a ticket to your event, make a donation, test-drive your new product, see your catalog at your website, visit you at a trade show, or whatever.

You'll see lots of sample press releases including "before" and "after" makeovers.

You can start the tutorial at any time, and you can opt out of it at any time. Each week, I'll concentrate on one specific aspect of press releases. The sample press releases are sprinkled throughout the course. Sign up at <http://publicityhound.com/tips/>

Joan Stewart and I have written a comprehensive book on publicity and it reveals many more of the techniques I've used to get worldwide publicity:

<http://www.antion.com/publicityhound.htm>

Viral Marketing

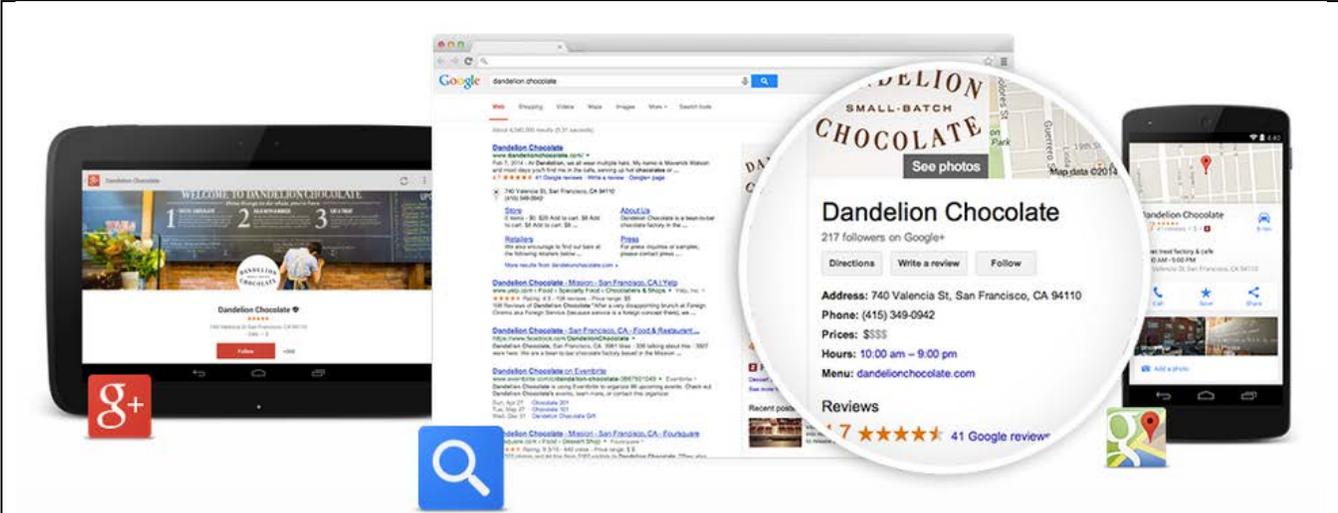
Viral marketing is a science in itself. It's a method where other people pass on your message to someone else who passes it on to someone else, who passes it on to someone else, etc. Lots of people have gotten rich with viral marketing and even more have tried and failed.

Viral marketing can be as simple as giving out a free ebook about your topic that you allow other people to give away or sell, or it could be as complex and BIG as Hotmail which began as a small free email service that eventually sold for many, many millions of dollars.

Depending on some piece of your content going viral is not really a great business model for most people. Audiences that look at your stuff are fickle and most viral campaigns have a healthy dose of luck involved. I personally don't want to operate my business based on luck.

List yourself in free business directories

<https://www.google.com/mybusiness/>



Show up across Google Give customers the right info Build lasting relationships

You can show up at a lot of places just by taking the time to list yourself.

There are many others. Just type in “free business directory” into Google and you’ll come up with quite a few. Be prepared for them to try to upsell you to a paid listing and also keep in mind most are worthless and only want to get your email address so they can spam you to death and sell your info to others so they can spam you to death.

One solid directory is <http://www.Dmoz.org> It could take you up to a year to get in, but it carries lots of weight when Google and the other search engines see that you got in to Dmoz.

You may also want to use paid listings in directories that are specific to your industry or business.

User Generated Content Sites

Part of the trend of “Web 2.0” are sites where the visitor contributes to and builds the site. These sites can be as simple as a blog where people comment on what you say to fun sites like <http://www.KissThisGuy.com> “The Archive of Misheard Lyrics” to <http://www.Epinions.com> where people voice their opinion about everything from beer to bullets.

Some of the largest sites in the world are User Generated Content sites. YouTube, Wikipedia, Twitter, Craigslist are just a few I’m sure you’ve heard of.

Sites like this get their revenue primarily from advertising. If you get enough “eyeballs” visiting a site ad networks will start soliciting you and sharing the revenue with you paid for by the advertisers.

Speakers can use this kind of site to start discussions about their field of expertise. Primarily the formats for this would be either a blog where the speaker makes blog postings and gets comments from others, or a discussion board where the speaker owns the discussion forum, but others freely discuss the topic. Of course the speaker is considered the expert and it will be obvious that the speaker is available for speaking engagements on the topic. Ad revenue, although possible would not be the main thrust of these websites if a speaker was creating them.

Note: <http://www.SelfieStupidity.com> is coming soon

Social Networking Sites

This section is such a phenomenon that I did an entire report on it.
Here it is:

Social Networking

The Benefits of Socializing On The Internet

Social networking is one of the fastest growing sectors on the Internet. Almost two billion people are part of one social network or another. Social sites provide a free and powerful way to share with millions of users your expertise, services and business. One of the strongest aspects of social networking is the ability to share videos, images and links with like-minded people all over the world. 72% of all Internet users are now active on social media.

Active social media usage by age:

- 89% of 18 -29 year olds
- 72% of 30 - 49 year olds
- 60% of 50 to 60 year olds
- 43% in the 65 and up bracket

Personal profiles are the backbone of social networking sites. Profiles give you the opportunity to provide tons of information about your business, education, affiliations, expertise and websites. Profiles are one of the best traffic driving tools that have come around in a long time. They rank very highly in all of the major search engines, thereby creating a large presence on the Internet. There are many ways users can incorporate social networking into their business.

Social networkers can:

- Share pictures of seminars they have attended
- Get feedback on current projects
- Sell products
- Invite their network to live seminars or webinars

All of the major social networks have features such as direct email, status updates and joining groups that keep your friends informed on every part of your business.

You can learn and teach others, build celebrity status and create a huge network of potential clients and customers. Professionals such as public speakers, life coaches, web designers and network trainers are making the biggest impact with social networking. Contacts that you make on a site can find virtually everything they need to know about you and your business in one or two clicks without ever leaving your profile. Let's go over the major players in social networking that you need to be a part of.

KEEP ONE THING IN MIND. I WANT YOU TO GET EVERYONE YOU CAN OFF YOUR SOCIAL NETWORKS AND GET THEM ON TO AN EMAIL LIST. THE RULES CHANGE SO FAST ON THESE DARN SOCIAL NETWORKS I HAVE TO HAVE A FULL TIME PERSON JUST TO KEEP UP WITH THEM.

ALSO MOST OF YOU NICE FOLKS OUT THERE HAVE BEEN "PLAYED" BY FACEBOOK. YOU KILLED YOURSELF TO GET FRIENDS AND FANS AND NOW YOU CAN'T REALLY ACCESS MOST OF THEM UNLESS YOU PAY FOR AN AD.

Facebook



In February 2014, Facebook turned 10 years old. Facebook has grown greatly over years to become the most visited site on the Internet. By the end of 2015 Facebook reported 1.44 billion monthly active users worldwide (of those, 1.25 billion were mobile users) and that 936 million users log on to Facebook daily. That's a lot of traffic. Facebook encourages users to network and keep in touch with family, friends and prospects.

Here are the most recent stats about the largest social networking site in history:

- Half of all Facebook users have more than 200 friends
- 33% of U.S. Internet users have clicked a Facebook like button on blog posts they have enjoyed.
- 56% of U.S residents use Facebook
- Average time spent on Facebook.com per user per month is 8.3 hours
- 798 million people access Facebook via their smartphone or tablet everyday
- Average user spends 914 minutes on Facebook mobile per month
- There are 50 million Facebook pages

But how can you optimize Facebook to grow your business?

Profiles: Make sure your profile is comprehensive with all the important information about you and your business plainly there for all to see. Include all of your website URL's in your profile about section. You can get creative and include a link to your email opt-in page.

List your blogs, video sites and other social network profiles that you have. Upload videos to your profile that display you speaking at events, videos of your products or anything that your friends may find interesting. Be sure to completely fill out your profile. Include your education, your affiliations, awards and accreditation's. Profiles serve the purpose of building credibility and trust in you and your expertise to the people who view them. Building trust and credibility are very important to turning visitors into sales. If they don't know you or trust you, they won't buy. So put yourself out there!

Keep your prospects informed: Facebook has the ability to easily send emails to your friends and create events to invite them to. Creating an event is easy and you can pick and choose whomever to invite. Events can be anything from live events, webinars, teleclasses and product launches. The event template can hold tons of information including clickable links to sign up pages, entire sales letters and a picture. Your friends can RSVP the event with "attending", "maybe attending" or "not attending" so you can get an idea of how many people are interested. This is a very powerful tool to keep all of your friends informed of anything major in your business.

Visit My Facebook Profile. <http://www.facebook.com/antion?ref=profile>

Fan Pages: Fan pages look very much like your personal profile but are designed to promote your business, band or celebrity. Upload logos of your company and leave links in the “info” section to all important resources. Instead of friends you collect “fans”. While your personal profile limits the amount of friends you can have to 5000, your fan page can have an unlimited amount of friends. Big corporations and even politicians are using fan pages to get the word out. Fan pages now use the Timeline layout feature similar to the ones on personal profiles.

The Timeline can record past events that are viewable by any of your friends or followers. The Timeline image is a huge 850 x 315-pixel area at the top of every Facebook profile or page. This 'real estate' is an important part of branding for your business. The Timeline still has the ability to publish 'updates' and have your friends leave comments, share pictures and videos and leave clickable links to web resources.

Visit My Facebook Fan Page. <http://www.facebook.com/AntionAndAssociates>

Applications (apps): Did you know you can give away free ebooks, MP3s, memberships and other downloadable content on your Fan page just for someone liking it? I use <http://woobox.com/>. Test it out at my fan page by navigating to this [link](#) which will bring you to my "Free Gifts" tab. Inside you'll see an offer to get free content just for liking the page. The app controls what content a visitor will see first. Somebody that has liked the page will see a different page compared to a visitor that has not liked the page. After you click the "Like" button, it will automatically redirect to another page that delivers the free content.

Giving away free content not only encourages more 'likes' of your page, the content itself shows off your expertise and has links within that drive

traffic to your other web properties, helping make you money. Other apps available from third-party developers include interactive maps (to help retail stores) and games.

Tagging - You can tag your friends in videos and pictures and they will get a notification that you have done so. This can help create views for your videos and promote your business.

A recent change to Facebook was page to page tagging. Facebook made it easier for businesses to cross promote each other by allowing Facebook pages to tag other pages in their status updates.

Some people ask me "How do I get more of my content to show up to my fans?" Page tagging is a great strategy. If you tag another Page, that status update may appear in the news feed of a user who likes the page that's being tagged.

Facebook no longer calls it's algorithm "EdgeRank," it still uses a similar approach so it is definitely a term business owners should explore. EdgeRank can be complicated to explain but I will cover the most important features and how they should influence your marketing.

Facebook uses edge rank to determine what appears in their user's news feeds. There is a ton of information already available to Facebook users, and the news feed is where the posts are displayed. It determines which of your connections is the most important to you and thus appears most frequently, and which kinds of content should appear higher than others.

As a marketer with a product or service to sell, it is important to your success that you understand how this algorithm works. So, the news feed isn't really a feed of news, instead it's a chart of the most important

content which is determined by the algorithm. What content the algorithm sends each individual user is determined by many factors but a few of the important ones are:

1. How interesting your post is
2. How many friends are currently engaging with your post
3. The type of post (video, photo, text, blog, etc.)
4. The length of time your post has been up
5. Story bumping which is when Facebook bumps old stories off the news feed and replaces them with new stories constantly. There is a small catch, the stories with the highest engagement will remain at the top of the news feed because it wants to show you the things that line up with your past behaviors. It basically displays the popular posts to you on a continuous basis.

The next time you log into Facebook take notice of the posts that are at the top. Look under the person's name and you will see how long ago that post was updated by your friend. It is not in chronological order. The default news feed is top stories. Whatever is at the top look at the amount of shares, likes or comments. It is there for a reason.

If you're a regular user of Facebook, most of this stuff about the algorithm may seem obvious, but with a good appreciation and understanding of how it works you can make more intelligent decisions in your Facebook marketing.

Facebook Live

Launched in the summer of 2015 to a select few of Public Figures, Facebook live later opened the platform to anyone using iOS and Android apps. Facebook live allows people, public figures, pages and events to share live video with their followers and friends on Facebook. It allows them to interact with viewers in real time, similar to Periscope. When you go live, your followers can receive notifications when you go live so they know to tune in to your broadcasts at just the right time.

Features:

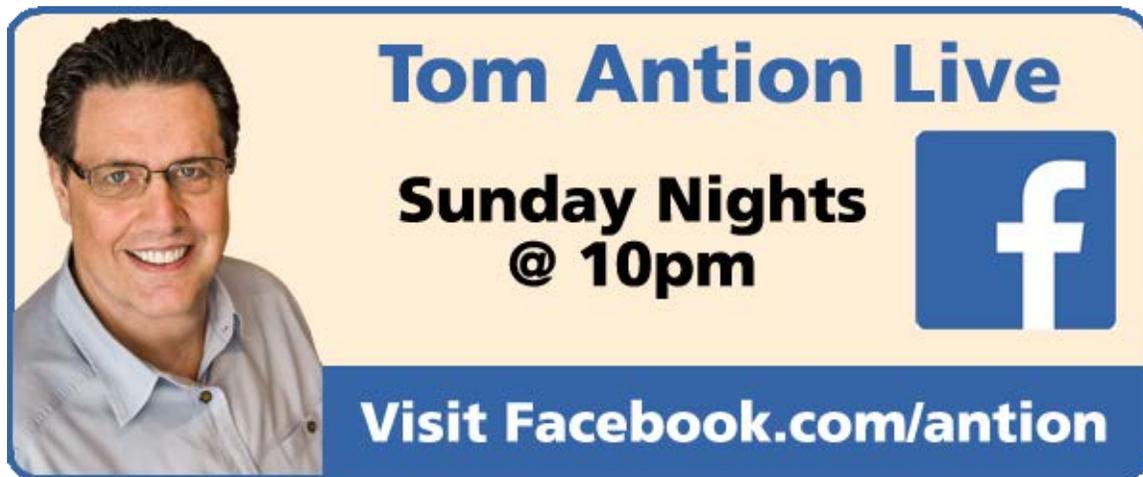
Live Reactions: allows your viewers to express their feelings in real time during a live broadcast. Viewers can select Love, Haha, Wow, Sad or Angry, and the reactions animate right on top of the video. Live Reactions appear in real time and disappear quickly so broadcasters and other viewers can get a sense of how people are feeling at different points during the live video.

Live Map: gives you a visual way to explore public live broadcasts that are currently happening around the world. People in more than 60 countries can now share live video, and Facebook has been inspired by all the different global broadcasts. The Facebook Live Map gives you a window into what's happening in the world right now.

“Going Live” with Facebook

1. Tap “What's on your mind” at the top of News Feed.
2. Select “Live Video” from the dropdown menu.

3. Add a description and choose your audience before hitting "Go Live."
You'll see a three-second countdown before your broadcast begins!



I just started a new Facebook Live Show . . . “Tom Antion Live” Sunday Nights at 10:00 PM Eastern.

Visit <http://www.Facebook.com/antion> and be ready to share the show and have some fun.

Segments include:

=> A**Hole of the Week (Warning. There's probably going to be some foul language in this section)

=> Hero of the Week

(Please suggest candidates from verifiable news mentions)

=> Internet Marketing Tips

=> Pro Speaking Tips

=> Scam of the Week

=> Self Defense Tips

=> Mail Bag

Sunday Night's at 10:00 PM Eastern <http://www.Facebook.com/antion>

Twitter



Twitter.com is a fun, effective social networking platform. Tweeting can send very powerful links to your followers and direct them to websites, video pages, landing pages, blog posts and other resources to show off your sites and businesses.

You can do more than just point followers to websites. Some businesses are using Twitter to engage customers and provide service. You can create relationships with followers in real time, similar to instant messaging but on a more massive scale. By using the Twitter search function, you can hear news on just about anything the moment it happens sometimes even faster than it would appear on web news outlets.

Barack Obama used Twitter creatively to engage potential voters by listening to their issues and building a huge following. Some analysts believe it helped him win the election. What can it really do for your business? Here are some tips to make your tweets more effective:

- Let followers know about your new blog posts to increase traffic to the blog.
- Send them links to your videos on YouTube to get a burst of views. A lot of views on a new video can help get it better search positioning on the YouTube search engine.
- Have a real dialog with your followers to build trust and credibility for your business.
- Build a relationship with certain followers that you want to joint venture with. Get to know more about them and their businesses.
- Tweet out "words of wisdom" or advice to keep followers interested in your tweets and put a link at the end to "get more information"
- Offer free gifts (ebooks, teleclasses, ecourses) with a link to an opt-in page for your newsletter. Tweet to them the benefits of your newsletter or program and build your database.
- Mix your tweets up with things about your business and things about your personal life. This creates a "personal" feel to your Internet marketing and closes the “trust gap”

- Retweet (RT) other people's posts to help create friendships. They will retweet your posts to their followers as a courtesy. This can build up networking opportunities in short order.

Use www.hootsuite.com to write your tweets in bulk and schedule them to launch over the rest of the day.



The Hash Tag (#) placed before certain words or phrases gives other users the ability to click on the Hash Tag phrase and see every tweet that has mentioned it. Hash tags can occur anywhere in the tweet. Use it to keep track of trending topics such as breaking news or create a group of users that can easily stay in touch with each other. If you are attending a seminar, for instance, you can use the Hash Tag like this: **#ButtCamp** and all of the attendees can click on that phrase to get current updates about the meeting.

When using hash tags make sure that your account is set to public so that when somebody does a search for that hash tag they will find your tweet. Make sure the hash tags you use are relevant to the topic.

Visit <http://www.hashtags.org/> to get a full review on the best practices to use hash tags and explanations of popular hashtags.

Twitter Search is another useful feature that allows the user to search keywords and you will receive real time feedback. This is a great way to stay on top of important topics.

Finding friends on Twitter is easy. The way to get followers is to follow someone else first and they will follow you to return the favor. But you don't want to follow just anyone; you want to find targeted followers for your business or services.

The easiest way to get targeted followers is to use the Twitter search functions. You should also click on “Discover” at the top Left and filter the results on the left by selecting “Who to Follow” Twitter will display a list of accounts that fit the keywords and interests of your account.

You should search keywords in your industry in the search bar at the top right.

- public speaking
- authors
- life coach
- jewelry artist
- karate teacher
- or anything relating to your business

The search function, located to the right of your profile, will give you all the people on Twitter that have those keywords in their profile as an interest, profession or have sent a tweet out with those keywords in them. If your business is "seminar training" you would want to have people following you that would be interested in speaking in one form or another such as speakers, coaches, trainers, authors, NSA members etc.

All you have to do is click on "follow" on the right hand side of each profile in the search. Many of them will in turn follow you. You can build targeted followers very quickly with this technique. To find followers in a particular area or city, type **'location:cityname'** into the search box to find where people are from. This is a great idea for local businesses like restaurants, chiropractors or real estate agents that want to localize their target market. These businesses can offer links to printable coupons or other forms of advertising that can be redeemed locally.

Visit My Twitter Profiles <http://www.twitter.com/tomantion> and <http://www.Twitter.com/scambrigade>

Twitter recently rolled out a redesign in 2014 and below I list the important features.

Design: Photos and Videos are Front and Center

People are engaging more with images and visuals. Twitter made the background header and profile picture larger.

Pin Tweets: Highlight a Tweet

Twitter allows users to lock "Pin" a Tweet to the top of their profiles timeline so visitors will see that Tweet first when they visit your profile.

Best Tweet

Are Tweets that have received more engagement and appear slightly larger so visitors to your page will be able to find your best content quickly.

In 2016, Twitter also rolled out another change that shocked many.

Character Limit

Twitter stopped counting photos and links as part of its 140-character limit for messages. Previously, links took up 23 characters, even after Twitter automatically shortens them.

Google+



Google launched Plus (+) on September 20, 2011. Google+ integrates social services such as Google+ Profiles, Pages and YouTube. Google+ is available as a website and on mobile devices. Google+ is a social networking site that you can't afford to overlook. If your goal is to increase search engine visibility Google+ is the place to be.

300 million active users

20 million unique mobile monthly visitors

22% of online adults visit Google+ at least once a month

Google+ business pages have started to yield higher search results and content posted on this platform gets an automatic boost in search engine rankings.

The "Stream," occupies the middle of three columns on the page. Users see updates from those in their Circles. There is an input box which allows users to enter a post. Along with the text entry field there are icons to upload and share photos and videos. The Stream can be filtered to show only posts from specific Circles.

"Circles" enable users to organize people into groups. The privacy settings also allow users to hide the users in their Circles as well as who has them in their Circle. Organization is done through a drag-and-drop interface. This system replaces the typical friends list function used by sites such as Facebook.

Another function of Circles is to control the content of your own Stream. A user can click on a Circle on the left side of the page and the Stream portion of the page will contain only posts shared by users in that Circle. The default "Circles" are Friends, Family, and Acquaintances, but you can create Circles named anything you want.



Hangouts launched in May 2013 to replace Google Talk. "Hangouts" are places used to facilitate group video chat (with a maximum of 10 people participating in a single Hangout at any point in time). However, anyone on the web could potentially join the "Hangout" if they happen to possess the unique URL of the Hangout. Clicking on the Share button under any YouTube video reveals an icon that suggests watching the video with friends in a Google+ hangout. Hangouts can be a great way to organize like-minded people for webinars

Google+ has a "+1 button" to allow people to recommend sites and parts of sites, similar in use to Facebook's Like button. Google announced that since introducing this +1 button, it is now being used more than 5 billion times per day.

YouTube



YouTube is one of the most popular and highly trafficked Internet sites ever. Alexa ranks it as the 2nd largest website in terms of traffic along with sites like Google, Yahoo and Facebook. More than 1 billion unique users visit YouTube each month. Over 6 billion of hours of video are watched each month and there are over 400 hours of video uploaded every minute. This is a marketers dream.

YouTube is considered a social networking site for the fact that getting subscribers and making friends is the key to marketing success. Networking with other users, leaving comments on user channels, uploading video responses and emailing users are effective ways to gain viewership.

The search engines love videos. Google's Universal Search specifically looks for videos to include in their results to give the searcher a choice of media for their needs. The combination of keywords in your titles and tags and gaining subscribers for your channel can create a marketing powerhouse to show off your products, make entertaining presentations, produce customer testimonials and exploit your expertise.

A great way to piggyback off of the high views on other videos is to leave a video or written response on that channel, leaving your URL to one of your YouTube videos in the comment box. Viewers love to read the comments and the activity that takes place there is lively. You can use the YouTube search engine to look for channels and users that would be interested in your subjects.

YouTube provides analytics for each of your videos. Information includes:

- Which videos are being watched the most.
- Age group of viewers.
- Countries in which your videos are viewed.
- Male vs. Female demographics.
- Percentages of videos watched based on the whole.
- and many more interesting facts.

This information is important to you because you need to know if your hard work is reaching the targeted viewers you had intended. Every business should have targeted marketing goals and this tool will show you if you are reaching those goals. If a certain video with specifically chosen keywords is getting more targeted views than others, you will know what new videos to create for additional leverage.

As you know by now, I have really been pushing video production heavily for quick search engine positioning results. Video marketing has been the big results winner and I have heard many great testimonials to how fast the strategy is working.

The YouTube Analytics is a great tool to use for your ongoing video strategies. It's free and there is no download or sign up.

One very specific update in YouTube you need to know about is the “Watch Time” update. Total views used to be the holy grail of success on YouTube. Now it’s your “Watch Time Percentage”. Here’s an example:

If you have a 2-minute video and someone watches 1 minute, you have a 50% watch time on that video. If the same video was 4 minutes long and someone watched 1 minute you have only a 25% watch time. If you consistently have low watch time percentages, then the YouTube search engine will rank your videos lower in the results when someone is searching for your topic.

This is a clear cut argument for what I've been teaching for years. Keep your videos short.

This doesn't mean views don't matter because they still do. It means that you must make better quality videos so people really want to watch them. It also means you may want to break long videos down into parts so each part is shorter. You can use the "annotation" feature to lead viewers from one video to the other.

Visit My YouTube Channel <http://www.youtube.com/antion> and notice how our videos have changed over the years.

Check out VIP Video Day at my Retreat Center
<http://www.Antion.com/vipvideoday.htm>

Pinterest



Pinterest, one of the fastest growing social networking sites ever. It is a social photo sharing website that allows users to create and manage theme-based image collections such as events, interests, hobbies, and more. It is unique in that it uses a 'pin-board' style website design that is easy to use and navigate.

Users can browse other pinboards for inspiration, re-pin images to their own collections and 'like' photos. Pinterest gives its users the ability to share their 'pins' with facebook and Twitter followers, interacting with a broad community.

The appeal of Pinterest for marketers is the ability to share photos and videos of interesting material, and then have friends leave comments on the photo. The image itself can be clickable out to a website of the 'pinners' choice, helping drive traffic to blogs, YouTube channels, Facebook profiles or sales letters / squeeze pages.

The most popular images are those of crafts, hobbies and travel. Food blogs have gained an entirely new way to get free traffic to their posts. Pinners put up images of delicious food ideas and their friends can leave comments. The friends can 're-pin' the photo to their own boards where other see it, and they in turn leave comments. This results in a fast-sharing, 'viralism' of images that when clicked on, lead back to the original source of the image - the food blog.

Once there, visitors could subscribe to the blog, sign-up for a newsletter or purchase a recipe book. This same sharing marketing model can work with jewelry retailers, crafters, book sellers, clothing designers, real estate listings, and travel agencies: just about anyone can use images to drive free traffic to their websites and services.

Information product sellers can creatively use infographics (large images that teach people in an entertaining way) to educate viewers and drive select traffic to membership sites and opt-in pages. Public speakers can share videos of their presentations just as they would on Facebook or YouTube, or even 'inspirational' sayings and motivational graphics.

Social bookmarking with websites like <http://www.Digg.com> , <http://www.Reddit.com> , <http://www.StumbleUpon.com> and <http://www.Delicious.com> can help drive traffic to your websites. These are sites with a very high Google page rank with millions of members and views per week. These are considered social networking sites, but are structured a little differently than Facebook. Bookmarking is the same concept as adding a “favorite” URL to your computer. But social bookmarking is unique in that it lets you share your favorite sites with the world via your profile. Anyone can visit your profile and click on all the sites that you have selected, generating unique visits to that site. The sites can be yours or anyone else’s.

Let's take a look at how we begin:

After signing up with Digg, Reddit, StumbleUpon and/or Delicious you can submit the URL of any page of your site or someone else’s that needs additional traffic. When prompted, paste the URL of the page into the "Submit URL" form, add a title of the page and a short description. After posting, the information will be visible as a "teaser" headline with

a clickable active link that searchers can click on to read more information.

Unlike a blog or article directory, instead of the visitor just reading the information you have posted, they have to click out on your URL to get the rest of the story. This system gives you an active backlink to your page from a high page-ranked site and also gives you an additional unique visitor to your page. Once the visitor is in your website, you have the chance to direct them to wherever you want them to go.

Unlike other social sites, social bookmarking networks are governed by a "community" of users...real people rating and recommending the sites you favorite to others. Because of the fresh material added daily, the search engines give these sites high positioning and you can get a large number of views in a short period of time.

Any of the users can make friends with you. Building up friends is the key to successful bookmarking and this is where the social part comes in. Any new information you post will send an alert to those users that you have posted new material. To make the biggest impact and to stay out of trouble for spamming, only submit your own sites about one third of the time.

And don't just submit your index page. Post URL's to any page that needs traffic including:

- Your blog postings and sites
- Subpages within your main site
- Pages to your article sites

- Video pages such as YouTube and Revver.com
- One page sales letters
- Affiliate sales pages
- Side door and landing pages
- And of course, your friend's sites and any webpage that your customers or friends will find interesting.

Social bookmarking users are alerted to new content through "feeds" based on the users' interests. Users can leave comments or vote the site up or down to increase popularity. Vote for your friend's submissions and they'll vote for you back. This is a great way to get a large number of views to a certain page of your site or someone else's. Bookmarking users rarely buy anything or click on ads, but they love to paste links to interesting content into their blogs so that they can share the content with their readers. These are very valuable incoming links to your site pages that Google considers natural. But there is one catch...you need to know what content bookmarking users find most interesting. These include:

- Top ten lists
- Funny pictures or videos
- Short articles with very "sensational" titles
- And content related to current events (politics, gaming, economy, news)

If you think that your "sales training" website isn't very entertaining, consider this example:

A shoelace manufacturing company submitted a "Top 10 Weirdest Ways to Tie Your Shoes" short article with pictures. Over the course of three days bookmarking users visited the site nearly 8000 times and provided 300 backlinks from user's blogs. The traffic quickly died by the end of the week, but the backlinks remained. This shoelace website is now #1 on Google for the keywords "shoelace" and "shoe lace".

Be creative and find content of a similar nature that you can use for your business. Write catchy titles that make the content edgy or humorous. Or look for content that is political or newsworthy and make it relevant to your business. Even if you only get 5 backlinks to your site, they will be more valuable than link trading or begging a site to link to you. And each time you refine this strategy and submit, the links could build and build. One of these posts could catch on and you may be the one who gets 300 links for 10 minutes' worth of work.

Instagram

If you are involved on social networks like Twitter, Facebook, or



Pinterest you may have crossed paths with a photo that looked like the color was altered or a photo that had a vintage look to it. Those pictures were probably taken on Instagram which has become one of the most popular mobile photos apps to download.

Instagram is owned by Facebook. It is a free photo sharing app that allows users to share and comment on digital photos. Instagram is available in the iTunes App Store and from Google Play. Instagram started out as a mobile only option, but there are a few workarounds that I will cover later.

Instagram offers a fun way to share your life with followers through pictures and short videos. Once you take a picture there are options to change the look and feel of the picture with filters. You can make a picture black and white or make it look like it was taken with a Polaroid all from the palm of your hand.

People love pictures and on Instagram they love feeling like a professional photographer and by simply selecting a filter you can see your pictures transform right before your eyes.

From the outside looking in, Instagram looks like all games and no business but you could not be further from the reality. Instagram has over 400 million monthly active users. With so many people using Instagram I'll bet your customers and target audience are among the

users. The platform has many options for a business to connect and engage with their audience.

On Instagram you can follow other users photo streams and other users can follow you. When you upload your photos to the Instagram app, they will always appear in the feeds of the users who are following you.

It works both ways, once you decide to follow a user, that users Instagram photos will appear in your feed. You can interact with other users by pressing “Like” or by leaving a comment on any photo that catches your eye. When you “Like” a picture you are letting the person know that you approve of and appreciate their photograph.

Why Instagram is so Cool!

Filters: Instagram allows users to manipulate their photos by using filters. The filters change the color, tint, and brightness of your photo. Search for “Instagram Filters” in Google images for lots of examples.

Portability: Instagram is available as a free app for the iPhone and Android devices. Once you download it to your phone it is easy to start sharing photos.

Social Networking: After you sign up for an account you are allowed to follow and engage with other users on the Instagram platform. Once you start following other users, any pictures that they upload will show up on your feed.

Photo Maps: Is a great way to browse photos on Instagram. If you choose to use the Photo Map option, it will allow you to showcase your

photos on a map. The Photo Map will organize your pictures according to where they were taken.

Videos: Are a fun, flexible and creative way to share your message on Instagram. They allow you to tell your story in up to 60 seconds of video.

With the different features listed above Instagram is a very powerful platform that business owners can use to increase brand awareness and drive traffic to their websites. Marketers can share interesting photos of products, services, and events with their followers. The best way to learn how to use Instagram for your business is to download the app and start posting pictures. So let's get started!

Setting Up Your Instagram Account

Before you can start to use the Instagram app you must download it to your mobile device and create a free account. Here are the steps:

1. Download: You will need to download Instagram to your mobile device by searching for "Instagram" in your phones app store. If you are using an Android device, you would go to Google Play to search and download the app. If you are using an Apple device, you would go to the App Store.

2. Create an account: Open up the app on your mobile device, and select "Register". Instagram will walk you through the steps to create your account. You will need to choose a username and a password first.

You want to make sure your Instagram profile is optimized and complete so that you can improve your exposure, get more followers, and drive traffic to your website.

Username: Whenever possible your username should be your business name or something closely related. You want to stay consistent across all of the different social networking sites. If you have a Twitter account, both usernames should be the same. This is a great way to extend your reach and make it easy for fans to find you. You want to be recognizable across all of your social media platforms. People should be able to type in your username from one network to the next to find you easily. Also, if your photos are shared or tagged from Instagram back to Twitter your handle on Instagram will link to your Twitter profile and it will expand your reach on both platforms.

Bio: You have a 160 characters or less to show the world what you are all about. Your Instagram bio is very important. Many people decide if they want to follow you based on your bio. Good thing it is really easy to update a winning bio.

Your profile bio should use industry keywords that explain who you are, what you do, how you can help. You want your bio to represent both you and your business by showing your personality. You should also make sure your bio defines your unique selling point. The bio is a great area to promote a memorable tagline so people can easily recognize your brand. If you are having difficulty coming up with a unique bio, consider looking at other business Instagram profiles for some inspiration.

Website: You should also add the link to your business website in your profile. This will increase the visibility for your website and let readers see more information about you and your services. If somebody likes your bio and profile they will probably click on your website link. You can link to your home page, about me page, or your services page. Once you start posting pictures you can drive traffic to your website by directing people to click the link in your bio.

Profile Picture: Make sure you include a clear photo of you or your brand logo. Not having a picture is Instagram suicide. I also don't recommend pictures of pets or kids in your profile picture. Use your brand logo or a professional headshot. This profile is about you and your business. To create a consistent brand image across all of your social networks, you should use the same profile picture. Doing this will make it easier for your fans to recognize and connect with your brand.

3. Navigating with the Bottom Icons

Your Instagram is all set up. Now, it is time to learn how to navigate through the app using the five menu icons located at the bottom of your screen. These menu icons let you browse through the different sections of Instagram. From left to right they are:

- Home,
- Explore,
- Take a Photo,
- Activity, and
- User Profile.

Home: This is your own personal feed. Here you will see any photos you post along with the photos of the users that you follow.

Explore: This is where you can view thumbnails of the photos of other Instagram users that have the highest interaction. This area is called the “Popular Page” and it serves as a great starting point when you want to find new users to follow. This is the area where you can search hashtags, which we will cover later. Instagram will also send you pictures “Based on people you follow”, “based on photos you liked” and “Popular in your country”.

Take a photo: This is where all the Instagram magic happens you can take, post, and change the filter for your pictures here. Use this icon when you want to take a picture to post. Or you can access a picture already in your camera roll to post on Instagram. This is also where you can record a short video to post to Instagram.

Activity: By selecting this icon you can toggle between “Following” and “News” options at the top of your screen. Selecting “Following” you can see how the people you follow are interacting on Instagram. If you select “News” you can see the most recent interactions on your own photos.

User Profile: This icon will show your full user profile. Your profile picture, number of posts, number of followers, and number of people you follow. By selecting the cog icon on the top right you will reveal different profile options.

4. Edit Profile Settings: By selecting the “User Profile” icon you can select “Edit Your Profile” here you can change your profile picture, username, website, bio, and change your password.

“Private Information” I also recommend taking your profile off private. Scroll to the bottom of the “Edit Profile” screen and take posts off of private. You don’t want to seem inaccessible to the consumer by making them wait for your approval to follow them. As a business you should encourage anybody that is interested in you to follow; having a private profile makes it difficult to get exposure.

5. Other Profile Settings: Select the cog icon at the top right when you are on the “User Profile” screen. You will see a “Find & Invite Friends” option. Select this so you can find friends from your Facebook profile that are also using Instagram and it will give them the chance to follow you on Instagram.

Support:

These options are pretty straight forward they are:

- a. Report a Problem
- b. Instagram Help Center
- c. Instagram Blog
- d. Privacy Policy
- e. Terms of Service

Preferences: This is where you can set up what other social media sites you would like to link to your Instagram account. You can also manage notifications.

Share Settings: Select “Share Settings” to link your Instagram profile to Facebook, Twitter, Tumblr, Flickr, or Foursquare. Once you start

uploading pictures you will have the option to share the same picture with any of the other social networks you link to your profile. This will help save you time by avoiding the hassle of uploading the same picture to your other social media accounts. If you currently have a presence on any of those social networks, you should link your profiles. You want to stay top of mind with your target market, so if they follow you on multiple social sites you will create brand recognition.

Push Notification Settings: Select “Push Notification Settings” to determine how your phone will alert you when you have any user engagement on your profile. When you first start using Instagram you probably won’t have many alerts, but a good business practice is to respond to your customers.

So you can stay on top of your engagement, I recommend enabling notifications in your phone so you can get an alert on your phone when people share, like, or comment on your photos.

The other options under preferences are based on your preferences so you should edit them based on what is best for you.

Save Original Picture: If you add a filter to a picture, you can decide “Yes”, if you want to save the original or “No”, If you want the new filtered image to replace the original.

Auto-Play Videos: I will cover Instagram Videos in more detail a little later in this tutorial but by selecting “Yes”, the videos that are on your photo stream will automatically play when you scroll pass them. The sound is controlled by the sound on your phone. So, if you have the sound off the video will still play but you will not have any volume.

Instagram Video allows you to add a description, share with your other linked social media accounts, or you can add it to your Photo Map. Without trying to complicate things Instagram just released a new standalone app called Hyperlapse, which lets you create time-lapse videos from your mobile device.

Time-lapse is a great technique where video is captured at a lower frame rate than normal, and then played back at a standard frame rate. Once you're finished, things that usually take a long time, take only seconds. You can show beginning to end business processes in seconds. Or, channel your creative side and show a flower blooming.

How to Use Instagram for Business

Now that you have your account set up and understand the basics it is time to utilize Instagram for your business. Instagram allows you to get connected to your customer base and win their hearts. The key to giving your business extra visibility and more engagement with Instagram is being creative and having fun. There are many ways a business can use Instagram to showcase their products or services.

Build a Community

Remember Instagram is a social network, make sure you search for words related to your industry so that you can connect with others in your niche. This will also place you in a position to connect with customers who are interested in the product and services you offer. You want people to feel connected to your brand because they will be more likely to keep up with you on other social media platforms. Don't use Instagram to only post pictures of your products. Tell the story of your brand and be creative.

Capture Behind the scenes action

Think about all the hard work that goes into running your business on a daily basis. Customers want to see that. People love feeling like they were a part of a process.

Imagine you are an author working on a new book and you are deciding on a cover image. You should reach out to your Instagram fans by asking them to vote on your different cover options with a comment or like.

Getting customer input is always a great way to encourage engagement. When you ask for customer input you are letting the customer know that you value their opinion and in return the consumer will become more loyal to your brand.

Customers love to get behind the scenes with their favorite companies. It makes them feel like they can connect with and understand your business. You should invite the customer into your world. Make sure you also display the human face of your company by uploading pictures or videos of yourself, and employees at work. Show your audience if you are working with somebody on a new project.

Hashtags

Hashtags are very similar to Twitter and if you don't use Twitter, it is super easy to understand. Hashtags make your photos searchable and you will be able to attract more followers, likes, and comments once you start using them correctly. For example, all the people that use the hashtag #Food will be grouped together. The #Food hashtag will pull up millions of images that are also using the same #Food hashtag.

People click on hashtags that they are interested in to see other pictures that fall in that same group. Hashtags are the gateway to effectively interacting on Instagram. Choosing the correct hashtag is important.

Hashtags can be compared to picking the correct SEO keywords for your blog post. It will greatly influence the amount of people that find your picture or video on Instagram. You should use hashtags to stand out in your industry.

You should not abuse hashtags. Make sure they represent the theme of the picture and that they are not misleading. A picture of a dog should not have a #Bike hashtag because its false and considered spam.

Hashtag spam also makes you look like you are desperate for followers. It is important to find the popular hashtags in your industry. Later in this guide I give you some popular hashtags to get you started.

Hashtag Tips

If you forget to add a hashtag to an image when you first upload it, you can comment on your own photo and add the hashtags as a comment.

Research your hashtags before you use them. Select different hashtags to see what images pull up and you can also see how the hashtag is used. To search a hashtag, click on it when you see it in your news feed. Hashtags will be highlighted blue. You can also go to the “Explore” icon and search from there. Once you get comfortable using hashtags, create a hashtag that is unique to your brand so you can start establishing brand awareness with your followers.

You should find other businesses on Instagram that offer similar products or services to yours. Scroll through their news feed to see what hashtags they are using for their businesses.

If you are at an event, you should hashtag the event, city, and topic. Hashtags are so popular many events are establishing their own unique hashtag for the event. They encourage attendees to use their unique #Hashtag to gain exposure for both the event and the attendees.

There are thousands of hashtags used on Instagram and across other social networking sites. To get the most out of them you must find out which ones work best for your brand.

Sample Author Hashtags

#Authors

#writing

#AmWriting

#AmEditing

#WordCount

#WriterWednesday (or #WW)

#WritersLife

#YALitChat

#PoetTues

#ZineChat

#WritingParty

#IndieAuthors

#WriteChat

#FridayReads

#BookGiveaway

#MustRead

#TeaserTues

#BookGiveaway

#FreeBook

#LitChat

#StoryFriday

#MustRead

#FreeDownload
#Kindle
#Nook

Professional Speaker Hashtags

#Speakers
#Coaches
#Consultants
#entrepreneurs
#innovation
#business
#Keynote

Hashtags will help your business get more exposure on Instagram. The hashtags listed above also work on other social networks like Twitter, Facebook, and Google+. Don't be afraid to search to discover new hashtags that are relevant to your industry. I also recommend searching any hashtag before you use it. You want to confirm what type of content is found under that hashtag. Some hashtags look innocent but once you search them it can pull up images that have nothing to do with your brand or even worse could be embarrassing to your brand.

Build a buzz about a promotion, sale, or contest

Reward your Instagram followers by letting them know when you have anything out of the ordinary coming up. A lot of people have their Instagram engagement linked to their Facebook feeds so this is a great way to increase visibility for your brand and any contests you have going on.

Exclusive Instagram Engagement

Encourage your followers and customers to tag you in pictures of themselves using your products or service. Or if you are having a

giveaway, tell the winner to post and tag you showcasing what they won once they receive it. These small steps will make your customers feel special and help with brand awareness.

Create a Story through images

Help consumers remember your brand by creating an emotional connection with storytelling. Your personal story is what makes you unique and it will help your fans remember you.

Be authentic and have fun

Once you start having fun with Instagram that is when your followers will really begin to connect with your brand. Show them what makes your business different. Backstage and candid photography will display the real people behind your brand.

Promote a new blog post

Post a compelling picture that relates to a new blog post and encourage the viewer to visit your blog. When you are uploading the photo or video make sure you tell the viewer to click the link in your bio to view the rest of the blog post. You can actually change the link in your bio to go directly to the post or sales letter instead of linking to your websites home page.

Engaging with the Instagram Community

Interacting with your fans is the key to building your network. Remember, it goes both ways so reach out to people, and reply to anybody that reaches out to you.

Instagram makes it very easy. You can like or comment on pictures. You “Like” a picture by double tapping the image or tapping the heart. You can also leave a comment.

Go to the “Popular” page by selecting “Explore” and start liking and commenting on pictures from people that you don’t know.

Cool Instagram Tools:

<http://www.instapult.com> : Is a paid feature that allows you to post and schedule photos on Instagram from your web browser.

<http://www.instaearth.me> - Search photos by location - site shows a world map with icons that you can click to show popular photos from around the world. You need to login for a more specific search. If you have a local business, this app would allow you to find pictures that were uploaded in your area.

<http://top-hashtags.com/instagram> - Instagram lists the top hashtags in order of popularity. This will help you discover popular hashtags and potentially get more likes. Use popular hashtags only if they relate to your post.

<http://www.websta.me> is an option if you want to view Instagram in your browser on your computer. You cannot post from your computer though. You can search hashtags and users without being signed in. You can login to like, comment and follow/unfollow. You can search popular hashtags from their list. This is a great way to engage with other accounts.

<http://hub.pastbook.com/en/instaback> Allows you to back up photos if in any event your account was deleted.

Instagram can be a great visual powerhouse for your business. I always stress to go where your consumers are and I believe Instagram can be a fun way for you to engage and interact with your audience. If you have decided that Instagram can help your business, I want you to have fun, don't over think, and always remember to keep the "social" in social media.

Periscope



Allows you to see the world through someone else's eyes. Launched in 2015 and owned by Twitter, they have 10 million users and 2 million daily active users.

Features of Periscope

Live streaming: The premise of the app is that it allows you to live stream video, direct from your phone or tablet.

Interactive viewing experience: Periscope allows for real time interaction. Viewers can “heart” the streams they like and can interact with the person streaming the video through the comments/chat function. If the person streaming has

Map View: You can explore the videos being broadcast in different parts of the world through the interactive map feature. This allows you to search for videos by location and find streams of particular events taking place.

Twitter integration: As Twitter owns Periscope, they allow you to connect easily with your Twitter followers and to notify them when you broadcast.

Saving your videos: When this platform first came out, broadcasts would only be available for 24 hours, and then they would disappear if you didn't change the settings to save them. Now, Periscope allows your posts to stay on your forever. You can control whether you keep broadcasts indefinitely, or automatically expire them after 24 hours.

If you would like your broadcasts to expire after 24 hours, you can visit 'Settings' and select 'Auto Delete After 24hr'. This will ensure that all future broadcasts automatically expire after 24 hours. If Auto-Delete is on, you will still be presented with the opportunity to save each broadcast after it ends.

Using Periscope

To start using Periscope you must download the app to your smartphone or tablet. You then create an account with your Twitter details or by using your mobile phone number.

You can create a Periscope account by downloading our app from the [iTunes App store](#) or the [Google Play Store](#).

To sign up with Twitter:

1. Sign in using your Twitter credentials. If you have multiple Twitter accounts on your device, you will be prompted to choose which one you want to sign up with.
2. Your Twitter profile picture and bio will migrate over to your Periscope account, and we will build a list of suggested followers

based on who you follow on Twitter. Remember, Periscope doesn't automatically import your Twitter followers.

3. Enter your name.
4. Choose a Periscope username (handle). This can be different from your current Twitter handle.
5. Your bio information transfers over from Twitter; you can always edit it in your Periscope profile on iOS. Profile changes in Android will be coming soon.

To sign up with your phone number:

1. Make sure you're using Periscope on the phone you want to sign up with.
2. Once you're on the login screen **tap Sign Up with Phone Number**
3. Enter the required info and **tap Send Confirmation Code**
4. You'll receive an SMS with your confirmation code. Pop that in the prompt.
5. If you have problems, tap Resend Confirmation Code.
6. You'll go back to the login screen, wait for a few and then you'll be redirected to create your profile! Remember, your username needs to be 2 or more characters.

To start broadcasting you hit the camera button on the bottom navigation bar, fill in a description of your video and hit “start broadcast”. By default, all broadcasts are initially public for anyone to see, unless you adjust the settings.

You don't need a Periscope account to view Periscope videos but will need to sign up if you'd like to broadcast yourself or if you'd like to

comment or “heart” a video. You can watch streams on your phone, tablet or laptop, either through the app or through Twitter.

Periscope users create usernames and profiles. These details are always public for anyone to see.

[To manage your account, you can do so by visiting the help desk of Periscope.](#)

Niche Social Networking

A niche social network is one that concentrates on a specific industry, topic or interest. Beyond the big social sites such as Facebook, and LinkedIn there are thousands of small networks dedicated to bringing together people of like mind to share their stories and expertise. The idea behind a niche network is that users don't have to search far and wide to find friends to network with. If you are an amateur photographer for instance, joining a social network for amateur and professional photographers can give you quick and easy access to advice, resources, job placement, education materials and making friends that love the same things you do.

As far as business is concerned, this is an easy way to find targeted prospects for your products and services, people to joint venture with and even offer your coaching and mentor programs. Let's say you sell primarily Christian products. Making friends, creating groups and advertising on a Christian social site such as <http://christianfaithbook.net/> will refine your targeted efforts and lead to better conversions.

Facebook may be the most popular networking site in the world, but keeping your marketing efforts from being diluted or becoming lost can be a task. Niche social networking provides a ready-made audience. Most of these smaller sites have the sophistication of the larger ones with group creation, image sharing, video uploading and profile creation. These smaller networks can come and go quickly, so you want to see how long they have been around before investing too much time. Important things to look for include:

- Steady membership growth
- Usability (how easy it is to work with the features)
- Length of time the site has been around
- Search engine friendly (does the site have a good presence in the search engines)
- Automation (connecting the site with your Twitter, Facebook, etc.)

There are hundreds of topics to choose from when considering joining a niche social network. Take a look at your current marketing efforts. Where are you spending your time networking? Find which group of people are most receptive to your efforts and refine your target further by locating a dedicated social networking group. Google “(fill in the blank) social networking sites” and there will be long list of potential places to market your services. Some popular sites include:

- <http://www.Care2.com> - green living
- <http://www.DeviantArt.com> - art community
- <http://www.Geni.com> - families and genealogy
- <http://www.LifeKnot.com> - hobbies
- <http://www.MeetTheBoss.com> - finance industry
- <http://www.ummaland.com/> - Muslim interests
- <http://www.actorsconnect.com/> - actors

Your Own Social Network

<http://www.Ning.com> - Ning is a bit different than a social network that you join. Ning gives you the freedom to create your own social network in any topic or niche you desire and invite friends to join. You are the creator and administrator of the network and you can manage members and content.

This is your chance to provide a social gathering place on the Internet for a topic that may not have a major social network of its own. As the administrator you can encourage dialogue, upload videos and advertise your products right on the site.

Ning used to be free, but now is a paid service. At the time of this writing the basic level package is \$25 a month for up to 1,000 members. You can see the plans they have available here: <https://www.ning.com/pricing/> .

The business package allows you the freedom to advertise and promote your social network without any of the Ning ads showing up. It is a comprehensive site that allows you or any of your members to:

- Post videos
- Add to the blog or numerous blogs
- Start a discussion in the forum
- Provide links to important resources
- Send email to you or other members

- Post images
- Start a group
- Promote events
- Create a Facebook style profile called "My Page"

The strength of this particular style of network is providing a niche topic with a gathering place where one may not exist currently. This is important because it provides members with your expertise in your subject. You can create the needed access to information with your twist on the learning, and the members can pitch in their advice as well, making it a well-rounded resource that can attract thousands of members.

Members can invite all of their friends from their mailing lists to join as well. You can choose the name of your network and personal domain name with keywords that will attract search engine positioning for your network. Try it for yourself...especially if you have a niche topic and are having a hard time finding like-minded people to network with. See my Ning site:

<http://www.PublicSpeakingSpace.Ning.com>

Additional Networks

There are a number of social networks that you may want to create a profile on. The ones listed here are not fly-by-night sites but ones with longevity, a steadily growing membership and easy feature usability. Be sure not to just jump on the latest bandwagon that pops up. You could waste your time on a site that may no longer be there at the end of the month.

<http://www.MySpace.com> - Still one of the most popular sites in terms of numbers, but has fallen out of favor with serious marketers due to the popularity and usability of Facebook and Twitter. Profiles can still rank in the search engine results for your name or business, especially if your keyword is part of the domain name.

Even though MySpace still boasts lots of members many haven't been active for years. I'm a perfect example.

<http://www.twoo.com/> (formerly known as Netlog)- Very popular in Europe, this site is very similar to Facebook in its features and usability. Lots of groups and easy picture sharing provides plenty of networking opportunities. This is one of first social networks ever created and the model Facebook used for their site setup.
59,000,000 members and steady.

FourSquare

Foursquare is a location-based social networking website for mobile devices, such as smartphones. Users "check in" at venues using a mobile website, text messaging or a device-specific application by selecting



from a list of venues the application locates nearby. Location is based on GPS hardware in the mobile device or network location provided by the application. Each check-in awards the user points and sometimes "badges".

As of December 2013, the company reported it had 43 million registered users and a total of 5 billion check-ins. Male/female users are equally represented and also 50 percent of users are outside the US.

Users can create a "To Do" list for their private use and add "Tips" to venues that other users can read, which serve as suggestions for great things to do, see or eat at the location. In addition, users can see where they have checked in with a history page. This function allows you to search past check-ins, which is broken down by month and year. A sidebar also allows you to search your check-ins by category or who you were with at the time.

Foursquare Brands allows companies to create pages of tips and allows users to “follow” the company and receive specials and expert tips from them when they check-in at certain locations. Some of the companies even allow users to unlock special badges with enough check-ins. On most company's pages, their Facebook, Twitter and company website links were displayed as well as tips and lists generated by the company.

Social Proof and Social Sharing

Social proof is a psychological phenomenon where people assume the actions of others reflect correct behavior for a given situation. In other words, as consumers, the actions of our friends, family and co-workers have a greater influence on our buying decisions than the slickest marketing. As marketers, it's important to understand how comments, sharing and social networking has changed the dynamic of advertising on the Internet.

Before the Internet, it was difficult to show potential customers how many others had made purchases and been happy with it. Some ways that businesses tried to include social proof were shopping bags with logos printed on them (popular at malls where other shoppers would see the bags and be influenced by them) and planted audience members at television show events and even 'canned laughter.' Do you remember McDonalds and their "99 Billion Served" signs? This was an attempt at social proof. If it was good enough for everyone else, it must be good enough for you.

Facebook, Twitter, YouTube and other social sites have exploded the idea of social proof almost as an afterthought. As people linked to their favorite websites, recommended products and services via their profiles, tagged themselves at events and shared videos, applications and comments, businesses started to see a boon in sales directly attributed to social recommendations. For online marketers, making it easy for your content to be shared by your visitors is an important, yet easy-to-implement strategy with social buttons and plug-ins.

Facebook Comments Plug-in

<http://developers.facebook.com/docs/reference/plugins/comments/>

This is a powerful way to show off the visitors that have been to your website. Visitors can leave a comment on the plug-in and it's automatically and simultaneously shared on their Facebook Timeline. Their friends are notified in their news feeds about the comment and a clickable link back to your website (often with an image from the website as well) can drive others to the site. Many successful marketers include myself are taking advantage of this plug-in:

<http://www.tomantionwebinars.com>

The site owner has the ability to reply directly to the comments and those replies are presented in the owner's news feed, notifying all his/her friends. The original commenter is also notified when a reply has been made to their comment. This is direct 'social proof' because people can see the excitement for themselves and you can show off in real time all of the people that love and use your product or service.

Automation

A big factor in implementing your social networking strategies is the seemingly overwhelming time it takes for getting it all done. Here are a few time saving tips to get the most from social networking in as little as 60 – 90 minutes a week.

The most time consuming part of social networking is setting up your profiles, but it is the most important part to do right. Your profile is where visitors from all over the web can read your bio, your expertise, your affiliations and click out on links to find your websites and more info. Your profile should include:

- a full bio
- pictures of you
- videos (if you have any, and you should)
- education and affiliation info
- clickable links out to ALL of your websites

After you set up profiles, it only takes a few minutes a day to add targeted people as friends. On Facebook this can be done by joining a group with similar interests as the business you're promoting and asking the members to be friends. With Twitter, you can use the search function to find people with similar interests as you.

Hootsuite <http://www.hootsuite.com> is a great site where you can write one status update and it will automatically send the update to your Twitter, Facebook, LinkedIn and Google+ social sites. **However, I do not**

recommend automating anything using a third party software to either Facebook or YouTube. They generally do not like that and you may incur penalties in that Facebook may show your posts to less and less people (which they are doing already) and YouTube will give your video a lower ranking. Facebook business pages now allow you to schedule releases of posts in to the future and so far there doesn't appear to be any penalties for using that function. I guess if people start abusing that function it may get extra scrutiny in the future.

<https://bufferapp.com/> is a way you can publish all of your tweets at one time and schedule their release in the future. This way you don't have to keep going to your Twitter account all day long.

After setting up automatic features in your social networks, you rarely have to log in to these accounts unless you want to send your friends an event or email about something BIG going on in your business.

Spending 20 minutes on Monday pre scheduling your Tweets, another 20 minutes on Monday answering friend requests on Facebook and another 20 minutes adding pictures or sending an email to all your friends will keep your prospects informed of your activities without you going insane. Of course the more time you spend, the better it can work for you, but 60 minutes a week can make a big impact while you're busy with other activities.

Let's talk about buttons, widgets and badges. These are the graphics you see all the time on people's websites saying "Digg This", "Follow me on Twitter" and "Join Me On Facebook."

Where do people get these widgets? How can they help your online business?

On most social networks, social bookmarking sites, microblogging sites like Twitter, and even article directories you can find a link that will say "Tools" "Widgets" or "Badges." On these pages the website provides the codes that you simply copy and paste into your website or blog. They will give you a number of options on what kind of graphics or button styles to choose from. These are direct links to your particular accounts that your friends and followers can visit in one click. As your social sites are updated, they refresh automatically. And they are not complicated to install. It is simply a code to copy and paste that the site provides for you.

If you want to get really fancy, you can create a graphic in Photoshop with your company logo, and embed a link to your profile in the image. Find a kid with Photoshop skills to help you. This can increase brand awareness, especially with Facebook fan pages or YouTube channels.

How can Social Media help your business?

These widgets and buttons help drive traffic to your accounts. Your visitors can stay updated on all of your tweets, articles and videos in one glance. The Digg.com button helps you get valuable "diggs" on submitted websites. Your friends may not even be aware that you have an account at a particular service and now they can network with you further by clicking straight out to your profile and becoming friends. You can build up Twitter followers with your "follow me" button without having to search and follow other people first. These buttons are meant to make your social networking easier.

You might want to do some testing to see if these kind of links take people away from your sales message. I personally don't put these widgets on my most important sales pages.

How to Get High Rankings in Google Using Short Videos

Transcript of Live Teleclass
with Tom Antion

Purchase the CD at <http://www.antion.com/speakershop.htm>

Copyright Tom Antion / Anchor Publishing. All Rights Reserved.

Welcome to the Virtual Studios of Antion & Associates. I'm Tom Antion and I will be your host for the evening. We are broadcasting tonight from 'The Great Internet Marketing Retreat Center' in Virginia Beach, Virginia, where people come in from all over the world to study Internet marketing in the lap of luxury.

Tonight's topic: 'How to get instant high rankings on Google using short videos'. This will also work for other search engines, but Google is the head honcho, so that's the one we're concentrating on. As always, and you may quote me on this, "I don't claim to know everything about this topic, just enough to make a fortune." That's the way I live my life. I don't have to be the biggest expert on anything, as long as it gets the job done which for us, is that we want to make money with our websites.

Google Search Engines

Let me tell you my history with this before we get going. I've been around the commercial Internet since around 1994. I didn't do much of anything but learn and fail for the first two years. Around 1996, when I started to get some good training and started really taking off, it was like the Wild West with regard to search engines.

A guy named Michael Campbell was one of my teachers and he had the Top 10 out of ten listings of Alta Vista, which was the big search engine of the day. The search engine people were calling him up and saying, “Michael, back off, will you?” He wasn't cheating. He was just really good at it. I learned from him. I typically had four or five out of the Top 10 back in those days. So, I remember those days very well.

Then the search engines kept getting smarter and smarter and smarter. Never in a million years did I ever dream that I'd be on this call with you today telling you how to totally dominate Google.

I don't know how long this is going to last. I hope it doesn't end tomorrow because you have wasted your money tonight. I don't think it will. It's probably going to be open season again and it's like the Wild West again to dominate things.

Google probably knows this is happening and they're probably all for it. They're so smart now, but not everybody on earth is going to take advantage of this situation with video. Just think of all the people that heard about this and you're the only 250 people that were smart enough to take advantage of it. This is really the time to do this.

The reason is, . . . and there's an actual name for it because of Google [universal search](#). This started around 2008 when Google started mixing in other results into the main search engine. So, they mixed in Google News or other news items. They started mixing in video, but not to the point that they're doing it today.

Then Google bought YouTube.

As I watched it closer and closer throughout the year I saw more and more video results showing up. Sometimes in the number one and two of the top ten. The video results were pushing websites out of the top ten that had been there for years. I thought, “This is the time I really need to dig in and hit this hard.” So, that’s why we’re on this call tonight.

Keywords

I’m going to give you some things to write down that you can check later. I’m going to reveal some of the things I’ve been doing with my own keywords. I won’t reveal all of them. The kind of results are just so crazy; you have to see it for yourself.

Write down this term: ‘annoying public speaking habits’. This is what we call a lesser keyword in the field of public speaking. It’s also known as a “long tail keyword phrase” since it has several words in it. This is a keyword that I never even used before, to be honest with you. It’s not one of the most popular. If you went to Google, I went a couple of hours ago. I have 25 of the Top 30 listings in Google on that term.

Update:

If you use quotation marks around that phrase “annoying public speaking habits” I still have 3 out of the top ten results in Google several years after this technique can on the scene.

Now, you say, “What you have is not that great of a term, Tom.” Yes, that’s true, but I’m doing this on lots and lots of terms. You pretty much can’t help but come to me and be exposed to my stuff, if you type that term in, anywhere in the world, at this moment in time. **I’m doing them on tons of these types of terms.**

So, even though it's not the best term on earth like the root term 'public speaking', that would be the highest one. I'm doing it on terms like that and many others such as 'presentation skills', 'dynamic speaking' and 'fear of speaking and anxiety'.

Google Rankings

I'm cranking out videos like there's no tomorrow and it's turning into enormous amounts of traffic. I'll get into the details of that later, in Google, 25 of the Top 30. On Yahoo, I was number one and number seven on the first page (**now number 3 on the first page**). On MSN, I was number six with only one result on the first page (**now numbers 3 and 4 on page 1**).

You see, Google owns YouTube. So, they're naturally going to push their own properties. MSN and Yahoo won't be that excited about it at this point.

Let me read an email that I received from a guy named Mike Spremulli.

“I just thought you'd like to know that after we spoke last Monday evening, I put up a video based on the info we discussed.” I was consulting with him and had mentioned this. **“Within two days, I started getting Google rankings. As of this moment, I've got five listings on the first page of Google and another six on the second page. Now that's just one obscure keyword but a lot of people use those profiles. “I've got over 30 ideas for videos in my head. My competition is going to hate me. This 'stuff' rocks, man!”**

He didn't actually say 'stuff' but I can't say what he said.

Mike had results within a couple of days. When I first did this, I didn't really believe it. I looked on Google four hours after I put a video up and I already had all this domination occurring. It probably happened faster than four hours. So this stuff really works.

Four Types of Videos

Now let's get into it. There are four types of videos, but we're going to discuss some of them more in-depth than others. The first couple, you don't even have to put your face on the video.

Screen Capture Video

The first one is called a screen capture video. Many of you have heard me talking about a program called Camtasia. Camtasia is a screen capture video program. I have been using it and have made millions of dollars with this program.

I can't understand why other speakers haven't listened to me over the years. I've been using it since the year 2000. Everybody else wants to waste their time with PowerPoint. I've used Camtasia like crazy in my speaking business and in my regular business.

I want you to watch a particular video later. Write this one down, <http://www.HowToUseAShoppingCart.com> . This is a Camtasia video of how I've made over \$750,000 just referring a product. **(Update is \$3.1 Million Dollars)**

Not only do I want you to see that because you should be getting a piece of that money, but I want you to see the Camtasia video. That's a screen capture, it records anything I can put on my screen. I can narrate over top of it with a microphone. There's no video camera needed for that at all. That's just a screen capture, using a program that is a couple of hundred dollars.

I've been doing some great things with Camtasia. Such as selling the product, and also using it to train employees. Using it to service customers so that I don't have to say the same stuff over and over again every time. That's the first type of video.

Slide Show Video

The second type is a slide show video. A slide show video is where music or narration or both are over top of pictures. They could be photographs or they could be PowerPoint slides.

This is something that with zero investment, you could jump in and start making slide show videos. They work just fine. I'm going to give you all ranges from dirt-cheap to a little bit of investment and equipment to do this stuff.

I made a slide show video at a place called <http://www.SlideRoll.com> . There are loads of places like this out there, so you could actually type in to Google, 'slide show creator with music'. There are probably, I don't know, I didn't count, a hundred of them that would come up. You could just go there and try ones that you like. There are free trials everywhere and a lot of them include their own music.

I made myself a slide show in about ten minutes. I want you to check it out. Hold your ears because I picked the stupidest piece of music that you can imagine. I thought it was going to be nice and light-hearted, but it kind of sounded like your fingernails on a chalkboard. But it was free music and I could do this in ten minutes just as an example.

Go to <http://www.slideroll.com/slideshows/members/antion> . Make sure you type everything in small letters for this link. I made a slide show of me and Baby Maggie, the dog. This music just sucks. Watch it, get the idea

and shut it off or turn your volume off. This is a free trial and then it's only \$3.75 a month for this program.

I did think of a way to use slide show video since we have a lot of speakers on the line. Let's say you went to an event and took a lot of pictures. You could go up to your hotel room, put some music to it or some narration. Then come play it on stage the next day or send it as a 'Thank You' to the organizers, with pictures of the whole event. They'll probably play it on their website. So, that's a good way to use it.

One of my students made a slide show video. I'm not going to give you the link because the video contains copyrighted music. I did not tell her to use a copyrighted piece of music. So, I don't know if she has a license for this or not.

The song she used is very touching and loving and a lot of people use it. I wouldn't mind using it on something personal. If it is for your business, you better purchase a license. If you're going to use any copyrighted music, somebody will turn you in. You'll get kicked off of YouTube. So don't do that.

Some of the slideshow places give you a bunch of standard music. I just made a poor selection at two o'clock in the morning. Some of their music is just fine.

I'm going to give you two different places where you can make your own background music. One is for Mac and one is for PC. They are not an actual place, they are a piece of software called ACID, that's for the PC, Sony ACID.

For the Mac, it's GarageBand. GarageBand is included with the Mac. That's where you can make your own background music tracks of all different genres and put it on there.

Most of these slide show places, you can also narrate and record it and then make the slide show that way. You can have PowerPoint slides with bullet points of your points.

Again, no camera required for this. You don't really need anything to make this happen, other than a computer and a microphone. But you could put up PowerPoint slides, narrate them and make 'How To' videos like crazy. As we go, I'm going to show you how to link them back to your website.

Update: Another great site is <http://www.Animoto.com> it has lots of great features for marketers.

Talking Head Video

The third type of video is what I've been cranking out like crazy lately, called a 'Talking Head' video. This is where you sit or stand and talk directly into the camera.

Even though I have my own TV studio, I set up something in my library. It's closer to where I work and I can just run in there and knock out some. The other day, before breakfast, I knocked out 13 videos in about 45 minutes. They actually turned in to 15 videos. I'm going to show you that a little later why 13 turned into 15.

How To Video

There's one more called the 'How To' video. This is similar to the 'Talking Head' video. You demonstrate something and talk to the camera. Or the camera records you doing something.

You'll see some of the clips that I have done. I'm giving a seminar and I've taken a little excerpt to teach a particular point. Then I have made a video out of that little excerpt. I'm not really looking into the camera on those. So, that's a little different type. Both of those need, of course, cameras.

Equipment Needed

Let's get into a little equipment that you will need. This equipment applies to the 'Talking Head' and the 'How To' videos. These are the videos where you're going to actually talk in to the camera. We will start from low to high price ranges.

Webcams

You could record videos with a webcam. These can be found at any computer store like Best Buy. Any of them will have webcams. They go from really cheap \$10, \$15 to the one I have here is \$150. A lot of them have built-in microphones so you don't even have to have an extra microphone.

But this is what I have to tell you about an audio trick. I've been in this game a long time. I have been recording stuff for years and years and years.

This fancy-schmancy web cam that I got is a Logitech Orbit. The base has a neck that goes up to hold the camera up real high. The top of it actually rotates with a motor to follow your face around. So, it's very cool.

But the microphone is housed in the base. It's just a little tiny circle cut out of the base. You probably have some of these on your laptops that are like this. The problem with that is, it's like taking and zooming all the noise into one little pinpoint. A lot of times even with the volume turned as low as possible, I was over modulating the webcam recording.

Right now, as I see it in front of me, it's sitting here looking at me. I sat the base on a crumpled up paper towel with the towel in front of the little hole. Now, the audio is perfect. Instead of everything zooming into that hole straight from my mouth, it's being diffused a little bit. The paper towel took out all the over-modulations. That's your audio trick with a paper towel.

The webcams are going to be a lesser quality picture. They're a little slower. A lot of the time, you will notice that a person's mouth doesn't exactly match up with the noise and stuff. That's just inherent in the cheaper systems.

Flip Video Cameras

The next step up would be a camera that I've purchased recently. I carry it with me all the time. It's the Flip Type Video. This is a camera with a USB port. It flips out to the side. You can actually just plug it right into your computer after you've recorded on it.

The flip type video camera doesn't use any tape. It doesn't use any hard drive or anything. It's flash memory. You can get it with a pretty large capacity just by adding larger SD cards so it will hold lots of video. It has some limitations. I sell stuff on one of my membership sites because the camera is with me all the time so I can get the shot when a big camcorder would take too long to set up.

Even though it's not perfect video or audio. It's good enough to get the job done and to teach people stuff. That's one level up and you're looking at about \$120 for that. Although I did have someone tell me that they found the exact same camera in Walgreens, which is a drug

store, for like 50 bucks. It was the same exact camera just put out under a different name for half the price.

So you might check your local Walgreens but the best deal I've been able to find outside of that is <http://www.Amazon.com>

The Kodak Zi8 was one of the most popular flip type cameras because it was the only one that had an external microphone jack. You can still find them used on Ebay.

Camcorders

The next step up, this is what I really suggest. Is that you have a camcorder.

They have removable SD cards and/or flash memory. So, no tape is involved. The reason that this is so convenient, . . . well there are two reasons.

One, you don't have to go buy tapes and find tapes all the time if you run out. The second reason is if I shoot an hour's worth of video on a tape, the editor or I have to sit there for an hour while it copies into the computer from the camera.

You do this in 'real time'. That means that if you have one hour of video, it will take an hour to copy the tape into the computer. That eats up a little extra time.

In the other cameras that use flash memory and/or SD cards you just drag the file and you're done. So, it's much faster. Pretty darn good camcorders can be had for usually under \$500.00 We're not talking about breaking the bank here.

Microphones

There are some things that you absolutely need with the camera. I just saw a video of one of my students today. It was darn good. Except for the fact that they didn't put a microphone on themselves. Even though they were fairly close to the camera. I could just hear that it was a lower level of quality. They were using the microphone on the camera.

One of the parameters I want you to look for is an external microphone jack. So you can plug in a microphone. I don't care if it's just a cheap one, like the clip-on from Radio Shack with a long cord on it.

You could put a tripod up and sit in a chair. The microphone cord is running on the floor, up your leg and up into your shirt. Clip it on to your shirt and nobody sees it. That's a really cheap way to put a microphone on. Or you could put in a wireless microphone with a receiver hooked to the camera.

You need some type of microphone either wired or wireless. I had great luck with an Azden WMS Pro. It's only about \$150. It has two channels. It's really lightweight. I have used it for years. The sound quality is as good as my \$700 Sennheiser. That's a good one to get if you're going to get a wireless. You can just order it from New York Camera, Amazon, or someplace like that.

Light Shoe

If you want to use a wireless microphone, and make it most convenient, you need one other thing on your camera. It's called a light shoe. That's typically where you put a light on the camera.

We don't use it for that. We use it to hold the receiver of the wireless microphone. The light shoe keeps it from just flopping around the side of the camera. If you don't have a light shoe on your camera, just get some Velcro and Velcro the receiver to your tripod leg.

Cell Phones and Tablets

I'm all for using your cell phone for shooting video with certain caveats.

1. If you have someone helping you edit, you have to give up your phone to them while they get the video off of it and in to a computer and
2. While shooting you don't have use of your phone.

I use an iPhone and it shoots great quality video and I can get adapters to get an external microphone in to the phone.

Tablets are nice because you have a much larger screen to shoot and edit with.

One other thing. iPhones have a proprietary input jack for an external microphone. Use either the IMicrophone or get a Tascam Guitar / Microphone Interface to plug an external mic into an iPhone or iPad.

Hole in bottom of camera

You must have a hole in the bottom of the camera for your tripod. There are over 700 different kinds of camcorders out there. A lot of the micro-minis don't have a hole in the bottom where you can put a tripod in. Make sure it has the hole in the bottom for the tripod.

iPhone don't have a hole for a tripod, but <http://www.Istabilizer.com> has convenient mounting brackets for cell phones and tablets.

That's what you need. Then get an external microphone jack, light shoe and hole in the bottom of your camera for a tripod. The quality of the picture is far better than you would ever need.

Fluid Head Tripod

The next thing you need is a "fluid head" tripod. This is different than a typical tripod for cameras. A photography tripod just sits horizontally or vertically. It just stays wherever you put it. A video camera needs to be able to move.

The fluid head is specifically for videos. You can make nice smooth movements or fluid movements with your camera when necessary.

I have a variety of tripods from the inexpensive to the really expensive. I actually have two Bogens AKA Manfrotto, one big honkin one that's 30 years old. The other one is much more light weight and portable. Bogen is a great name in tripods. You certainly don't have to have a professional grade tripod for this kind of work.

Background

You need to set up a nice background or a demonstration area if you're going to do the "Talking Head" kind of video.

One of my students, "The Home Spa Lady" did it at her kitchen counter. She was showing you how to take a cucumber and... I don't know what she did. She rubbed a cucumber on herself or something. It was how to pamper yourself just at home. She naturally wasn't sitting in a chair just

talking. She was showing you right there at her kitchen. That was cool. Do whatever is appropriate.

I'm sitting in a nice leather chair with my library in the background. We shoot pretty tight. You can just go to YouTube. Type in "antion" and then whatever video comes up is me. There's a little link that says "antion". Click on the link and it will take you to all of my videos in that channel. You can see where I'm shooting most of them from, my library. You'll see various other places too. For complete training on equipment, lighting and shooting check out my VIP Video Days <http://www.Antion.com/vipvideoday.htm>

Teleprompters

Here's another tip. I've been in the actor's union for over 30 years. The union is called AFTRA, American Federation of Television and Radio Actors.

I took a lot of teleprompter training back in the days when I was in Washington, DC. That's where everything is typed into a computer. The script plays right through the lens of your camera. You can look at it and read it as it scrolls. Let me tell you, that is hard, hard, hard work. It's a skill to not look like your eyes are going back and forth.

I don't suggest you waste time buying one of those. They cost from \$500 to a couple of thousand dollars. They will hook on the front of your camera.

If you really want to learn this skill, get an iPad and an app called "Teleprompt+". I tried lots of teleprompter apps and I think this one is the best. It's about \$15.00.

Here's the only problem with this. The camera is on the edge of an iPad. If you are looking at the text on the screen, then you are not looking directly into the camera lens. This looks really bad to the viewer who sees you looking past them rather than right at them.

To get away from this problem you can move the iPad far from you which makes the fact you aren't looking straight in to the lens less apparent or you can get an "iPad teleprompter" that allows you to look directly into the lens of your camcorder. That's what I use.



IPad Teleprompter Bracket

One other thing you can do is use the poor man's teleprompter.

We tape bullet points up right below the lens of the camera. You just glance at them and nobody can tell the difference. You'll be talking instead of reading. That comes out to be a much nicer video.

So, tape bullet points up under the lens and that's the way you do it. Don't let the paper hang down too far. You'll look like you're looking away from the lens.

External USB Hard Drives

I would also get myself a couple of external USB hard drive. These video files get pretty big. Of course, you want to have backups of them so you don't lose them all.

Lights

You might want to get some lights. I went to Hollywood lighting school quite a few years ago. We learned every trick in the book including going to hardware stores.

Nowadays, you can go to Home Depot and get construction lights. These lights are real cheap but still very bright. The only problem you will have is that the light is too harsh and they create a lot of heat.

Umbrellas

You want the light to be diffused. If you went on eBay or just any photo store, you can get a lower quality video light that a diffusion device will hook to. What I'm talking about is an umbrella.

You've probably seen set-ups before where you see a light but it's bouncing into an umbrella. That's to take the harsh light and bounce it back in a diffused fashion. This way there are not harsh shadows all over the place.

If you bought a couple of those off of eBay, you'd probably pay \$20 to \$30 dollars apiece for them. You'd have enough light for any normal sized room. I would suggest you go ahead and get those instead of trying to get construction lights.

One time, we had to hang a clothesline in front of the lights. Then we had to go to the dollar store and get a cheap shower curtain. It had to be translucent. We had to hang the shower curtain in front of the lights, so it would diffuse all the light to make it soft. (If you do this, make sure the shower curtain is far enough away from the lights that it doesn't melt). What a hassle for that! So just get a light that an umbrella will hook to and you'll be good to go.

Tips for Best Quality

Here are some tips for getting the best quality. Trust me. I am going to get to the details of getting the high rankings here pretty soon. You've got to at least start out with a video. So here are some tips:

Record at the Highest Quality

You can always compress and reduce the quality. If you shoot at a low quality, then there is no way to turn it into high quality. You never know what you might want to do with these videos. You might want to distribute them onto DVDs sometime. Who knows? Shoot at your highest quality.

Get Good Audio

I just mentioned that lady while I was talking about microphones. With just \$20 or so, she could have bought a little clip on microphone from Radio Shack and maybe an extender wire. She could have had beautiful audio on her video.

After taking all the time to set up like she did and shoot it, she ruined her video. Well she didn't really ruin it, but hurt the quality. She did not have a microphone on her. That is called close mic-ing, by the way, where the microphone is right on you. Wherever you go, the microphone is right there near your mouth.

Be in Focus

You also want to make sure, and almost all cameras have this, that you have a "manual" focus. You do not want to use the automatic focus.

That might be good to shoot the kids under the Christmas tree when you don't want to fool with it.

Professionals don't use automatic focus. As soon as you move a little bit, it keeps searching in and out to keep you in focus. It is very disconcerting on the screen.

What professionals do is they go to manual focus. They zoom in on the person, when you are zoomed in, that is the hardest time to stay in focus. They focus the camera. Then when they pull back, the subject is in focus the whole way back to wide angle. So that is what you do. Zoom in; make sure it's in focus. Then zoom back out and just leave it that way.

It will be in focus no matter if you move. It's very easy to stay in focus when you are not zoomed in real tight. With the camera zoomed out, you are able to move around quite a bit. You are in perfect focus. You do not have the camera searching all the time. You don't want that.

Tilt Your Glasses Up

I took a lot of media training in the past. This was a tip that I learned if you have glasses. You tip up the temples of your glasses. This tilts the lenses a little bit forward from the top, which takes the glare away.

Watch closely for that when you are shooting videos.

If you just look straight into the camera. And you are in a normal house with the ceiling height not too high. The lights are going to hit into your glass lens and then reflect right into the lens of the camera. You will look ghoulish at best. So tilt the temples of the glasses up a little bit and that gets rid of the glare.

If you watch some of my videos really closely, you can see that the temple of my glasses is angling up a little bit. Trust me, if I hadn't told you that. There's no way you'd even think of it. If you were a lady with long hair that covers the temple, you would never see it at all.

How to Feel Comfortable

Here is the tip I promised for making you more comfortable when you're talking to a camera. I've had speakers come in here that are great on stage for years. As soon as you make them talk directly to a camera, they mess up like crazy. They are used to making eye contact with people.

What we do in that case is put a friend or whoever is helping you to stand right behind the camera. Have them look right over the lens. Have them keep their eyes as close as they can to the top of the camera. Then, you talk to them.

So to the camera it looks like you're still talking to it. You have a friendly face there. If you were by yourself, I guess you could tape a picture up of somebody. That does make you feel a lot more comfortable.

Another trick that we used recently was the lady stood up. She was having a lot of trouble sitting down even though she was saying things that she'd said in speeches for the last ten years. So then she stood up. She got much more comfortable. That's another trick you can use instead of sitting.

Avoid Zooming

Hardly anybody zooms anymore unless you're trying for an MTV look.

Avoid Mixed Lighting

Lights from lots of different sources will mess up your picture. Unless you really know what you are doing, try to always use the same kind of lighting.

Plug in your lights with long extension cords. Plug them into different parts of the house. The bulbs are very high wattage. You'd hate to be half way through your video and it blows a fuse.

Control Noise

Make sure there's not a lot of noise in the room that would mess up your video. For example, air-conditioning noise, things like that.

Skin Tone

One of the tricks that I learned years ago is just look at your video. If your skin tone looks normal, forget about anything else. You might be all hung up and say, "Well my curtains are a nice shade of chartreuse and they are not rendering right."

So to get the curtains right, your face might turn to some odd alien color. The video world works on skin tones. If your skin tone looks like a person, that's where you leave it. Who cares what the drapes look like unless you're selling drapes.

Video Software

Now let's talk about software. First of all, if you have the flip style video camera, it has its own software included. You do not need to have anything. You can just plug it right in to a computer. The flip video camera even has a function that allows you to upload directly to YouTube. So that's on the low budget.

iMovie

Now for the Mac, iPad and iPhone, you have iMovie. That's a pretty good program. This is if you want to do a nicer job on your final video and learn a little taste of video editing. Video editing is much more complex than audio editing. You probably need a little tutoring for this. If you're a tinkerer, you can figure it out.

Windows Moviemaker

In Windows the old cheapo is Windows Moviemaker. Next step up in Windows is Sony Vegas Movie Studio. That's what I'm going to be using for stuff that I want to edit myself very quickly.

Final Cut Pro

We use a program called Final Cut Pro on the Mac for most of my videos. I have an editor in here doing it. You also have an option of Final Cut X but it's certainly never had any rave reviews so either use Final Cut Pro and suffer the steep learning curve or stick with iMovie. Both of those are on a Mac. You'll find that if you do a lot of video, a Mac is better. We do shows here of up to two hours. So we really need some heavy-duty stuff. You can get by on the simple stuff with a PC.

Sorenson Squeeze

Here are two other programs. If you really get into this deeply, you can get a program called Sorenson Squeeze. It is a program that converts videos from one format to another really, really fast.

You can do it other ways. I'm paying people per hour. I don't want them twiddling their thumbs, just because something is going to take an hour to compress or to transfer to a different format.

If you're doing it yourself, you can just let it run all night. You wouldn't need Sorenson Squeeze. If you're really interested in speed, that's a good program.

Sonic Fire Pro

The other really cool program is called Sonic Fire Pro with its "Smart Sound Music Library. This is a program that will take a music clip and make it fit exactly on top of your video.

This is just amazing. I mean, you know how some music has a starting point and comes to a real crisp end like dah, dah, dah, dah. That used to take enormous amounts of time to make that all line up with the last frame of your video.

This program does it automatically. I don't know how it works. I think the music is sliced up into thousands and thousands of little slices that you can expand or contract to make it fit the video. How it works, who knows, but it works.

Basic Strategy to Get High Rankings with Your Video

Now we're going to get into the basic strategy of getting the high search engine rankings. Then I'll get into some advanced strategy and talk about YouTube and other stuff.

The basic strategy, I'll be referring to some YouTube examples, is you still have to research your keywords. It's just like you were in one of my Internet classes. I'm going to make you figure out what keywords apply to you.

Keywords

The overture tool that I used to teach years ago is defunct. The new one that we use "Google Keyword Planner". Any keyword tool you have is good enough.

You don't need the most advanced stuff to start out. When you use all the keywords that you find in the free stuff, then you could go to maybe word tracker or a paid version for about a week. You could get hundreds of more keywords. You don't have to do that right off the bat. You've got to find out the keywords that apply to you.

Then there's a term running around called "Long Tail" keywords. These are the keywords that aren't the biggest and baddest for what you do. There are hundreds of them usually applied to any type of business or service. Like my relatively obscure keyword "annoying public speaking habits".

You identify those less popular keywords, I used to call this bottom feeding. If I had a big list of keywords ranked from the highest to the lowest in popularity, I'd start at the lowest. There is less competition there and you can really dominate.

If you really looked at it and added up all the traffic to the Long Tail keywords, it's more than a couple of the top ones. That's where all the competition is. So it really makes sense to start with the less popular keywords to do this.

Research Other Videos

Go to YouTube and type in any keywords you think apply to you. See what comes up. Since all of this is in the public eye. All you have to do is see which videos under your keyword got the most traffic and analyze them.

Watch them, look at all the pieces that I'm going to show you here in a minute, all the critical elements. I promised you six critical elements to each one of these videos. That's coming right up.

Analyze the videos that come up and see what they did. If they're getting tons and tons of traffic, they must have done something right. That's what you want to emulate. So research the other videos under your keywords.

Six Critical Elements

You take this keyword research and you're going to create a title, description and tags for your video. I'm going to get into the six critical

elements for your video. I say critical but what I really mean is optimum. That means that this is the best of the best here.

It doesn't mean I want you, if you can't do one of these steps perfectly, to quit. I mean, literally, if you jumped on what I tell you when we're done tonight. By the time the evening news is on, you'll have YouTube videos up driving traffic to you.

Title of Your Video

Okay, so the six critical elements. Number one is the title of your video. This is normally located above the video and it's searchable. In the title, you want to put your most important keyword for that particular video as the first words. Don't put a couple of words ahead of them. This is the way it works for now.

Make your most important keyword the first words in your title and then you can put stuff after them. Don't mislead by saying, "Britney Spears naked," to try to trick somebody to watching your video, because you can get flagged. Somebody will tell YouTube about it and then they might take your video off. So don't even think about that. Business people shouldn't be doing that stuff anyway. So number one is the title.

Description

Number two is the description. You can write a description of your video and what it's about. This is a great place to use keywords. You do need to write two descriptions. Write one of less than 200 characters and one of more than 200 characters. Some video places only take a little tiny description. YouTube happens to take a humongous description.

Write this down and put it in YouTube's search box. "Eulogy tools: best format" You'll see a sample that is going to take you to a video that I shot to promote my instant eulogy site.

When you look at the description of this video, I put other popular eulogy videos in my description. This is for people that were looking for help writing a eulogy. But it also gave me a legitimate chance to use their keywords in my description.

So in my description, I said, "Here are some other great videos about eulogies." Then I listed Bobby Kennedy, Princess Di, Malcolm X and all these other famous names. If anybody is typing those in, I legitimately had them in my description to help people find them.

Anybody that found my video, I'm helping them find other eulogy videos. But I'm really doing it because I want to have those keywords in my video.

One person complained to me who was a John Cleese lover. John Cleese did a eulogy for one of his mates in the Monty Python stuff, but that was the end of it. Nobody seemed to care that much. Not only did those other videos help people find them but they help people find my video too.

Note: you might want to put some type of offer or incentive for the person to go visit your website. You can also put a clickable link there so that they can click right over to your website.

Tags

So we have a title and description. The next critical element is “tags”. Tags are a fancy name for keywords. Don’t go overboard by repeating the same keywords you put in the title and description. Think about other keywords that might apply.

You can put common misspellings in these tags. When you upload a video, they just ask you for all of this stuff. You don’t have to think, they just ask you, “What’s the title? What’s the description? What’s the tags?”

There are two types of tags. One is a space-separated tag and one is a comma separated. YouTube is space separated. If it was comma separated, let’s say I wanted to have “public speaking” and “public speaking tips” as my tags. A comma would separate them.

If it was a space separated tag like YouTube is. All I’d have to put was ‘public speaking tips’ once, with no commas and just spaces between the words. Because the term public speaking is already there, I don’t need to repeat it. It will pull any word from anywhere and put it together if somebody types a phrase in.

You’ll see what that means when you try it one time. Anyway, you don’t have to repeat. In fact, it’s bad to repeat the same keyword too many times.

Refer to Your Keywords

The next thing is number four. When you shoot the video, I want you to refer to your keywords in the video. This is coming out of your mouth if possible. Also, you’re going to mention your website name in your video.

Here is an example: “Hi I’m Tom with amazingpublicspeaking.com,” (I’ll even point to it at the bottom of the screen because I know it’s going to be there.) You can see it right here at the bottom of the screen.” Then, in the video I’ll mention the keywords that the video is based on. So make sure you do that. That is number four. Of course, you’re shooting the video at that point.

You all know the video only needs to be a couple of minutes. You’ve got to remember the goal here: get them to your website. I have longer ones that I shot back in the old days. At that time, I did not know any better. I would use them for different purposes like entire infomercials. But for this purpose, a couple of minutes are all you need. Don’t go on forever especially now when YouTube is watching your “percentage of watch time”.

Opening Slide & Closing Slide

Number five is you create an opening slide and a closing slide. Remember this is optimum. If you don’t have this capability to start, skip it.

Eventually you want to get to the point where you can make an opening scene that has your website on it. And a closing scene that has your website on it. Those are opening “slates” or “slides”. So that’s number five.

Watermark

Number six is a watermark. A watermark is your website or a graphic or something that shows the entire time that your video is playing. If

I'm promoting Amazing Public Speaking, it's showing at the bottom of the screen the entire time. If I mention another website like <http://www.HowToUseAShoppingCart.com> that will show up at the bottom.

I want to give you a way to do a poor man's watermark if you don't have the capability yet to do a watermark. One thing is to wear a T-shirt or a shirt with your website on it. Make sure it's big enough to be visible.

You can have a banner hanging up behind you with your website on it. Some people are crass enough to hold a sign up in front of the camera, "Here's my website." So those are poor man's watermarks. That's number six. Those are the critical elements you need.

Uploading Your Video

Then you upload your video to at least YouTube. When you upload they're going to ask you some questions like, whether people can comment on your video or not. We suggest moderate them carefully.

Comments are important to your success but if you start doing hundreds of these videos you could get overwhelmed.

The other thing and this is going to lead us into our next deal is turn "ratings" on. Ratings are where there are a bunch of stars or thumbs up underneath your videos to let people rate your video. That does have something to do with the search results. Nobody can say for sure exactly because most search engines will not tell you. But if you have high ratings, it's better.

Advanced Strategies to Get High Rankings with Your Video

Let's get into some advanced strategies. This is where I promised to tell you how you could double or triple the value of any video you shoot. Again remember, it's kind of wild west out there.

Use Different Keywords

All you have to do is shoot a video. Then change the file name of it or change the format and/or change the length. Then upload the same video under different keywords. **WARNING: use this sparingly and only when it totally makes sense because you will likely get your entire account banned which is definitely not worth it.**

Chances are the same person won't see both videos because they were searching for a different set of keywords. Now if you upload the same video with the same exact file name, you will get rejected. It's easily recognizable.

I have a lot of videos that could work for more than one keyword. That's why I shot 13 of them the other morning. Two of them lend themselves to different sets of keywords. In that case, I got 15 videos out of only shooting 13.

In some cases, I can get four and five uses out of the same video, if the keywords are similar. So that's your strategy for getting double duty out of them.

Different Opening Slide

Lots of times, we'll make a different opening slide on the video. And maybe make the slides show a little bit longer. How long they're on the screen changes the length of the file. So it just doesn't look at all like the other video. So that's an advanced strategy.

Tags

The next advanced strategy is "tags". Put your YouTube user name in your tags. Why this works? I'm not sure but it has come highly recommended by some people that wrote a book that I'm going to recommend to you. You might as well make your user name your name, if you're pushing your name. Or what you do if you have a specific industry.

You can have more than one account too. I have "Antion" as an account and now I have "Tom Antion Students" as an account. So you can have multiple accounts for different things. So use your name.

Here is a super trick. Use an oddball obscure piece of text in your tags. This is one of the coolest tricks and it works like a charm. I've been doing this lately. I'm not going to tell you the fake word that I use. If you search long enough, you'll figure it out.

What happens is, if your video is up there and you have this obscure term in your tags and I thought up another one for you called Grokake. I just made this word up. If I search for it in YouTube, at the time of this writing there are no videos that come up with Grokake in them.

What you do is put that in your tags. When one of your videos is being shown, the tags and the descriptions of other videos that YouTube is going to try to find other videos that are related to yours. Well, guess who's the only one that's going to have Grokake in them if you happen to use that?

I don't think you should use "Grokake" because if 200 people do it, it isn't going to work. Make up your own crazy word. Many times when one of my videos come up, I have all the related videos that show up. This is very cool. So that's a super trick.

Retargeting/Remarketing.

Have you ever been shopping online for a certain product only to have that product follow you around the web? That is Retargeting. When you visit a certain web page, a piece of code known as a “*cookie*” gets placed on your web browser to track you around the web. You can now be shown targeted ads on other sites you visit. Retargeting had proven to be a great way to advertise to people who’ve shown interest in your website, products and services.

Uses for Retargeting.

Shopping Cart Abandonment - The ability to advertise to people who’ve added a product to your shopping cart but did not checkout. Retargeting allows you to message the people who don’t finish checkout and ultimately bring them back to your website.

Form Abandonment - Lead generation can be a valuable part of your business. The majority of people don’t fill out a form on their first visit. Now you can show ads to these people encouraging them to come back to your website and fill out the form.

Convert Window Shoppers - People rarely make a purchase on their first visit. They compare price, read reviews, look at competitors, and just plain get distracted. Show follow up ads to people who’ve shown interest.

Purchasers - It's easier to sell to an existing customer than it is to acquire a new one. Retargeting allows you to show ads to your existing customers list as they browse the web.

Retargeting Platforms

There are a lot of different options when choosing a retargeting platform that's right for your business. Reputation, reach, technology, flexibility, transparency, service, and pricing are all things you'll want to consider when starting out.

Facebook Ads - Facebook ads allow you to create "custom audiences" filled with website visitors that you can advertise to. To learn more about Facebook's custom audience feature, visit this link

<https://www.facebook.com/business/learn/facebook-ads-website-custom-audiences>

Google Adwords - Drive sales activity, increase registrations, or promote awareness of your brand, remarketing can be a strategic component of your advertising. To Learn more visit this link

<https://support.google.com/adwords/answer/2453998?hl=en>

AdRoll - This network reach includes Google, Microsoft, and Yahoo plus over 200 more across the web and mobile. For more information, visit this link <https://www.adroll.com/>

Retargeting has become one of the TOP ways to increase conversions and land customers who would've been lost otherwise. Over the last

three to five years retargeting has become a must-have marketing option along with search engine and email marketing. However, there's not a lot of training material out there on specific techniques. That's why we recommend anyone interested in retargeting to read

“The Retargeting Playbook: How to Turn Web-Window Shoppers into Customers” <http://www.amazon.com/Retargeting-Playbook-Web-Window-Shoppers-Customers/dp/1118832647>

Conclusion

There are many ways to advertise and promote your website. If you are new at this Internet game, I suggest you pick one way and get very good at it. Then when you have a handle on one method, you can add another method and get good at that one.

What I see far too often are people that want immediate results so they try to do everything at once and nothing gets done well. Fall in to that trap and your web operations are destined to failure . . . or at least really poor results.

If you want credible and proven help in implementing any of the ideas in this e-book, you may want to consider my unique mentor program where you actually get one on one help from me and people I've trained. There is nothing else like it in the marketplace. Check it out at <http://www.GreatInternetMarketingTraining.com> We would love to help you achieve your goals!

Tom Antion



P.S. I've got a new professional speaking mentor program for serious speakers at <http://www.Antion.com/prospeaking>