

BluePrint Pro Plus Members!

July 2013 Webinar



SHRINKAGE
DRUDGE REPORT

**Moving 2x, 2 new offices,
eMail Changes, Oh My...**

The Agenda for Tonight

- September 1 - BIG DATE
- Blog Updates - Misc Stuff
- Stuff I find interesting
- Traffic - Think Differently
- New resource EVERYONE should be using!
- New tool for everyone!

**Stay Tuned - Sept. I Will See
the Biggest Announcement
We've Ever Made**

The Blog and FaceBook
www.theimblueprint.com

Blog Updates

- “Do Evil” - Google’s tabs and automatic filtering
 - Earnings, auto filtering, ads
- Do away with the categories
- Whitelist email addresses

<input type="checkbox"/> ☆	Ken Fisher	Ad ⓘ	15-Minute Retirement Plan - If you have a \$500,000 portfolio, download the guide by Forbes columnist Ken Fishers firm.
<input type="checkbox"/> ☆	InfoUSA.com	Ad ⓘ	The Key to More Sales - The secret to more sales? It starts with marketing to the very best leads. Here's how to find them!
<input type="checkbox"/> ☆	Rakuten LinkShare		Global Deal Dispatcher August Summer Steals - August 2013 USA United Kingdom Canada Australia Japan USA United Kingdom Canada Australia Japan
<input type="checkbox"/> ☆	NORDSTROM MEN'S SHOP		Anniversary Sale: Sweaters That Work with Anything - Grab your favorites now! Quantities are limited on these hot deals. View this e-mail in web browser.
<input type="checkbox"/> ☆	Brad Callen		Kinda weird but VERY profitable - Hey Steven, I sent out an email about this last night and wanted to make sure it got through ok to
<input type="checkbox"/> ☆	Domino's Pizza		50% off any pizza ordered online until August 4 - July 29 – August 4: Get 50% off any pizza at menu price when you order online. Order Now. Order
<input type="checkbox"/> ☆	Sporty's Pilot Shop		Oshkosh Specials! - Save on Bose, Lightspeed and SP-400 — Shop Now » Can't see the images? View on the web »
<input type="checkbox"/> ☆	Neverblue		Name your Bonus - The best bonus yet! - Twitter Facebook Neverblue's best bonus ever! Increase volume and Neverblue will set up your own
<input type="checkbox"/> ☆	British Airways		Earn 50,000 bonus Avios plus \$0 Introductory Annual Fee - If you are unable to see the message below, click here to view. Home Flights Hotels Travel the

Blog Updates

- You REALLY can make money online, fast, in your underwear etc
- Paypal credited a guy 92 QUADRILLION dollars!
- \$92,233,720,368,547,800.00



So This Happened

How Nudity Makes Yet
Another Thing Better -
www.theimblueprint.com

Chipotle Twitter Hack?

- Not so much
- Odd messages
- Added 4000 vs. 250
- 12000 RT's vs. 75

**Big Companies DO NOT
GET Social Networking**

**If You Can Get Traffic... You
Can Make Money.**

**Organic Traffic - We Need it
All**

Organic Traffic

- Any “free” traffic
- Google SEO traffic from rankings - keywords to be discussed
- Links from other content sources - blogs, forums etc.
- Other search engine traffic

The “Maths”

	Visitors per day	Cost per day	Sales per day	Profit per sale	Net Profit	Total traffic per day required
Organic	75	\$0	1	\$60	\$60	500
Adwords	100	\$30	1	\$60	\$30	3000

Why **EVER** Use Adwords??

**Organic Good - MUCH LESS
traffic requirements and free**

**Organic Bad - Slower and
harder to do**

SEO Paradigm Shift

- SEO is different than it used to be
- **CAN'T** and **WON'T** build a business that **DEPENDS** upon being top 5 for 1-3 kw's
- Google will (mostly) decide on the Keywords you rank for and that's (mostly) ok
- **MUST** use **ALL** sources of organic traffic

**Old Goal - Top 5 positions
for 1-3 KW's**

**New Goal - 75 visitors per
day**

**New Goal - Number of
Keywords in Top 20**

**Old Goal - Build Links and
Who Cares Who Sees Them!**

**New Goal - Build Links That
Can Drive Traffic**

**Old Goal - Have H1's and
Title Tags Optimized**

New Goal - Comprehensive On Page and Performance Optimization

Traffic

- YouTube
- FaceBook
- Twitter
- Craigslist
- Pinterest
- Forums
- Blogs
- Flickr
- eHow
- Reddit
- Yahoo answers
- Quora

Traffic

- LinkedIn
- Dailymotion
- Myspace
- Scribd
- HubPages
- Squidoo
- Press releases
- Ezine Articles
- Tumblr
- MORE TO COME...

Traffic Examples

- YouTube - sniper method
- Blogs
- Forums - New resource **EVERYONE** should be using!

BoardReader!

Showing 1,231 [post\(s\)](#) for [last 3 months](#) sorted by [relevance](#) in [any language](#) | [Show tools...](#)

[i want some train horns](#)

2 days, 2 hours ago - by houghunter - 1 post
anyone sellin some **train horns**?
<http://www.tgwforums.com/post?id=6438941#post1278822309>
[Show more site info](#)

[RE: MOD: got train horns in your t4r? hornblasters install, look inside](#)

1 month, 1 week ago - by gshadow325 - 28 posts
... ddnww not a fan of **train horns** on anything smaller than a... still want to do the **train horns** on my truck. You are... well with a compustar system **Train horns** in your truck....what you... PriceTotal PriceHo...
<http://www.toyota-4runner.org/4th-gen-t4rs/144077-mod-got-train-horns-your-to...>
[Show more site info](#)

[MOD: got train horns in your t4r? hornblasters install, look inside](#)

1 month, 1 week ago - by gshadow325 - 28 posts
DISCLAIMER: **Train horns** are not for everyone. I ... the power of having loud **horns**? NO, i dont do the... ABUSE THE POWER BEHIND THESE **HORNS**, but i do use it... states....[Horn Blasters](#) Shocke...
<http://www.toyota-4runner.org/4th-gen-t4rs/144077-mod-got-train-horns-your-to...>
[Show more site info](#)

[RE: MOD: got train horns in your t4r? hornblasters install, look inside](#)

1 month, 1 week ago - by ddnww - 28 posts
...4.2CFM Dual Shocker XL **Horns**. One set in front ...well with a compustar system **Train horns** in your truck....what you... PriceTotal PriceHornBlasters Conductor's Special 228VX **Train Horn** Ki...
<http://www.toyota-4runner.org/4th-gen-t4rs/144077-mod-got-train-horns-your-to...>
[Show more site info](#)

[RE: MOD: got train horns in your t4r? hornblasters install, look inside](#)

1 month, 1 week ago - by gshadow325 - 28 posts
... me at all. I've installed **train horns** before, wont be my first... on and off? Installing a "**train horn**" is a general term... xl or some dual trumpet **horns** with a compressor ect...
<http://www.toyota-4runner.org/4th-gen-t4rs/144077-mod-got-train-horns-your-to...>
[Show more site info](#)

[RE: MOD: got train horns in your t4r? hornblasters install, look inside](#)

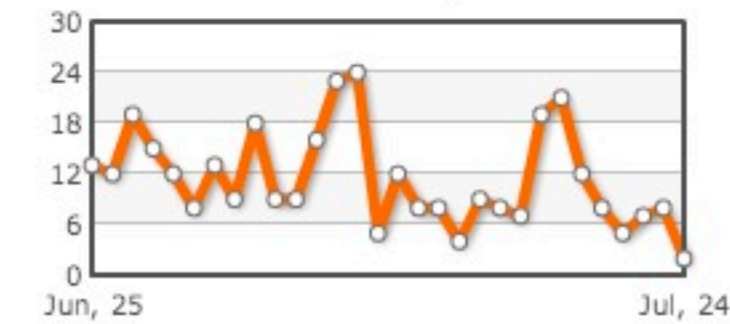
1 month, 1 week ago - by gshadow325 - 28 posts
... flipped which than uses the **train** horn in place...have you... install. How i do it. **train horns** get triggered by the factory... ride to turn off the **train horns** and also a switch to... get...
<http://www.toyota-4runner.org/4th-gen-t4rs/144077-mod-got-train-horns-your-to...>
[Show more site info](#)

[RE: Nathan K3LA Train Horns](#)

1 month, 3 weeks ago - by Lane_lewis4low - 17 posts
Re: Nathan K3LA **Train Horns** Quote: Originally Posted by bshattuck87 I'm looking to sell my Nathan K3LA **train horns**. I bought these from a good friend of mine a few months ago. They are in perfect working order....
<http://www.gmfullsize.com/forum/showthread.php?t=264100&page=2#post53...>
[Show more site info](#)

Posting activity on *train horns*:

Trends Graph



Posts by: [day](#) [week](#) [month](#)

[More graphs on train horns »](#)

Search This Topic

Author

Comment

 [hoghunter](#)

Forum Member
Registered: 05/29/12
Posts: 22

★ Posted 07/22

anyone sellin some train horns?

 [SteveinNC](#)

Forum Newbie
Registered: 12 hours ago
Posts: 1

★ Posted 12 hours ago

We sell a ton of them over here:

<http://www.pbmissions.com>

Great selection and great prices...free shipping too.

thanks!
Steve

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FaceBook - Fan Funnel X

**Be THERE When the
Conversation Starts**

FaceBook

- SIMPLE
- For each niche you're in create a facebook page and login
- Search for pages that are in that niche
- Sort them by talking about/likes
- Subscribe to popular ones

FaceBook

- Keep Fan Funnel X running
- Posts of subscribed pages “pop up”
- Click on them
- Be the first commenter - using facebook page name as author
- Drive traffic to your page!

Fan Funnel X

train horns Search Refresh Pages

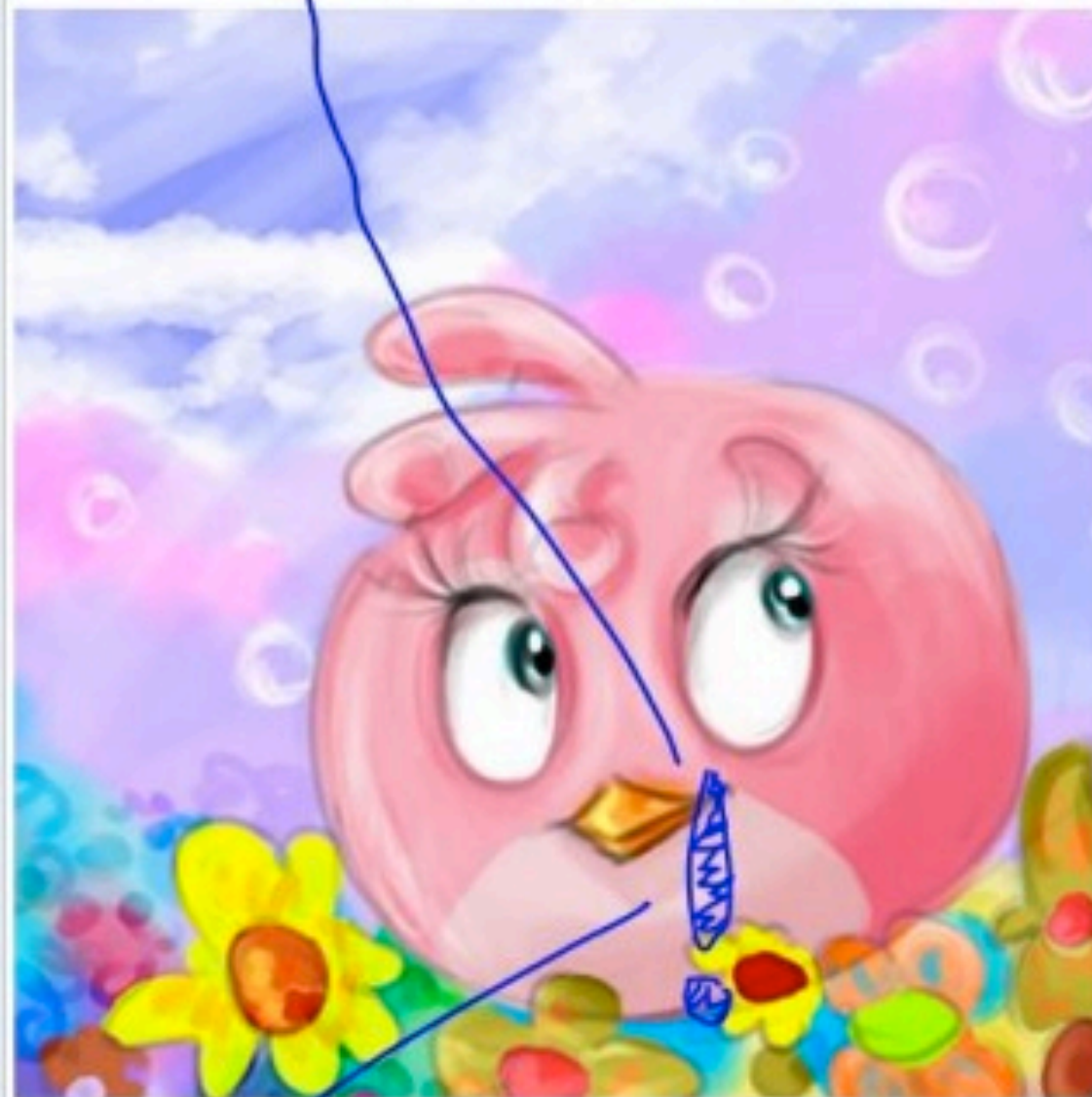
Name	Category	Page Url	Likes	Tal...	Website	Cover	Subscribe	Favorite Pages
Train2Drive	Automotive	https://www.facebook.com/train2drive	5294	24	http://train2drive.co.uk	Yes	Subscribe	Control Your Day - The Book
Train Horns Delivered	Local business	https://www.facebook.com/TrainHornsDelivered	414	8	http://trainhornsdelivered.com	Yes	Subscribe	SkySouth Aviation
Kleinn Automotive Air Hc	Product/service	https://www.facebook.com/pages/Kleinn-Automotive-Air-Horns/12029678134	444	8	www.kleinn.com	Yes	Subscribe	Christmas Tree Sales
REAL Train Horns	Automotive	https://www.facebook.com/pages/REAL-Train-Horns/189936211055290	1385	8	www.realtrainhorns.net	No	Subscribe	NetBlaze, LLC
Bullet Train for Hornsby	Community	https://www.facebook.com/BulletTrainForHornsbyAndNorthernSydney	5	3	http://www.bullettrainforaustr	Yes	Subscribe	Flying Like The Pros
Hornsby Model Enginee	Non-profit organiz	https://www.facebook.com/pages/Hornsby-Model-Engineers-Co-Op-Ltd/4293	56	3	www.hme.org.au	Yes	Subscribe	PBMissions.com
Jeff Juliano-Mix Enginee	Musician/band	https://www.facebook.com/JeffJulianoMixing	466	3	http://www.jeffjuliano.net http	Yes	Subscribe	Retronaut
Laura Hornsby Personal	Business services	https://www.facebook.com/pages/Laura-Hornsby-Personal-Training/1410214	308	2		Yes	Subscribe	Military Benefits Report
Redleaf Training & Cons	Education	https://www.facebook.com/pages/Redleaf-Training-Consultancy/2667683000	90	2	www.redleaf.com.au	No	Subscribe	JeppDirect
Train horns	Interest	https://www.facebook.com/pages/Train-horns/114543515225418	208	1		No	Subscribe	Freehold Borough High School
Ron's Train Horns	Musical instrumer	https://www.facebook.com/pages/Rons-Train-Horns/109161999207081	15	1	<<not-applicable>>	No	Subscribe	Trade-A-Plane
Nathan Airchime Train H	Musical instrumer	https://www.facebook.com/pages/Nathan-Airchime-Train-Horns/2223670377	106	1	Website	No	Subscribe	Baha Mar
Waitara railway station, t	Landmark	https://www.facebook.com/pages/Waitara-railway-station-Sydney/129319510	22	1		No	Subscribe	Controller
Who loves the sound of '	Community	https://www.facebook.com/pages/Who-loves-the-sound-of-Train-Horns-on-Tru	33	1		No	Subscribe	ForeFlight
JB Horns	Musician/band	https://www.facebook.com/pages/JB-Horns/118825934873246	2	0		No	Subscribe	Jamie Sorcher GG
Hornsea Train Station	Transit stop	https://www.facebook.com/pages/Hornsea-Train-Station/112837875432548	2	0		No	Subscribe	Burlington Aviation
I Love Train Horns on Tr	Product/service	https://www.facebook.com/pages/I-Love-Train-Horns-on-Trucks/29511611113	181	0	nothing.com	No	Subscribe	Californication
Train Horns Delivered	Organization	https://www.facebook.com/pages/Train-Horns-Delivered/154265268089104		0		No	Subscribe	Beat The Retreat
Hornsey Road railway st	Transit stop	https://www.facebook.com/pages/Hornsey-Road-railway-station/1395712093		0		No	Subscribe	Bahamas Aviation
Railroad train horns	Community	https://www.facebook.com/pages/Railroad-train-horns/167929069981586	3	0	www.dieselairhorns.com	No	Subscribe	Cirrus Aircraft
American train horns	Community	https://www.facebook.com/AmericanTrainHorns	1	0	http://americantrainhorns.co.	No	Subscribe	Ice Pilots NWT
Hornsey railway station	Transit stop	https://www.facebook.com/pages/Hornsey-railway-station/132803413423542	1	0		No	Subscribe	AOPA: Aircraft Owners and Pilc



Angry Birds

57 minutes ago

What a lovely Stella by Fonora! <http://rov.io/17j0ZBN>



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184

3,710 people like this.



Write a comment...

Press Enter to post.

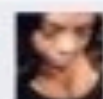


Stella Song Is her name Stella?

Like · Reply · 3 · 52 minutes ago via mobile



Angry Birds replied · 2 Replies · 23 minutes ago



Kimmy Glasgow Cute

Like · Reply · 3 · 55 minutes ago via mobile

View more comments

2 of 85

The Strategy

- On page optimization
- Performance metric management
- Link building
- Traffic building
- Results...EASILY... in

**70-200 visitors per day at a
minimum (for the lowest of
search volumes)**

Q&A