



The Internet Marketing SIX PACK



Connie Ragen Green

Teaching New Online Entrepreneurs How to Start a Profitable Business

Welcome to Season Three!

Module One Getting Started As An Entrepreneur



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Everything is easy, once you know how to do it. I created this course in order to explain and teach in great detail everything you need to know in order to create a lucrative online business as quickly as possible.



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Our Season Three Schedule

- **Module One – Friday, August 25th at 7 pm EST**
- **Module Two – Wednesday, August 30th at 7 pm EST**
- **Module Three – Wednesday, Sept. 6th at 7 pm EST**
- **Module Four – Wednesday, Sept. 13th at 7 pm EST**
- **Module Five – Wednesday, Sept. 20th at 7 pm EST**
- **Module Six – Wednesday, Sept. 27th at 7 pm EST**

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- **Module One – Getting Started As An Entrepreneur**
- **Module Two – Perfect Business Models: Affiliate Marketing & Information Products**
- **Module Three – Content Creation and Syndication**
- **Module Four – Credibility, Visibility, & Joint Ventures**
- **Module Five – Technology for Online Entrepreneurs**
- **Module Six – Next Steps and Advanced Strategies**



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Huge Profits With
Affiliate Marketing

**WRITE
PUBLISH.
PROSPER.**

How to Write Prolifically,
Publish Globally, and Prosper Eternally

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**DOING
What It Takes**



The Online Entrepreneur's
PLAYBOOK

TIME
MANAGEMENT
FOR
CURS

The Weekend
Marketer

Say Goodbye
to the 9 to 5

and an Online Business &
Live the Lifestyle You Love

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Goals of The Internet Marketing Six Pack Course

- ✓ Teach You Everything You Need to Be Successful Online
- ✓ Explore the Variety of Business Models Available
- ✓ Allow You to See the BIG PICTURE of Online Marketing
- ✓ Fast Track Your Progress as an Online Marketer
- ✓ Give You an Opportunity to Become a Specialist



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Goals of The Internet Marketing Six Pack Course

- **Module One – Getting Started as an Entrepreneur**
- **Module Two – Two Perfect Business Models – Affiliate Marketing & Information Products**
- **Module 3 – Content Creation & Syndication**
- **Module 4 – Credibility/Visibility/Joint Ventures (JVs)**
- **Module 5 – Technology**
- **Module 6 – Next Steps – Advanced Strategies**



**Confidence
comes not
from always
being right
but from
not fearing
to be wrong.**
- Peter T. McIntyre







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What Is Your Why?

- **Leave/Replace a Job**
- **Care for Kids/Grandkids/Elderly Family Members**
- **Work from Home/Make Your Own Hours**
- **Help Family Members: Buy a Home/College/Reduce Debt**
- **Travel the World**
- **Volunteer in Your Community**
- **To Just Make Your Life a Little Easier...**



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What Is Online or Internet Marketing?

Online Marketing: The process of getting your message and information out to the world via the Internet.

It also includes earning a living, full or part-time, based on the value to bring to the marketplace. During the course of this training we will explore and learn about the various business models.

This is so true...

You can have everything you
if want in life, if you just
help enough other people
get what they want _

Zig Ziglar



The term digital marketing was first used in the 1990s, but digital marketing has roots in the mid-1980s when the SoftAd Group, now ChannelNet, developed advertising campaigns for automobile companies, wherein people would send in reader reply cards found in magazines and receive in return floppy disks that contained multimedia content promoting various cars and offering free test drives. It became more sophisticated in the 2000s and the 2010s, and the proliferation of devices able to access digital media has led to great growth of digital advertising; statistics produced in 2012 and 2013 showed that digital marketing was still a growing field.

Digital marketing is often referred to as 'online marketing', 'internet marketing' or 'web marketing'. The term digital marketing has grown in popularity over time, particularly in certain countries. In the USA online marketing is still prevalent, in Italy is referred as web marketing but in the UK and worldwide, digital marketing has become the most common term, especially after the year 2013.



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Why Is This Important for Entrepreneurs?

- ✓ **This is a huge opportunity for you to build a business quickly, start earning income almost immediately, and to be perceived as an authority on your topic. In the more traditional, offline world this could take you many years and a huge financial investment to accomplish.**



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What If You Get Started Right Away?

- ✓ **The window of opportunity is now open and you must take massive action now. When I began in 2006 this window was wide open, and it narrowed during the period between 2010 and 2014 to those just starting out. In 2015 it opened again and continues to be open, but nothing lasts forever so get started in a big way today.**



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How Do You Do This?

- ✓ **That's exactly what we'll be discussing throughout this course...**



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What Do You Need?

- ✓ **An Idea – Your Niche**
- ✓ **List – Your Community/Circle of Influence**
- ✓ **Offers – Your Own Products/Courses & Affiliate Offers**
- ✓ **Targeted Traffic to Your Sites**
- ✓ **You – Persistence/Consistent/Willing to Do What It Takes
(This is Where You Will Excel While Others Do Not)**



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Remember That...

Perfection is the enemy of profitability.

~Mark Cuban

**Eliminate “If” from your vocabulary and
use “When” instead.**

Entrepreneurship isn't easy...



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SO!?!!



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**Believe In Yourself As Much As
*I Believe In You.***



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Catch Yourself If You Use The Three Most Dangerous Words...



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I
**Know
That**



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YOU Are Your Brand Right Now

What's Your Story?

**How Can You Draw Upon Previous
Relationships And Experiences?**

**What Will You Create That Hasn't Been
Done Ever Before (Example: Really Simple)
Who Will You Serve?**



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What Are Your Current Assets?

- **Skills/Experience**
- **Website(s)/Blog(s)/Domains**
- **Products (Digital/Physical)**
- **Relationships**
- **Active Buy Links**
- **Signature Lines (Forums, Email)**



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Business Models

- **Affiliate Marketing***
- **Information Products***
- **Small Business Marketing**
- **Online Courses/Training**
- **Physical Products**
- **Authorship/Speaking**
- **Blogging/Niche Sites/Memberships**
- **Mentoring/Consulting**



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**Be Open to New Ways of Thinking as You
Become an Online Entrepreneur...This is a
New World With Limitless Possibilities**



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Choose A Niche

- **Do This Quickly! (By Our Next Session)**
- **It's Not Forever! (At Least Six Months)**
- **Everything You Accomplish in This Niche Can Be Used in Subsequent Niches: (Crossover Skills)**
- **Take Advantage of This Opportunity**



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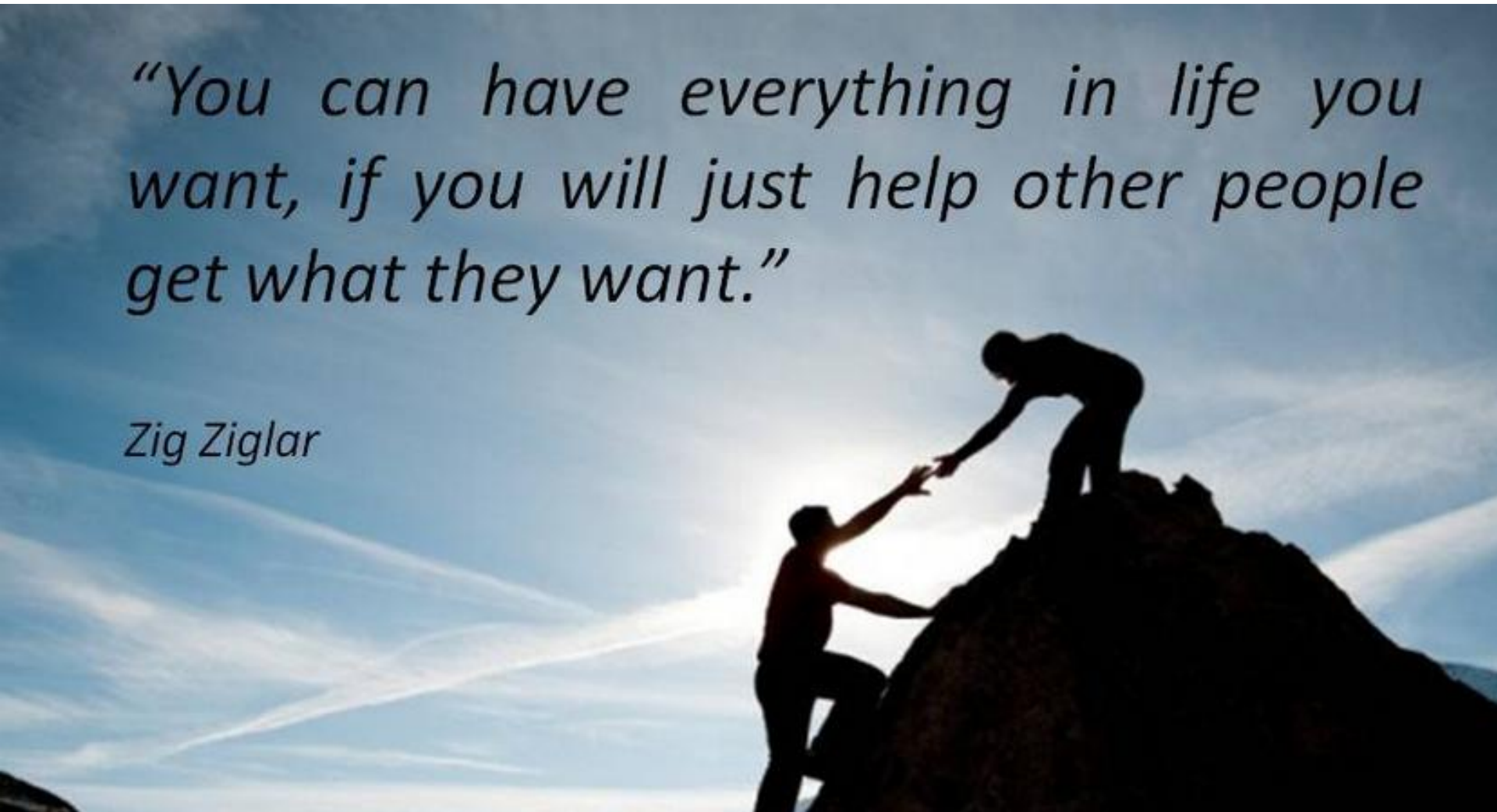
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**Remember That Your Goal Is To Serve
Others and Become A Trusted Advisor**

“You can have everything in life you want, if you will just help other people get what they want.”

Zig Ziglar





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Are You...

- ✓ **An Authority or Expert?**
- ✓ **The Reporter?**
- ✓ **A Teacher/Advisor?**
- ✓ **A Combination of These?**



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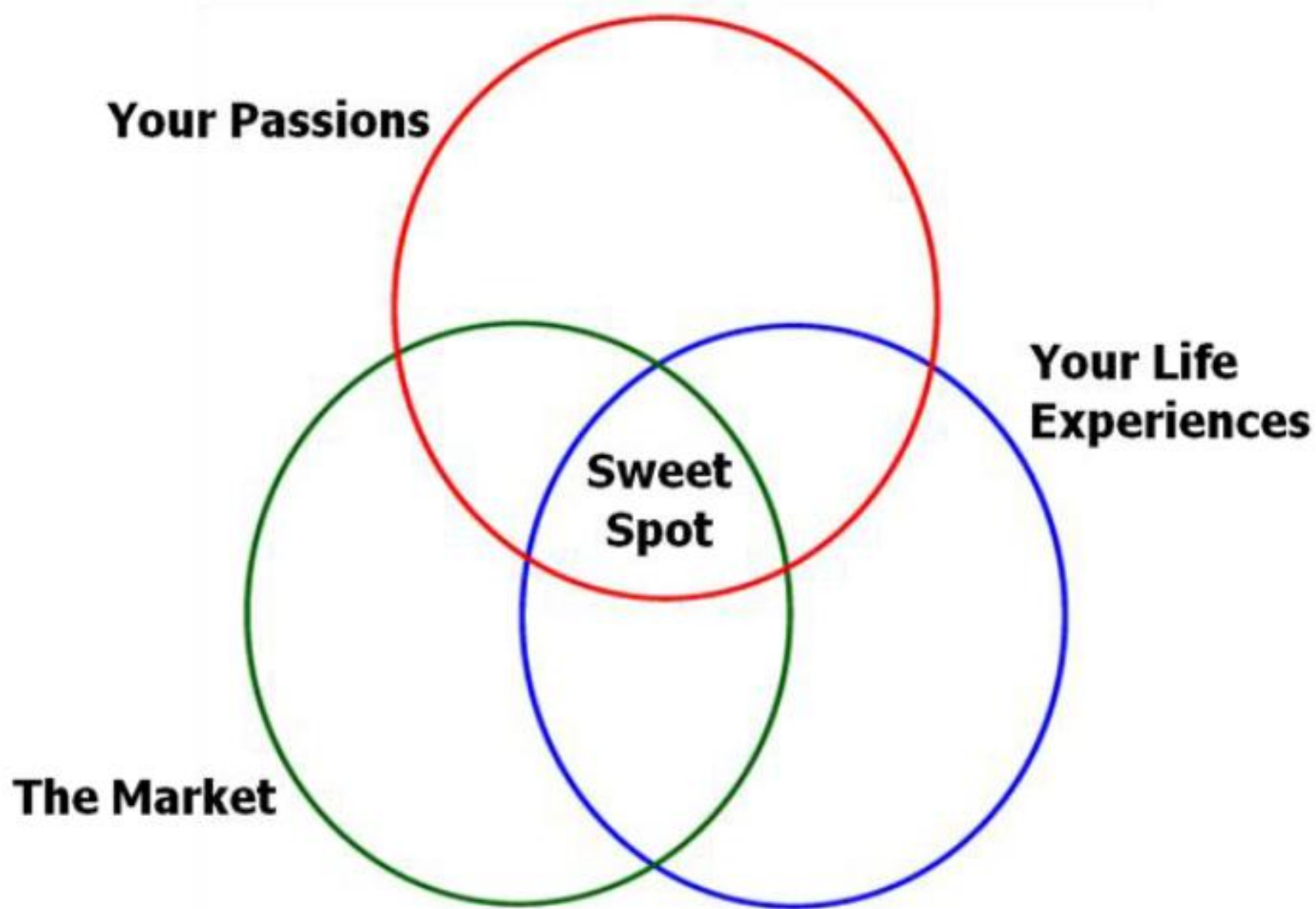


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Popular and Profitable Niches...

- ✓ **Saving/Making Money/Time**
- ✓ **Health/Fitness/Well-Being**
- ✓ **Home/Family**
- ✓ **Relationships**
- ✓ **Do It Yourself**
- ✓ **Hobbies/Sports**
- ✓ **Self-Help/Personal Development**





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Choosing A Niches...

- ✓ **Learn Everything You Can About How This Niche Is Perceived and Explained Online**
- ✓ **Who Are The “Players” In This Niche?**
- ✓ **Search on Amazon, YouTube, Google**
- ✓ **How is Your Perspective Different?**
- ✓ **How Will Your Experiences Help?**



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Choosing A Niches...

- ✓ **Your Goal is to Use My “Book – Blog – Broadcast” Strategy to Launch Yourself in Your Chosen Niche**
- ✓ **Write and Speak About it Daily**
- ✓ **Discuss it on Social Media**
- ✓ **Connect With Others Already in the Niche**



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Choosing A Niches...

- ✓ **Purchase Two Domains and Hosting**
- ✓ **One is Your Name and the Other Needs Keywords**
- ✓ **ConnieLoves.me/A2Hosting**
- ✓ **Start Blogging and You'll Find Your Voice**
- ✓ **Don't Think About Anything Else Right Now...**



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Why We Use Hosted WordPress...

- ✓ You Own and Control Your Websites
- ✓ Easy to Manage Yourself
- ✓ Great for SEO (search engine optimization)
- ✓ ConnieLoves.me/A2Hosting – I'll Set It Up for You!
- ✓ Used By...
 - ✓ Huffington Post, Best Buy, Sony, Star Wars®, eBay, Xerox, Time



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**Every Action You Take Either Moves
You Closer To Or Further Away From
Your Goals And Dreams...Keep It
Simple and Keep It Moving!**



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Blogging Tips

- ✓ **Choose 5-10 Sub-Topics You Will Write About**
- ✓ **Keep Posts 500 to 750 Words**
- ✓ **Write and Publish Five Posts ASAP**
- ✓ **Create Your “About” Page**
- ✓ **Your Free Giveaway Can Be a PDF of the First Five Posts**



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Blogging Tips

- ✓ **These posts can be the basis for info products, affiliate promotions, and even books you can write and publish**
- ✓ **Your Blog is “Your Home on the Internet”**
- ✓ **It’s Your Virtual Marketplace and Communication Headquarters**
- ✓ **Think of Yourself as:**
- ✓ **Authority/Expert/ - Reporter - Teacher - Advisor**



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Blogging Tips

- ✓ **Tips Posts – 7 to 10 tips, fleshed out and explained**
- ✓ **Top 3 Tips**
- ✓ **Case Studies**
- ✓ **Reviews – Products/Courses/Tools**
- ✓ **Lifestyle Design/Slice of Life – Relevant to Your Topic and Your Niche**



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You – A Local Celebrity

- ✓ **Look for Local Opportunities to Share Your Knowledge & expertise**
- ✓ **Radio, TV, and Print**
- ✓ **Non-Profits, Charities, Volunteering**
- ✓ **Community Events – Trade Shows**
- ✓ **ALWAYS be Ready for Your Close Up!**



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Thinking Ahead...

- ✓ **What's For Sale?**
- ✓ **The Only Things You Need (Idea, List, Offer, Traffic, YOU)**
- ✓ **What Part of Your Niche Excites You the Most?**
- ✓ **What Books Have Already Been Written on Your Topic?**
- ✓ **What's on iTunes?**
- ✓ **What Assets Do You Currently Possess?**



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Module One Example...

- ✓ **Purchased PLR on Ecommerce for \$5**
- ✓ **Read It and Added My Affiliate Links**
- ✓ **Saved It as a PDF and Uploaded It to My S3 Account**
- ✓ **Posted It on Twitter and In My Facebook Group**
- ✓ **I'll Continue to Promote It for Years to Come**
- ✓ **ConnieLoves.me/Ecommerce**



Build Your Online Empire With Connie Ragen Green

Just now · 🌐

Are you ready to cash in on the Ecommerce Boom? Download my comprehensive, detailed guide at <http://ConnieLoves.me/Ecommerce> (No Cost or Obligation)





Connie Ragen Green @ConnieGreen · 6m



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For Module Two...

- ✓ Choose a Niche To Work in *For At Least Six Months*
- ✓ Set Up a Hosted WP Site, Have Me Set it Up For You, or Use What You Have Already
- ✓ Write One New Post – Send Me the Link and I'll Share It with My Community
- ✓ Set Up Your About Page
- ✓ Think About Which Business Model You'll Begin With



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For Module Two...

- ✓ **This Will Be On Wednesday, August 30th at 7 pm EST**
- ✓ **The Webinar Link Remains the Same**
- ✓ **The Audio Page Will Be At: iTeleseminar.com/100975107**
- ✓ **The Call In Number Remains the Same**
- ✓ **Replays Are Added to the Members Area Within 24 Hours**
- ✓ **Email Me Any Time!**





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The Internet Marketing Six Pack Season Three Module Two

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DO FOR A YEAR WHAT OTHERS WON'T.
THEN

LIVE

THE REST OF YOUR LIFE THE WAY
OTHERS

CAN'T!

ANONYMOUS



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Affiliate Marketing & Information Products

- **Affiliate Marketing – Recommending And Promoting Other People’s Products In Return For A Commission**
- **Digital Information Products – Creating Something That Will Solve A Problem And Answer Questions On A Specific Topic**



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Affiliate Marketing & Information Products

**Combine These Two Models for
Maximum, Fast Results That Will
Accelerate Your Success as an
Online Entrepreneur**



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Affiliate Marketing & Information Products

- **Quick and Easy Business Models to Set in Place**
- **Recommend What You Love, Use, & Benefit From***
- **Create Simple Digital Products That, Based on Your Knowledge and Expertise will Answer Questions & Solve Problems for Your Prospects**

*** Many Times I Recommend Based On My Knowledge and Relationships – You Must Make Your Own Decisions Here**



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Affiliate Marketing & Information Products

- **Think of a “Product Line” Where Your Own & Affiliate Products Take People From Start to Finish**
- **I’m Doing This With My “Really Simple” Series, Where I Create an Information Product (Online Course) and Also Recommend Affiliate Products and Services Within Each**



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Affiliate Marketing & Information Products

- **Build Relationships with Those You're An Affiliate For & With Product Creators – Easier Than Ever Before**
- **Purchase From Them and Interact With Them BEFORE Recommending Their Products**
- **Start Slowly to Learn How Everything Works**



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What Do You Need?

- ✓ **An Idea – Your Niche**
- ✓ **List – Your Community/Circle of Influence**
- ✓ **Offers – Your Products/Courses & Affiliate Offers**
- ✓ **Targeted Traffic to Your Sites**
- ✓ **You – Persistence/Consistent/Willing to Do What It Takes (This is Where You Will Excel While Others Will Not)**



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How Do You Begin?

- ✓ **Content Creation – This is The Link That Connects You to Your Community**
- ✓ **Get Into the Habit of Creating Content of Some Type – Written, Audio, or Video – As Many Times Each Week as Possible**



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Affiliate Marketing & Information Products

- **The FTC Requires You To Disclose When You Are Promoting Through An Affiliate Link. Full Disclosure Is Best.**
- **You May Add This to Your Sidebar on Your Blog**



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Affiliate Marketing & Information Products

- **Remember That Your Goal Is To Become A Trusted Advisor Who Teaches, Shares, Reports, And Advises The People Who Come To You For Information And Advice**



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Affiliate Platforms

- **Nanacast**
- **InfusionSoft**
- **Amember**
- **1 Shopping Cart**
- **JV Zoo**
- **Clickbank**
- **Amazon**
- **Warrior Plus**



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Affiliate Marketing

- **Choose people & products you want to promote**
- **Join their affiliate program**
- **Grab your links**
- **Cloak/Redirect your links**
- **Start promoting through your blog, other content, to your list, on teleseminars and webinars, offline, and make this a part of your everyday life**



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Affiliate Marketing

- **Start Small**
- **Recommend a book on Amazon**
- **Tell people you're an Amazon Associate**
- **Get people within your circle of influence used to the idea that you will be recommending what you love in exchange for a commission**
- **Let's take a look...**



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Affiliate Marketing

- **This Can Be a Psychological Shift**
- **It's Okay to Ask People to Consider Your Recommendations**
- **Tell Them If You'll Earn a Commission**
- **Your Insurance Agent Earns Commission From His Company**
- **The Local Car Salesperson Earns Commission**
- **Why Shouldn't You?**



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Affiliate Marketing

- **Blog – Review Post**
- **Blog – Information/Resources Page**
- **Your Community/Circle of Influence**
- **Social Media – Pulse/Medium/Notes**
- **Short Reports/eBooks/Kindle/Print/Cheat Sheets**
- **Emails to List**
- **Signature Line/Block**
- **Teleseminars/Podcasts/Webinars**

📌 Pinned Tweet



Connie Ragen Green @ConnieGreen · Aug 29

My Latest Focus Guide, on The Topic of Leadership for Entrepreneurs is Now Available for Download at ConnieLoves.me/FocusLeadership



2017 Resources

Connie Ragen Green – Resources



These are some of the people, products, and services that continue to make a difference in my business and my life as an online entrepreneur:

[Instant Teleseminar Audio Recording Service](#) – I use this to record high quality audio on all of my webinars, to create teleseminars, and for both of my podcasts. Start for \$1 with a 10 Day Trial.

[Aweber Autoresponder Service](#) – I recommend this service as the easiest and most economical way to build your list and communicate with prospects, customers, and clients.

Website Hosting – I am recommending [A2 Hosting](#) for all of your hosting needs. The "Shared" hosting "Swift" plan is perfect if you are just starting out, or have fewer than fifty websites at this time.

[Auto Web Law](#) – These are your required legal forms and pages when you are doing business

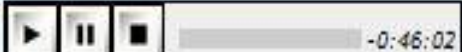
Amazon FBA Ask Me Anything - Adrienne Dupree

Replay is Available!




Welcome to the Amazon FBA Ask Me Anything replay page

Listen to the Replay Here:

Replay:  -0:46:02 [Download](#)

 Tweet

 Share

 Share

Q&A

Submit Your Question for the Event HERE

Enter your Question or Comment

Enter your

Enter your

Enter your

SUBMIT



Cashing In On The eCommerce Boom

- [Free FBA eCourse](#)
- [Free Amazon FBA Kindle Books](#)
- [Free Report - Sell on Amazon](#)



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“The more videos we give away, the more money we make.”

~Greg Glassman, CrossFit Inc. Founder



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Affiliate Marketing - BONUSES

- **Must Make Sense in Terms of Topic, Value, and Format**
- **Use PLR, Your Older Products, Ask Others**
- **Limit Bonuses That Require Your Time/Effort**
- **Be Creative and Keep It Simple!**
- ***Recently I've Been Offering PLR Rights to My Focus Guides as a Bonus**



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Affiliate Marketing Example

Alice Seba – List Magnets

ConnieLoves.me/FBMarketing

This is Amember



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Affiliate Marketing Example

Dennis Becker

ConnieLoves.me/8Reports

This is Nanacast



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Affiliate Marketing Example

Coach Glue

ConnieLoves.me/10XFree

This is InfusionSoft



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Affiliate Marketing Example

JV Zoo

ConnieLoves.me/JVZoo

This is JV Zoo



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Information Products

- **Solve Just ONE Problem for Your Prospect**
- **Start With an Outline**
- **Multimedia – Written, Audio, Video or Combo**
- **Add to a Membership Site:**

ConnieLoves.me/Wishlist

- **Teach It Live and Then Move it to Home Study**
- **Give Great Value for What You Are Sharing**
- **Backend – What Else Will They Want/Need?**



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Information Products

- **It All Begins With Your Single Idea...**
- **Turn This Into a Blog Post, a Free Giveaway, a Short Report, a Teleseminar/Podcast, a Video, and Then Flesh It Out as it Becomes Your Product**



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Information Products

- **Decide Which Affiliate Products are Complementary and Promote Them from Within Your Product**
- **Example: I Recommend Wishlist Member When I Teach Info Product Creation:
ConnieLoves.me/Wishlist**



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Case Study:

Let's Go to the Film Festival

Problem: People Would Like to Attend a Film Festival But Have No Idea Where to Begin

- **Blog post, giveaway/short report, podcast, discuss on social media, video**
- **Are there any relevant affiliate products?**



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Case Study: Let's Go to the Film Festival

**What Do I Want Them to Do AFTER They
Purchase/Consume My Product?
*SantaBarbaraRetreat.com***



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Module Two Example...

- ✓ **Create a Free or Low Cost Product Using PLR**
- ✓ **E-Commerce Boom**
- ✓ **Do Your Research – More Info, Affiliate Offers**
- ✓ **Set Up a Site for This as a New Info Product**

Cashing in on the ECOMMERCE BOOM



Cashing in on the Ecommerce Boom Checklist

Starting an ecommerce store can be fun and exciting. But in your excitement to launch, don't skip any of the important steps. Here's what you need to do if you hope to be successful with your store.

Choosing a Niche

- ☐ Determine if you want to spend your time. You want to pick a niche that you're passionate about and enjoy participating.
- ☐ Consider what you'll do if you were given \$10K right now. Think about how you'd like to spend that money and you may discover a niche that you could turn into a business.
- ☐ Make a list of 2-5 niches you want to do. If you're stuck on business ideas, think about how on your bucket list. Perhaps you could explore some of your business.
- ☐ How much money you could make. The most successful businesses are the ones that are in the business of solving a problem.

Researching Your Competition

- ☐ Examine the strengths and weaknesses of your competitors.
- ☐ Consider what they are doing well and how they are doing it.
- ☐ List what niches they are in.
- ☐ Explore social media and see how they are using it.
- ☐ Recognize the information they are using and how they are using it.

Evaluating Your Ideas

- ☐ Use Google's Keyword Planner to see how many people are searching for your keywords.
- ☐ Find and join Facebook groups to see what people are saying about your niche.

Learn How You Can Become Part of the Ecommerce Movement Now
Download Your Free Guide:
Cashing in on the Ecommerce Boom

Free! [Click Here](#)
Name:
Email:

Submit

Don't Worry!

We will never give your information to anyone else. We will only use it to send you our free guide.

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Module Two Example...

- ✓ **Purchase a Domain (Use Keywords)**
- ✓ **Use Copy Provided or From Page You Purchased From**
- ✓ **My Tech Person Can Do This Quickly**
- ✓ **Add Payment Link**



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Getting Paid

- **Set up a Business PayPal account**
- **Merchant Account – When You're Earning \$500/month Consistently**
- **You Do Not Need This as an Affiliate**



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Module Two Example

- **Choose a Platform Where You Will Sell**
- **OR...**
- **Keep It Simple and Host It Yourself**
- **Market, Market, Market!**



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Module Two Example

- **Start With a Blog Post About the Topic**
- **Example: Reputation Management Made Simple**
- **Post at:**
HugeProfitsTinyList.com/reputation-management
- **Site at:**
ReputationManagementMadeSimple.com



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Module Two Example

- **Email Your List**
- **Reach Out to Your Online/Offline Community**
- **Syndicate Your Content Everywhere**
- **Host a Live Teleseminar or Webinar**
- **Ask People to Share It For You (I Will!)**

ReputationManagementMadeSimple.com



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Affiliate Marketing Checklist

- **Make List of Problems Experienced by the Niche**
- **What Have You Purchased? Who Do You Know?**
- **Become an Affiliate/Get Your Links**
- **Log in to Your Affiliate Account Regularly**
- **Set Goals for Your Progress**
- **Write Blog Post, Discuss on Social Media**
- **Email Me With Your Questions**



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Information Products Checklist

- **Make List of Problems Experienced by the Niche**
- **Do Your Research – What Is Your Expertise?**
- **Write Blog Post, Discuss on Social Media**
- **Create an Outline of What You Would Include**
- **Consider Starting with a PLR or RR Product**
- **Email Me With Your Questions**



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Remember...

Someone Must Buy Something For You To Earn Money!





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For Module Three...

- ✓ **Continue Posting to Your Hosted WordPress Blog/Site**
- ✓ **Create a Themed List on Amazon**
- ✓ **Get Your Affiliate Link**
- ✓ **Shorten Your Link (Pretty Link Plugin)**
- ✓ **Share With Your Community/Circle of Influence**
- ✓ **Become My Affiliate: AffiliateLinksandTools.com**
- ✓ **Write Down Your Info Product Ideas**



Create a New Idea List

List Name

Give your Idea List a name

140 characters remaining

List Description (optional)

Say something about your Idea List

600 characters remaining

CREATE

In progress

This Idea List isn't published yet. Add more items and then publish to share it with the world.


Tip: Drag & drop to reorder items.



Connie Ragen Green's Perspective

[View all Idea Lists](#)

E-Commerce 0

How to get started with e-commerce and selling physical products... 



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For Module Three...

- ✓ **This Will Be On Wednesday, September 6th at 7 pm EST**
- ✓ **The Webinar Link Remains the Same**
- ✓ **Audio Page is at: iTeleseminar.com/101097579**
- ✓ **The Call In Number Remains the Same**
- ✓ **Replays Added to the Members Area +/- 24 Hours**
- ✓ **Email Me Any Time!**

DO FOR A YEAR WHAT OTHERS WON'T.
THEN

LIVE

THE REST OF YOUR LIFE THE WAY
OTHERS

CAN'T!

ANONYMOUS







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The Internet Marketing Six Pack Season Three Module Three

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Our Season Three Schedule

- ~~Module One – Friday, August 25th at 7 pm EST~~
- ~~Module Two – Wednesday, August 30th at 7 pm EST~~
- Module Three – Wednesday, Sept. 6th at 7 pm EST
- Module Four – Wednesday, Sept. 13th at 7 pm EST
- Module Five – Wednesday, Sept. 20th at 7 pm EST
- Module Six – Wednesday, Sept. 27th at 7 pm EST

TheInternetMarketingSixPack.com/members/wp-login.php



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Teaching New Online Entrepreneurs How to Start a Profitable Business

**Content Creation,
Marketing, Publishing,
Syndication, and
Repurposing**



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Remember...

Everything is easy, once you know how to do it. I created this course in order to explain and teach in great detail everything you need to know in order to create a lucrative online business as quickly as possible.







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Content Marketing Is...

...”the marketing and business process for creating and distributing valuable and compelling content to attract, acquire, and engage a clearly defined and understood target audience – with the objective of driving profitable customer action.”

**~ Joe Pulizzi, Epic Content Marketing
ConnieLoves.me/Content**



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**Big Business Already Understands the
Value and Importance of Having a
Content Strategy...**

**...You Can Have Similar Results in
Your Online Business**

ConnieLoves.me/Content



JOE PULIZZI
COAUTHOR OF *GET CONTENT, GET CUSTOMERS*

**EPIC
CONTENT
MARKETING**

TELL THE UNIQUE STORY OF YOUR BUSINESS.
TO BREAK THROUGH THE NOISE AND
BRING CUSTOMERS TO YOUR DOOR.

»»» Content marketing «««

IS ALL ABOUT TELLING

»—————>
A COMPELLING STORY.

»»» Joe Pulizzi «««

—★—
When creating content,
BE THE BEST ANSWER
on the internet.
Andy Crestodina

YOU NEED TO CREATE
XXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXX
RIDICULOUSLY GOOD CONTENT
~~~~~  
— CONTENT THAT IS USEFUL,  
ENJOYABLE AND INSPIRED  
*Ann Handley*

---

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**IF YOU'RE NOT PUTTING  
OUT RELEVANT CONTENT**  
~~~~~  
**IN RELEVANT PLACES
— YOU DON'T EXIST.**

XXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXX

GARY VAYNERCHUK



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Teaching New Online Entrepreneurs How to Start a Profitable Business

Content Creation and Syndication

- **Your Blog as Your “Home on the Internet”**
- **Social Media as a “Content Multiplier”**
- **Vertical Content vs. Horizontal Content**
- **Short Reports Build “Know, Like, & Trust” Factor**
- **Content Syndication**

**This is All Based on Creating Regular,
Relevant Content**



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Content Creation and Syndication

- **Your Content is a Business Asset and Must Be Grown and Managed as Such**
- **Includes Narratives, Topics, Stories, Branding, and Messages**
- **Consistent and Holistic; Must Be Relevant**
- **Communicating with Prospects and Clients without Selling Directly**



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Content Creation Strategies

Horizontal Content:

- **Covers your “About” page to descriptions on product pages to contacts, community comments, blog posts, and everything in between. With this type of strategy, you’re always thinking about how one page (or one area of content) is working to help your overarching content goals or general business goal.**



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Content Creation Strategies

Vertical Content:

- Stronger focus on one specific content aspect—a section, a topic, a type of content, a piece of content, — at a time. This means taking one of these aspects of content and figuring out how it works best across different platforms or with different audiences. This strategy works best for marketers.
- https://en.wikipedia.org/wiki/Vertical_search



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Content Creation, Publication, and Syndication

Your Goal...

- **Go a Mile Wide**
- **Go an Inch Deep**
- **Then Reverse That**
- **Go an Inch Wide**
- **Go a Mile Deep**



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Content Creation and Syndication

Four Types of Content...

- You Own Original Content
- PLR – Private Label Rights
- Curated Content
- Guest Posts



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Content Creation and Syndication

Your Blog...

- **You Own and Control This Site(s)**
- **Your “Home on the Internet”**
- **Enables You to Find Your Voice**
- **Post as Often As Possible**
- **Don’t Worry About Appearance, Just Post and Build Your Credibility and Community**



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Your Blog...

- **Standard Post**
- **Flagship Post**
- **Cornerstone Post**



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Content Creation and Syndication

Keywords...



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Content Creation and Publication

Original Content Based on Your Overall Topic...

- Create a 10 X 10 Grid
- Choose 10 Sub-Topics
- Write 10 500 Word Articles/Posts on Each
- Repurpose Each 10 into a Short Report
- This Can Eventually Become a Book
- When You're Finished...Start Over!



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Content Creation and Publication

PLR (Private Label Rights) Content...

- **Increases Your Content Exponentially**
- **Used for a Variety of Purposes, Including Product Creation and Coaching**
- **Rewrite as Little or as Much as You Choose**
- **My Favorite PLR Sources:**



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Content Creation and Publication

My Favorite PLR Sources:

ConnieLoves.me/DIYPLR

ConnieLoves.me/ReportClub

CoachingStickyGlue.com

ConnieLoves.me/Alice

ConnieLoves.me/SelfHelpPLR

ConnieLoves.me/Sharyn



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Content Creation and Publication

- **PLR – ConnieRagenGreen.com/update-your-blog**
- **Ideas for Blog Posts – Current News, Amazon Books/Products, Other People's Posts – Example at:**

ConnieRagenGreen.com/taking-inspired-action



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Curation

- Find an Appropriate Post (Swipe File)
- Search by Keyword
- Use a Portion of it in Your Post (+/- 250 Words)
- Link Back to the Original Post
- Example:

ConnieRagenGreen.com/simple-seo-tips



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Guest Blogging

- **Build Relationships with People in Complimentary Niches**
- **Ask Them to Write a Post for You**
- **Set Guidelines for What You Will Accept**
- **Make It Mutually Beneficial**
- **Recommended Training at:**
GuestBloggingSecrets.com [\$17]



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Distribution/Syndication

- **Facebook Notes – Facebook.com/Notes**
- **LinkedIn Articles– LinkedIn.com**
- **Medium.com**
- **Scribd.com**
- **SlideShare.net**



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Social Media Content Sharing

- **ConnieLoves.me/JustRetweet**
- **BizSugar**
- **StumbleUpon**
- **Pinterest.com**
- **Amazon Reviews**
- **Alltop.com/myalltop-tutorial (Aggregated Site)**



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Short Reports

- **ConnieRagenGreen.com**
- **These can be original, curated, or PLR**
- **Limit the links you include – your own or affiliate**
- **Give them away everywhere**
- **ConnieLoves.me/FocusGuide**



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Content Marketing

- **Written – PDF, social media, blog comments**
- **Audio – teleseminars, podcasts, other recordings**

ConnieLoves.me/SpeakPipe

- **Video – YouTube, Vimeo, S3**
- **Live – events, presentations – PPT/Keynote**



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Teaching New Online Entrepreneurs How to Start a Profitable Business

Content Creation and Syndication

Out of Every Ten Posts...

- **5 Original**
- **1 Guest Post**
- **2 Curated Posts**
- **2 PLR Posts**

Content Marketing Is A Worthwhile Endeavor!



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Content Creation and Syndication

During July...

- **2 Original Posts**
- **2 Guest Posts**
- **12 PLR Posts**

Content Marketing Is A Worthwhile Endeavor!



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Content Creation and Syndication

During August...

- **14 Original Posts**
- **2 PLR Posts**

Content Marketing Is A Worthwhile Endeavor!



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Content Creation and Syndication

So Far During September...

- **4 Original Posts**
- **1 PLR Posts**
- **0 Curated Posts**
- **0 Guest Posts**

Content Marketing Is A Worthwhile Endeavor!



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For Module Four...

- ✓ **Give Serious Thought to Your Content Strategy**
- ✓ **Continue Posting to Your Hosted WP Blog**
- ✓ **Promote Your Post(s)**
- ✓ **Reach Out to Ten New People to Enlarge Your Circle of Influence**
- ✓ **Ask Them to Write a Guest Post for Your Blog**
- ✓ **Become My Affiliate: AffiliateLinksandTools.com**



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For Module Four...

- ✓ **This Will Be On Thursday, September 13th at 7 pm EST**
- ✓ **The Webinar Link Remains the Same**
- ✓ **The Audio Page Will Be At: iTeleseminar.com/101272656**
- ✓ **The Call In Number Remains the Same**
- ✓ **Replays Are Added to the Members Area Within 24 Hours**
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DO FOR A YEAR WHAT OTHERS WON'T.
THEN

LIVE

THE REST OF YOUR LIFE THE WAY
OTHERS

CAN'T!

ANONYMOUS



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The Internet Marketing Six Pack Season Three Module Four

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Our Season Three Schedule

- ~~Module One – Friday, August 25th at 7 pm EST~~
- ~~Module Two – Wednesday, August 30th at 7 pm EST~~
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- **Module Six – Wednesday, Sept. 27th at 7 pm EST**

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Visibility...Credibility... & Joint Ventures



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Visibility – Credibility – Joint Ventures

- ✓ **Building Visibility and Credibility Will Lead to Joint Ventures and More Over Time – More...**
- ✓ **Speaking Engagements**
- ✓ **Opportunities to Collaborate**
- ✓ **Name/Brand Recognition**
- ✓ **Trust from Others**



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Visibility – Credibility – Joint Ventures

✓ **Have These as Goals From the Very Beginning**



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Visibility

- **Your Goal is to Be Seen Everywhere**
- **Much Easier Online**
- **Where SHOULD You Be Seen?**



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Credibility

- **Be Known as a “Trusted Advisor”**
- **Leadership**
- **Knowledgeable on Your Topic**



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Joint Ventures

- **Build Relationships From the Beginning**
- **Better to Own “50% of Something”**
- **Give Yourself Many Opportunities for This**



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Visibility – Credibility – Joint Ventures

- ✓ **Book (Amazon) – Blog (Google) – Broadcast (YouTube and iTunes)**
- ✓ **Social Media (Twitter, Facebook, LinkedIn, Google +, Instagram, YouTube, Pinterest)**
- ✓ **Allow These To Feed Each Other With Your Message As You Build Your Business**
- ✓ **Your Goal is Total Domination in Your Niche**



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Visibility – Credibility – Joint Ventures

- ✓ **Become a “Local Celebrity”**
- ✓ **Volunteer in Your Community**
- ✓ **Join One or Two Service Organizations**
- ✓ **What “Cause” Do You Care About?**

Example: Kim Goldman – Youth Project

- ✓ **Be Seen Around Town!**
- ✓ **Utilize Your Previous and Ongoing Contacts**



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Visibility – Credibility – Joint Ventures

- ✓ Host Your Own Local Live Events
- ✓ Offer to Speak Locally
- ✓ Write for a Local Publication
- ✓ Connect With Other Media (Cable, Radio)
- ✓ Visit Other Groups
- ✓ Take People Out to Lunch
- ✓ Be Shameless!



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Visibility – Credibility – Joint Ventures **The Book, Blog, Broadcast Strategy** **Your Book**

- ✓ **Easier Than Ever To Do This**
- ✓ **Blog Your Book**
- ✓ **Spend an Hour Each Day Writing**
- ✓ **Write About What You Already Know Well**



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Visibility – Credibility – Joint Ventures

Your Book

- ✓ **Choose One Aspect of Your Niche**
- ✓ **Share Your Thoughts, Opinions, Ideas, and Experiences**
- ✓ **Be Controversial!**
- ✓ **Keep It Simple!**



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Visibility – Credibility – Joint Ventures

Your Book

- ✓ **Keep Posts to 500 Words**
- ✓ **3 to 5 Posts Equal One Chapter**
- ✓ **10 to 12 Chapters Equals a Book**



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Visibility – Credibility – Joint Ventures

Your Blog

- ✓ **Create Categories for Sub-Topics of Your Main Topic**
- ✓ **Add Appropriate Images**
- ✓ **Think About Your Keywords**
- ✓ **Builds Your List**
- ✓ **Keep Writing!**



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Visibility – Credibility – Joint Ventures

Your Broadcast(s)

- ✓ Host Your Podcast on Your Blog
- ✓ Teach, Advise, Recommend, Discuss, Interview
- ✓ Keep It Simple!



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Visibility – Credibility – Joint Ventures

Your Broadcast(s)

- ✓ **Create a Channel on YouTube**
- ✓ **Teach, Advise, Recommend, Discuss, Interview**
- ✓ **Keep It Simple!**



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Visibility – Credibility – Joint Ventures

Social Media

- ✓ **The Great Equalizer for Exposure and Publicity**
- ✓ **It Clones You so You're Everywhere at Once**
- ✓ **Let the World Know Who You Are and What You Stand For**



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Visibility – Credibility – Joint Ventures

Social Media

- ✓ Focus on LinkedIn, Facebook, & Twitter Initially
- ✓ Then Add Pinterest, Instagram, YouTube, and Google +
- ✓ Let the World Know Who You Are and What You Stand For



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Visibility – Credibility – Joint Ventures

Social Media

- ✓ **Share ALL of Your Content on These Sites**
- ✓ **Publish on FB Notes, LinkedIn (Pulse), and Medium.com**
- ✓ **Publish or Perish!**



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Press Releases

- ✓ **Kindergarten Effect – Announce Your Accomplishments**
- ✓ **Start with Free Press Releases**
- ✓ **WebWire.com**



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Visibility – Credibility – Joint Ventures

Joint Ventures (JVs)

- ✓ **Connect with Influencers Through Your Book, Blog, Broadcasts, Social Media, and Live Events**
- ✓ **The Purpose of All of This is to Build Relationships**
- ✓ **Take People Off Social Media to Speak with Them *One on One* and Find Out How You Can JV**



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For Module Five...

- ✓ **Continue Posting to Your Hosted WordPress Blog/Site**
- ✓ **Google Your Name in “quotes”**
- ✓ **Take Local Action to Get Noticed in Your City**
- ✓ **Think About Your Book – Blog – Broadcast Strategy**
- ✓ **Update Your Social Media Profiles**
- ✓ **Make a List of 10 to 20 People You’d Like to JV With**
- ✓ **Reach Out to Them – One at a Time!**



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For Module Five...

- ✓ **This Will Be On Wednesday, September 20 at 7 pm EST**
- ✓ **The Webinar Link Remains the Same**
- ✓ **The Audio Page Will Be At: iTeleseminar.com/101447040**
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*If you really look
closely, most
overnight
successes took a
long time.*





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Teaching New Online Entrepreneurs How to Start a Profitable Business

Advanced Strategies - What's Next For You?

- ✓ **Blogging**
- ✓ **Affiliate Marketing**
- ✓ **Information Products**
- ✓ **Online Courses**
- ✓ **Membership Sites**
- ✓ **Workshops**
- ✓ **Live Events**



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Teaching New Online Entrepreneurs How to Start a Profitable Business

Advanced Strategies - What's Next For You?

- ✓ Speaking Engagements
- ✓ Corporate/Non-Profit Consulting
- ✓ Authorship
- ✓ Small Business Marketing
- ✓ Copywriting
- ✓ Physical Product Sales
- ✓ Mentoring/Coaching



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Teaching New Online Entrepreneurs How to Start a Profitable Business

Advanced Strategies Start With One Idea...

- ✓ **Write a blog post**
- ✓ **Turn it into a free giveaway**
- ✓ **Host a teleseminar**
- ✓ **Host a webinar**
- ✓ **Create a short report**
- ✓ **Turn it into a simple product**
- ✓ **Offer it to affiliates (JV Zoo, Nanacast, Warrior Plus)**

Case Study

Weekend Marketer

- **Breakthrough Challenge - 2013**
 - **Wrote Blog Post**
 - **Created Free Giveaway**
 - **Shared it on a Podcast**
 - **Taught Six Week Online Course - 2013**
 - **Wrote and Published the Book in 2014**
 - **Taught Online Course a Second Time**
 - **Five Live Events – 2014/17**

Case Study

Focus Guide(s)

- Started With An Idea Of Sharing “Multiple Streams Of Income”**
 - Wrote A Blog Post, And Quickly Turned It Into A Short Report**
 - Expanded The Short Report To 5K+ Words**
 - Continue To Give It Away – More Than 4K Downloads To Date**
 - ConnieLoves.me/FocusGuide**
 - ConnieLoves.me/FocusRepurposing**

Case Study

Focus Guide(s)

- **ConnieLoves.me/FocusRelationship**
- **ConnieLoves.me/FocusWriting**
- **ConnieLoves.me/FocusTime**
- **ConnieLoves.me/FocusAffiliate**
- **ConnieLoves.me/FocusInfo**
- **ConnieLoves.me/FocusListMarketing**
- **ConnieLoves.me/FocusMindset**
- **ConnieLoves.me/FocusCopy**
- **ConnieLoves.me/FocusLeadership**
- **ConnieLoves.me/FocusSmallBusiness**
- **In Progress...Focus Guide on Joint Ventures**



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Advanced Strategies Your Five Year Plan

- ✓ Where will you be in 2022-23?
- ✓ Write down your goals and dreams
- ✓ What must you do *every single day* to achieve this?
- ✓ Who will help you to accelerate your progress?
- ✓ How will you know you're on track?
- ✓ What must you learn today to be where you'd like to be in the future?



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Advanced Strategies

- ✓ Remember...This is a Relationship Business
- ✓ Nothing Happens Until You Take Action
- ✓ So Much Easier to Modify an Idea Than to Come Up with a New Idea
- ✓ Be a Resource Before You're a Vendor
- ✓ Ask for Help, and Help Others
- ✓ Be Part of the Solution, Not the Problem (No Complaining)
- ✓ Be Willing to Humble Yourself (Admit Your Mistakes)



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Advanced Strategies

✓ Start From Where You Are Right Now, Because This is Exactly Where You Need to Be Right Now



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Advanced Strategies

- ✓ **Every Day...**
- ✓ **Writing**
- ✓ **Creating**
- ✓ **Sharing**
- ✓ **Learning**



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Advanced Strategies

✓ **Give Some Serious Thought To My “Book – Blog – Broadcast” Strategy**



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Advanced Strategies

- ✓ **The World Needs More Entrepreneurs...**
- ✓ **Years Ago I Was Told The Same Thing About Writers...**



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Advanced Strategies

- ✓ **You Are Awesome and Capable of Great Things!**
- ✓ **The Internet Allows Us to Move Ahead Quickly, Compared to More Traditional Paths**



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Advanced Strategies

✓ What Do You Dream of Achieving Online?
Bestselling Author, Copywriter, Information
Product Creator, Affiliate Marketer,
Mentor/Consultant, ?



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**Until We Meet Again...Bonus Module!
Huge Profits with Joint Ventures**

✓ TBA



DO FOR A YEAR WHAT OTHERS WON'T.
THEN

LIVE

THE REST OF YOUR LIFE THE WAY
OTHERS

CAN'T!

ANONYMOUS





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The Internet Marketing Six Pack Season Two Bonus Module: Huge Profits With a Tiny List

Connie Ragen Green



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Teaching New Online Entrepreneurs How to Start a Profitable Business

You CAN Make Huge Profits With A Tiny List

- ✓ Reached 100K/Year With 651 Names on My List
- ✓ I Was Not Yet An Author or a Speaker
- ✓ Only Had Six of My Own Products
- ✓ I Didn't Know Enough To Know Better!



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Connie Ragen Green

Teaching New Online Entrepreneurs How to Start a Profitable Business

Making Huge Profits With A Tiny List

My Top 20 Strategies

- ✓ I'm Going To Share The Most Effective Strategies Here With You
- ✓ Choose Three You Will Take Action With Right Away



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Teaching New Online Entrepreneurs How to Start a Profitable Business

Making Huge Profits With A Tiny List

Testimonials

- ✓ **Bring the Past Into the Future!**
- ✓ **Ask People to Share Their Experiences**
- ✓ **Share Your Experiences With Others**
- ✓ **Use in Sales Letters and Within Emails**
- ✓ **Be Specific with What is Shared – Results Driven**



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Making Huge Profits With A Tiny List

Video Marketing

- ✓ Create a YouTube Channel
- ✓ Consider a “Lifestyle” Channel
- ✓ Screen Share, Voiceover, Live Action
- ✓ Keep ‘em Short - < 5 Minutes
- ✓ Tell Viewers What To Do Next



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Making Huge Profits With A Tiny List

Autoresponder Sequences

- ✓ **Deliver On Your Initial Promise**
- ✓ **ALWAYS Provide a Clickable Link**
- ✓ **Talk to One Person – Not Everyone**
- ✓ **What Do You Want Them To Do Next?**



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Making Huge Profits With A Tiny List

Storytelling

- ✓ You Didn't Just Drop Out of The Sky Into Cyberspace
- ✓ You Choose Exactly What You Will Share
- ✓ What Message Do You Wish to Convey?
- ✓ What Is Your "Origin Story"



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Origin Story

In comic book terminology, an **origin story** is an account or back-story revealing how a character or team gained their superpowers and/or the circumstances under which they became superheroes or supervillains. (Wikipedia)



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Making Huge Profits With A Tiny List

My Origin Story

I woke up one day in the spring of 2005 and decided that I wanted a different life. I began to learn as much as I could about what was possible, and then took massive action to make it happen. I now empower others to do the same.



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Making Huge Profits With A Tiny List

Share Your Secrets

- ✓ “I always wanted to be a writer, but I didn’t write.”
- ✓ “Until I came online I lived a life of mediocrity.”
- ✓ “I seldom stood up for myself or others.”
- ✓ “I wanted to succeed, but didn’t take action.”



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Making Huge Profits With A Tiny List

E-Courses

- ✓ These are Interactive and Allow You To Connect With People on a Deeper Level
- ✓ I've Found That 5 to 7 Days is Best
- ✓ Write Them All in a Report Format to Begin With
- ✓ Chop Them Up into Bite Size Chunks of Content



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E-Courses

- ✓ **Include a Call to Action (CTA) at the End of Each Lesson**
- ✓ **On Day 3, Offer Them a Link to the Entire E-Course**
- ✓ **Repurpose This Content Into Blog Posts**



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Public Speaking

- ✓ Any Time You Speak To More Than One Other Person You Are “Public Speaking”
- ✓ Use This As An Opportunity To Share Your Message Far And Wide
- ✓ Authors and Speakers are Considered More Credible



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Making Huge Profits With A Tiny List

Teleseminars

- ✓ Learned this from Alex Mandossian in 2007
- ✓ Started my weekly Ask Connie Anything calls
- ✓ AskConnieAnything.com is now the basis for one of my popular podcasts



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Teaching New Online Entrepreneurs How to Start a Profitable Business

Making Huge Profits With A Tiny List

Free Giveaways

- ✓ Create New Ones Frequently
- ✓ Give Them Away on Social Media
- ✓ Ask Others to Share Them
- ✓ If You Have Affiliates, Set One Up As A Zero Cost Product



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Bloggging

- ✓ **Your Blog Is Your “Home on the Internet”**
- ✓ **Recommend People, Products, Services in Posts**
- ✓ **Always Send Prospects and Clients to Your Posts**



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Making Huge Profits With A Tiny List

Your “About” Page

- ✓ What Do You Want Readers to Know About You?
- ✓ How Can They Further Engage You?
- ✓ What Do You Most Recommend?



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Guest Blogging

- ✓ **Get in Front of Other People's Traffic**
- ✓ **Provide Valuable Content, Information, and Ideas**



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Making Huge Profits With A Tiny List

Apologize When Necessary

- ✓ Admit When You Made a Mistake
- ✓ Humble Yourself to Others



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Teaching New Online Entrepreneurs How to Start a Profitable Business

Making Huge Profits With A Tiny List

Teach Them What You Know

- ✓ Teach Something Short, Sweet, and Important
- ✓ Make It Worthwhile for Their Time



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Teaching New Online Entrepreneurs How to Start a Profitable Business

Making Huge Profits With A Tiny List

Ask Them to Refer Their Friends

- ✓ We All Know Someone Who Would Be Interested
- ✓ It's a Win-Win-Win



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Making Huge Profits With A Tiny List

Take Your Prospects Offline

- ✓ Call Them Up!
- ✓ Truly Listen to Them



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Teaching New Online Entrepreneurs How to Start a Profitable Business

Making Huge Profits With A Tiny List

Provide Them With the Latest Information

- ✓ **Be on the Cutting Edge of Your Niche**
- ✓ **Break the Story to Your List**
- ✓ **Blog About It, Hold a Teleseminar, Ask for Feedback**



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Start Your Own Affiliate Program

- ✓ **This Shows That You've Gone to the Next Level**
- ✓ **Allows Prospects and Clients to Have a Piece of the Action**



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Making Huge Profits With A Tiny List

Interview Someone Special

- ✓ Who Would Your Tribe Most Like to Hear From?
- ✓ How Can You Make This An Event to Remember?



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Teaching New Online Entrepreneurs How to Start a Profitable Business

Making Huge Profits With A Tiny List

Create Content for Your Prospects

- ✓ Write an Article, Blog Post, or Chapter for Their Book
- ✓ Market It So You Will Both Benefit



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Teaching New Online Entrepreneurs How to Start a Profitable Business

Making Huge Profits With A Tiny List

Your Top Three/My Top Three

- ✓ **Teleseminars**
- ✓ **Provide Latest Information**
- ✓ **Your “About” Page**



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Until We Meet Again...in Season Four!

- ✓ **Scheduled for January - February, 2018**
- ✓ **Details to Follow!**



DO FOR A YEAR WHAT OTHERS WON'T.
THEN

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THE REST OF YOUR LIFE THE WAY
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