

Micro Coaching Course™

Bonus Call: Brian T. Edmondson & Pete Genot

Note: The following is a transcript of a bonus call with Brian T. Edmondson and Pete Genot. Topics covered include creating your **Micro Coaching Course™** in multi-media formats, a high level view of internet marketing, email marketing, Project 100, integration marketing, and driving traffic with free and paid methods.

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Introduction

Brian Edmondson: Well hello everyone and welcome. My name is Brian Edmondson, and of course I've been your host through this journey we've been going through the last several modules.

Now that we have a program, how are we going to reach people and let them know about it? For many of us this is going to be the idea of how do we drive traffic and sales into this program? What I'm going to give you is before we dive into that, I'm really going to give you a crash course in online marketing overall. Really, this module in itself is probably going to be worth the price of your entire investment in this program, because this really is in my mind's eye one of the most important things. At the end of the day, it all comes down to getting traffic to your web site and converting that traffic into sales. There's going to be another key component of that that we're going to talk about today, which is e-mail marketing.

One thing I'll say, one caveat I want to give right at the beginning of this all is, and if you've been studying online marketing for any amount of time, you know that there is literally no shortage of ways to drive traffic. Every day, another Johnny Come Lately is coming out with the latest flash in the pan idea as far as what's working for traffic. There's so many different things as far as traffic goes that you can easily become overwhelmed.

Proven Methods of Driving Traffic

Brian Edmondson: What I'm going to talk about in today's call are going to be several methods of what I believe to be the most proven methods of driving traffic. Lot of these methods are going to be methods that aren't necessarily new, but they're tried and true. Then a couple of methods we'll talk about are actually what's working right now. Usually I'm never one to teach the latest thing because the latest gimmick that's working today may not necessarily work tomorrow or next week, but when I say we're going to talk about what's working right now is my belief that the things that we're going to talk about on today's training that are working right now are going to continue to work for years to come. You don't have to worry about spending time, energy, effort, money investing yourself into learning some traffic methods that just really aren't going to work, say, next month or next year or down the road.

Special Guest Expert Pete Genot

Brian Edmondson: With that said, before we formally dive into today's training, as I mentioned I do have a very special guest joining us on the call today. Again, many of you from past modules know that this is also a strategy that you can implement into your own **Micro Coaching Course™**, so you don't necessarily have to be the only person delivering

the content. We've talked about the idea of interviewing experts, bringing in outside authorities to maybe even contribute modules or be part of modules or give interviews. That's like what I do on face calls, is bring out a very trusted colleague and a friend who can shed some additional light on and join me in today's call. This is a format I actually like doing. It's not necessarily going to be an interview format. As you can probably already tell, I'll probably dominate most of the conversation in this call, but it's going to be great to hear Pete's insights and anything he wants to add to what we're talking about.

Yeah, I already mentioned his name. His name is Pete Genot, and he is a prime example of a family centered entrepreneur. Pete is married, he has five children and one grandchild and runs a successful \$5,000,000 per year business all from his home. I know that that's a goal that many of us on this call would like to have so it's going to be great to hear Pete's insights on how he does that.

Pete started his Internet marketing career back in 2008 with his first web site and has been growing his online presence ever since, every year since that. He has created and managed multiple web properties in various niches including health and fitness, weight loss, supplements, business coaching and investing, just to name a few. Many of you might already know this, but these niches that Pete has chose to operate in happen to be some of the most competitive markets out there. That just lends more credibility to what he can bring as far as teaching us from these methods we're going to talk about today.

In addition to those business ventures, Pete is a sought after instructor and coach at various Internet marketing events in Singapore, Australia, United States and Europe. His primary areas of Internet marketing expertise include landing page and web site design, e-mail marketing, something he likes to call "co-opetition," which we'll definitely cover on today's call, the concept of co-opetition. Strategies and traffic, specifically paid media buying which is another key concept we're going to talk about today. This is one of the main reasons I thought it was really important and beneficial to you to have Pete join us in this call.

Pete is a former college football player and holds both bachelor's and master's degrees from the University of Toledo. With that said, Pete, welcome to the call and thanks so much for joining me today.

Pete Genot: Hey Brian, thanks so much for the invite. I'm thrilled to be here. Many people probably don't know this about me but Brian was really one of my first mentors and teachers when it came to starting an online business. I attended a couple of courses where Brian was the keynote speaker and he's really the main reason that I got my initial start online way back in 2008. Brian, thank you for having me and I'm absolutely, like I said, thrilled to be here with you today.

Brian Edmondson: That's great, that's so true. Pete actually did start as a student in one of my training programs I used to do. Talk about the ideal type of client, right? Someone who actually takes the ball, runs with it and goes on to do huge things. I know, Pete, you didn't include this in your bio but I'm going to do a little bit of bragging for you. You went on to work on with some really high level marketers doing things, I know you've done some stuff with people like T. Harv Eker, Alex Mandossian. You've also been involved in some work with Early to Rise who used to be owned and run by Michael Masterson. You've worked with Mary Ellen Tribby.

These are probably some names that a lot of people who have a lot of coaches and consultants in this training program, and a lot of you are marketers. These are probably some names, I'm doing a little bit of name dropping here for you, Pete, but these are probably some names that most people know and you've done some really high level stuff as far as helping them literally make systemized training programs and make millions, if not, I'm guessing, tens of millions of dollars online. That's really awesome.

Pete Genot: Yeah, thanks for the background information. I definitely do not like to talk about myself. I'm a little bit shy when it comes to bragging rights and things like that. Thanks for making me blush, I appreciate it.

CONTACT

Brian Edmondson: Awesome, awesome. With that said, let's go ahead and dive into this week's training. This week as I mentioned, the theme of this week's training is contact, and really the idea is, okay, so we've created this awesome training program. We've created this **Micro Coaching Course™** and we have all the systems in place, we've created the course, we have the sales materials, and now the question is how are we going to sell the program? How are we going to get eyeballs onto the program?

I might be saying this at first a little bit tongue in cheek, but the easiest way to sell a program is just e-mail your list and let them know about it, right? Ideally, we have an e-mail list of followers who know us, they like us and they trust us, and they're really willing and ready to buy anything that we have to offer.

As far as having a unique program, what really makes this program different from a lot of other programs, which we've already covered, is the fact that it's time driven. For most people it's only a four-week program. It could be more for some people. There's personal coaching involved with it, there's very clear lessons that people complete. It's a very specific thing where they can by the time they go through it, they will have accomplished something. In many cases, just the fact that you're offering this unique program and it includes the ability to work with you one on one, a lot of people are just going to jump on that

opportunity. Of course if you implement the sales letter strategies we talked about, that's just going to even do a better job of selling it.

With that said, Pete, that's all there is to it. You just simply e-mail your list, let them know the program is available and the sales will roll in, and there you have it. That concludes this portion of the training. Good luck everybody, I can't wait to hear your success stories!

Unless you have anything to add to that, Pete...

Pete Genot: Good one.

Brian Edmondson: ... I think we're good.

Pete Genot: Yeah, good one, Brian. It's funny, you may hear some, quote unquote, "experts" or "gurus" mention things about how e-mail is dead and text marketing is the way of the future and all that sort of thing. The statistics still show that selling something via e-mail is the easiest and most profitable way to make money with a business. I don't happen to have the stat in front of me but I just read one a couple of days ago where every study that has been run in the last 10 years where someone has tried to debunk this idea that e-mail marketing is dead has been proven wrong. Every single time they've run the math, it's still the most profitable way to make money online.

Email Marketing

Brian Edmondson: That's so true. This is something I've been saying for years and I'll still saying it today, that e-mail marketing is the fastest way to sell something, it's the easiest way to sell something, it's the least expensive way to sell something. Most importantly, I think most importantly, it's also the highest response as far as, if I'm doing a promotion on social media, Facebook, Twitter, if I'm e-mailing my list, et cetera, the highest response will come from e-mail. With all those factors, e-mail clearly still is the best channel to sell things.

I know we do have a lot of people in the program who already have, they're established markets, they already have an e-mail list. Absolutely, if you already have an e-mail list, in some cases not just an e-mail list but if you have any type of existing audience, if you have a large following on Facebook or Twitter or social media or you have other direct ways of reaching your audience, by all means leverage those resources. You'll find that you'll make sales right off the bat.

Of course I was being a little bit sarcastic in my, "just e-mail your list and everything will be fine," because a lot of people don't necessarily have that e-mail list. Or even if you do have that, well, how do we do more? Most of us, we want to sell more, we want to get more, and with that in mind, that comes down to what we have to find way to reach people and get them in front of our offer. We did open up with the e-mail reference because I truly believe

that e-mail is going to be the cornerstone for how most people promote their products and services, including their **Micro Coaching Course™**.

30,000 Foot View of Online Marketing

Brian Edmondson: With that said, let me go ahead and give you, and this is where really the mini crash course in online marketing's going to start. Then we'll get very specific into the most leverage and effective ways I think you can use to find more people, find new people and get them to buy things. From a 30,000 foot view of online marketing, here's how I really break down the 30,000 foot view of online marketing.

The first thing is traffic. In all my years of doing coaching, consulting, creating training programs and things of that nature, that's usually one of the most common questions I get. "Brian, how do I get more traffic to my web site?" It's a good question because all things equal, the more traffic you get, the bigger you'll build your e-mail list and ultimately the more sales you'll make. Now in a lot of cases, that's not the best place to start because if you don't have a good converting sales letter, if you don't have a good offer, then you can get all the traffic in the world and you'll never make any money.

Now luckily, we've already addressed those issues by talking about creating a high value offer, and then we also talked about ways that you can present that offer and position that offer so that people want to take action on it. You do have a good offer and good conversion system, have that in place. Now that you have that, by all means let's turn on the traffic funnels and get as many targeted people in front of this offer as possible.

From a 30,000 foot view, my thoughts on that is really anything that you do off of your web site, the goal should be to get people back to your web site. Of all the possible things you could be doing out there, whether you're doing social media, you're doing offline advertising, you're posting things on Facebook, you're doing joint ventures, maybe you're giving radio interviews and television interviews, whatever you're doing. Even business cards, Pete. I show people a really neat way they can simply use their business card to actually drive traffic back to their web site, get people onto the e-mail list and put them through a marketing funnel.

The Big Picture View

Brian Edmondson: Really, the big picture view is that everything you do off your web site, the goal is to get people back to your web site. That's traffic in a nutshell. Of course in this call, that's the purpose of today's call, is we're going to talk about all these methods of driving traffic. Hopefully, the goal by the end of this call is for you to become aware of some of the most effective ways of driving traffic and for you to be able to identify and resonate with just

one of those methods and make the decision to move forward and implement that. That's the first thing of this three part, 30,000 foot view, is traffic.

Second thing is the e-mail list building. There we go again, we're talking about e-mail list building. As Pete already mentioned and I added to is that really the most effective form of selling and marketing even today in this day of Snapchat and social media and the latest fads and all these things that people are doing, e-mail is still proven to be one of the most effective channels for selling. Think about your own behavior as far as what you've bought. Even, I'm guessing for the majority of you who bought this program, that sale was most likely facilitated through an e-mail marketing based process.

One of the goals is when you're driving traffic to your web site, it should be to build your e-mail list. Notice what I didn't say is when you get traffic to your web site, one of the main goals should be to sell your program. Here's why. Here's the reasoning behind that. Most people when they come to your web site the first time, they're probably not going to take the action that you want them to take. In this case, the action is we want them to buy our **Micro Coaching Course™**.

It might be other things. Maybe we have some books you want to sell, we might have lower ticket products you want to sell, maybe we have one on one coaching we want to sell or we have products and services, it doesn't really matter what it is. The reality is that the idea is someone hearing about you for the very first time, maybe seeing an ad that you put out there or hearing about your web site somewhere, maybe even meeting you at a live event and then seeing your business card and going back to your web site. The idea that they go back to your web site and they buy the first time is highly unlikely. As a matter of fact, when it comes to selling online, if you can get, say, one to two percent of the people to buy the first time they're exposed to your offer, for all intents and purposes you're doing really good.

The reality is that most people aren't going to buy the first time and they're going to leave the web site. If they leave the web site, chances are they're never going to come back. That's a missed opportunity. The reality is, and we're going to get into these specific methods, is that you're either going to be investing some time or some money, you're going to be putting some energy and effort into driving traffic and it will be a shame to see all that time, money, effort and energy go to waste if you're not implementing best practices.

The focus of e-mail marketing, when someone comes to my web site one of the main things I want to do is get them onto an e-mail list. Once I get them onto the e-mail list, now I'm in control of the communication process. Now I can follow the people, I can continue to send them some value in e-mails, I can get them to know me, like me and trust me. I can continue to establish my authority in the marketplace, demonstrate my expertise and build a

relationship. That end, I think critical to all this, Pete, is I can bring them back to my offer multiple times.

We all may have heard of this idea before, that in many cases it may take someone anywhere from five to seven or 12 or more times to see our offer before they take action on that. Well, e-mail marketing is one of the cheapest ways to do that. E-mail marketing is one of the cheapest ways and most effective ways to bring people back to our offer so that they can see the offer multiple times and take action on it. If you do e-mail marketing right, you're not going to have to worry about bothering people, you're not going to have to worry about thinking like, "Am I spamming them," or, "Am I sending them too much e-mail?" If you do it right, people are going to want to receive e-mails from you, they're going to get tons of value from the e-mails and they're going to take action on your offer.

One final thing I'll mention, Pete, and then I'll let you chime in here, is as far as this e-mail process goes is one of the key points as it relates to this program, the **Micro Coaching Course™** that we're talking about, is one of the biggest selling points that differentiates this whole program from just selling an e-book or some type of online course or something that does not involve one on one time is the idea of, "Okay, I've never heard of you before, it's my first time I've ever visited your web site, I don't know much about you, I don't really know you, I'm not sure if I like you, I don't even know if I trust you, and now you're offering me this opportunity to work with you with the added value of e-mail coaching."

"Not to sound flippant about it, but if I don't really know you and I don't really trust you and I don't really have a relationship with you, truthfully that's not really a value add, the fact that you have this program and you're offering one on one access to you on top of it, because truthfully I don't even know you from Adam. I don't even know if I want to get one on one help from you or if that's a benefit that makes sense."

The idea is that if someone comes into your world and they get into your e-mail list and now they've had some exposure to you, they're getting to know you, they're getting to like you and trust you and you're really building a rapport with them, now when you present them with this offer and you say, "Well hey, not only do I have these e-books or these other programs, but now you could actually work with me one on one." That's a much more valuable and interesting proposition. Now the idea is, "Oh wow, this person, I've been following their stuff, they give great value, they give great content," and maybe they might even be thinking, "Wow, I would love to be able to work with this person." Now when you present them with this opportunity it's a much more valuable and interesting value proposition, and it's going to convert at a lot higher pace.

How to Increase Sales

Brian Edmondson: There's traffic, there's e-mail list building, and then the final piece of this is what we all want, is the sales. All I'll say for sales, and then I'm going to close out with this 30,000 foot view of online marketing, is that when it comes to increasing sales, there's lots of things we can do to increase sales, but what I've found to be true is the two most effective and leveraged things you can do to increase sales in your business are these two things.

First thing is, not to sound like a broken record, but it's exactly what I just talked about. You can follow up with people through e-mail to build a relationship, to get them to know, like and trust you and to repeatedly bring them back to your offer. The more people know you, like you and trust you and the more times they see your offer, the more likely they're going to be to take action on it. That's the first thing you can do to drastically increase sales in your business, is to have good e-mail follow up campaigns in place.

The second thing you can do to drastically increase the sales in your business is to have a good, persuasive presentation. We talked about in this program, we focused primarily on the sales letter, so a good sales letter versus a bad sales letter could be the difference between having a hugely successful business versus a business that's completely failing. We spent time on the last lesson talking about that. As far as I'm concerned, you're in a really good position to start driving traffic. We'll talk a little bit more about an e-mail capture and process, what that might look like on this call. As far as the sales component goes, you're pretty much set with that.

Wow Pete, I know I probably should come up for air and take a breath. I know I covered a lot there with the 30,000 foot view. Anything you want to add to that, any thoughts on what I've said so far?

Pete Genot: Nope, you did an awesome job, really went into great detail of what I consider to be basic or core business principles that work regardless of the type of business you have. It'll work both offline, say if you have a traditional brick and mortar type of business or the same principles apply online. It's all about getting traffic. If you have a store, for example, offline that's trying to get foot traffic into your store. Online, it's getting web site visitors to your site so they can see what you're all about. Turning those visitors into prospects, so if you have an offline store it's just getting people to show interest in what you have to offer. It's the same thing online but you can even take it a step further in a little bit more formalized way by collecting their e-mail addresses. Lot of offline stores allow for you to drop a business card in a fishbowl or sign a book with your contact information to receive a mailing or an e-mail, but that's a little bit faster and easier online.

Then it's all about that follow up and either getting the direct or immediate sale or investing time in building the relationship, developing that trust and then eventually getting

them to buy the product just like you described. The only thing I would add to that is that I think that online marketers, we're at a bit of an advantage and it's a little bit more of a superior concept in that we can track much better where our web site visitors are coming from.

Tracking Results

Pete Genot: We can monitor their actions so we'll be able to tell how many times they visited our site, did they or did they not give us their e-mail address? Of the e-mails that we're sending them, how many are they actually opening and reading? Are they clicking on any links? How many e-mails do we have to send them before they purchased? What's the lifetime value of that customer? Did they not only make that initial purchase but did they purchase more products down the line? Did the overall amount of money that they spent per transaction increase? Those sort of metrics.

I think of, just as a general business model type of concept, online marketing is far superior to the offline marketing, although the principles apply to both.

Brian Edmondson: Absolutely, that's so true. To touch on what you said, you were just talking about some numbers there, Pete, as far as metrics, lifetime value of customer. I think you might have mentioned even the cost of acquisition, or if not, but really one thing we say is that successful marketing really comes down to two things. It comes down to psychology and math. We covered, and at least what I've found for people into marketing, a lot of people love the psychology stuff. They love to understand the marketing stuff, what makes people tick. We've talked a lot about that throughout most of this program as far as how to word things, how to position marketing hooks and angles, how to title your program, how to structure your sales letter, and a lot of people find that stuff fascinating, the marketing side of it.

Truthfully, the math side of it, not so much. Not as many people are into the math and the numbers. We'll talk a little bit about because it is important to know some of these things, especially when it comes to paid traffic. We'll talk about some key strategies. Don't worry, we're not going to get into, nobody's going to have get their, I might have to get my calculator out Pete because even though I'm a finance and economics major I'm not good without a calculator. Don't worry, nobody's going to have to get their calculators out, but we'll talk about some key concepts that you'll want to focus on, especially getting into some paid traffic methods which we're going to get into.

Speaking of which, one final thing I'll mention is everything we just spoke about is true especially when you're dealing with higher ticket items. "Hey, is it true that I can run an ad and maybe sell a low ticket item to some cold traffic?" Probably. I still would argue that you'd be better off having some type of e-mail capture, do some follow up and you can still

make more sales and you still want to have backend products to sell. When we're talking about selling these types of programs which, as you know, I recommend that you sell these programs at a minimum of \$497, and in some cases you could be looking at \$1,997. That's \$1,997 or more.

It's definitely going to be more of a considered purchase where the idea that somebody, hey, they click an ad on the Internet, they just see you for the first time, they see this program your offering and they're going to pull out their credit card and spend \$500 to \$2,000. That's not as realistic as what we just talked about, of just maybe putting them through a small nurturing funnel. It doesn't have to be a long, drawn out funnel. We'll talk some ways you can do that.

With that said, I think it was important to understand the background of how that works because a lot of this is going to play into these specific traffic strategies that we're going to get into. If you're ready, Pete, why don't we go ahead and dive into some of the traffic methods?

Pete Genot: Sounds good. Let's not let the cat out of the bag about some of the metrics when it comes to the paid traffic. We'll talk about that a little bit later in the call, I think.

Driving Traffic

Brian Edmondson: All right, perfect. One thing I'll say, so we're going to talk about some of my favorite paid methods of driving traffic. We're going to talk about some free methods of driving traffic and we'll cover something that I like to call leveraged traffic methods. Some people might call these different things. I like to refer to them as leveraged forms of traffic and we'll talk about those in a second. We're going to dive into some very specific traffic tactics if you will, but again before we go into the actual traffic tactics let me start with the bigger picture view of how to think about traffic and how to maybe start developing your traffic opportunities list.

The Project 100

Brian Edmondson: There's something I like to call, and I'm not going to take credit for this. I coined this from Chet Holmes, who recently passed away. He's no longer with us, but he was one of the greatest sales trainers out there and he wrote a book called "The Ultimate Sales Machine," I believe. It might be called "The Ultimate," I'm looking at my bookcase here, I don't see it right off my bookcase. I think, yeah, Chet Holmes wrote a book called "The Ultimate Sales Machine." His niche was really talking to salespeople and how they can cultivate sales, find more opportunities.

He taught something called the Project 100. His idea of the Project 100 was make a list of your 100 dream clients and then just really start going down that list and finding out ways you can get your foot in the door with them. I really love that concept and I think the same concept can be applied to online marketing, the Project 100. Here's the strategy behind the Project 100.

The idea is that as far as your marketplace goes and as far as people who would be interested in buying the products and services that you have to offer, in this case your **Micro Coaching Course™**, there are already people out there that attract your target audience. Instead of you having to start from scratch and maybe building a blog and a web site that gets thousands of viewers a month, that could take years to do, instead of you taking a lot of time to build an audience on Facebook and have hundreds of thousands of followers, and of course either strategy you can do and we'll talk about them.

The idea is that there are already people out there that have web sites that get thousands, tens of thousands, even hundreds of thousands, in some cases millions of visitors a year. There's already people that attract your target audience who have an e-mail list of 10,000 people, 100,000 people or more. There's already people out there who attract your target audience who are huge social media experts who have Facebook pages with hundreds of thousands of followers or YouTube channels with thousands and thousands of subscribers.

That's the idea behind the Project 100, is that there are already other web sites, blogs, authors of books, people who have created their own training programs, et cetera, that attract your target audience. The idea of the Project 100 is twofold. First is for you to identify who are these people that already attract my target audience. Now if I were to say to you, Pete or whoever, "Tell me your market and write down for me a list of 10 to 20 people in your marketplace who attract your ideal audience. Name for me an author, an expert, a guru, a web site, a blog, a trade association in some cases, maybe a trade association." You can probably do that. You can maybe list 10, 20, maybe 30 or so right off the bat.

I would say ideally, the Project 100, so it's probably obvious, the goal here is to make a list of 100. Make a list of hundreds beyond what you're able to probably know off the top of your head, even probably do some Google searches. If you go to Google and just type in some keywords related to what people in my market, may type, so say hypothetically I'm a golf training expert. I teach people how to improve their golf game, things like that. What would someone type into Google if they were looking for help? They might type in, "how to improve golf swing," or, "how to lower my score in golf."

You do some of these basic Google searches, you'll probably find, not probably, I guarantee you, you'll find web sites that rank at the top of Google that you never heard of

before. These are top ranking Google web sites. Same thing with YouTube. If you did some YouTube searches, you'd find some YouTube experts or channels. You'll quickly start identifying web sites and people and gurus or blogs that attract your audience that you never heard of before.

One other resource I'll give you which I really like is a web site called similarweb.com. Have you heard of that one, Pete, similarweb.com?

Pete Genot: Yep, absolutely and I have used that web site in the past as well.

Brian Edmondson: Yeah, great. With similarweb.com, you identify a handful of these web sites. Similar, so similar like we're the same, and web like web site. If you go to similarweb.com and start typing in some of these web sites you've identified, you'll get a ton of information, but in particular SimilarWeb will show you, well, what are some other web sites that people go to related to these web sites that you already know about? What are some of the keywords that people use to find these web sites and things like that. Especially with Internet technology, doing the Project 100 is really easy to do.

One final thing I'll mention about the Project 100 is, at least for me, it's a continually ongoing basis. I haven't checked my Excel spreadsheet lately, Pete, but my Project 100 is probably like a Project 300 or something at this point where I'm constantly identifying new people, new experts in my marketplace, up and coming gurus, if you will for lack of better term. New experts, new web sites. These are people who are doing stuff, these are people who are building audience and these are potentially people that I can leverage to get in front of.

Integration Marketing with Project 100

Brian Edmondson: That's the second part of the Project 100. The first part is to identify your Project 100. Second part is to utilize a strategy referred to as "integration marketing." Integration marketing. Really, all integration marketing is the idea of as far as this list I have of a Project 100, what are some of the ways that I can get in front of these people's audiences? In most cases, there are going to be one or several ways you can get in front of these people's audiences.

If I find a very highly trafficked blog related to my market, I might just go through their web site and start clicking around and seeing, well, what's going on on this web site? I might see that they might have a blog in their web site and they might accept guest blog posts. That's one potential way I can integrate into this web site and get in front of this influencer's audience is I can offer to write a guest post and be featured on their blog and drive a lot of traffic back to my web site.

Maybe if I look around their web site and I see that they have a heavy focus on social media presence and they have a huge Facebook following, well maybe I can somehow get them to do a mention of me or promote me to their Facebook audience or to their Twitter audience. That's another possible way to integrate. Those are a couple of free methods I just mentioned.

Maybe they're building their list. We talked about the importance of building your list and most successful marketers out there are building their list. If they're building an e-mail list, maybe there's some way I can get them to promote me to their e-mail list. Maybe they can do it for free. Maybe they can do it as a joint venture. Maybe if I offer them some revenue share with my program, we can do a joint venture together. Or maybe I can just flat out pay them as far as paid advertising goes and I can say, "Hey, I'll give you X amount of dollars if you mail my offer to your list." That might be a way that you integrate with this web site.

Maybe they have banner ads on their web site. You go to a web site, you see that there's a bunch of banner ads and, well, hey they have banner ads in their web site and they're promoting other things. Maybe you can pay to have your banner ad on their web site.

In a nutshell, that's the concept of integration marketing with the Project 100, is basically identifying people who already attract your target audience and then finding out what are the ways that I can get in front of this audience. That was really the overview of this discussion.

That said, why don't we really get into the meat of this, Pete. I think we've talked a lot of big picture overview. We talked about the strategy of traffic, list, and follow up. We talked about integration marketing Project 100. What I'm suggesting now is probably a good point to transition into these specific things people can do to drive traffic. Before we do that, any thoughts on what we talked about there as far as Project 100 and integration marketing?

Pete Genot: The only thing that I'll really add is that this should be an activity that is ongoing. This is not a one time "do some market research and you're done" type of activity. This is something that I do on a weekly basis. I use it throughout my entire marketing process. Whenever I'm trying to come up with a big idea, I go out to the top 100 and do research and find all those things exactly like what you talked about.

Whenever I'm looking at my offer to see if my offer is compelling as compared to what other people are offering in the market. Whenever I look at words and phrases, I'm using it in my marketing. I want to see what other people are doing. When I look at the products that I'm selling, am I unique and different or has someone knocked off what I was doing previously? Or have there been any new developments in the market that I should investigate and see if it makes sense to integrate into my product or service.

This concept has many uses besides just traffic. It's something that you should dedicate at least a couple hours every week to doing, in my opinion.

Brian Edmondson: That's so true, Pete. That brings us back to the point, I think when I was reading your bio we talked about, the key thing I loved that you had in your bio was the idea of co-opetition. We've talked extensively about this idea of looking at other people's sales letters, looking at their marketing process, using that as inspiration to see, well, what can we learn, what can we model? I think in the past, actually, I've always used the terms competitors, so do your competitive intelligence, do your competitive research. The reality is a lot of these people may not necessarily be competitors. These might be people that we actually cooperate with, and these could be people that become potential partners. I love your mindset on this idea of it's about co-opetition and working with people. These may not necessarily be our competitors after all. These might end up being our partners that we work with.

Pete Genot: Absolutely.

Brian Edmondson: With that said, we're going to go into some traffic strategies. Like I said, there's probably hundreds if not thousands of different ways of driving traffic. If you've been in the online marketing space for any period of time, you're probably always seeing the latest thing. "Here's the latest thing that's working for traffic, here's what people are doing." Your head can literally spin by all the different ways that you drive traffic.

As a matter of fact, we're going to cover a handful of traffic methods. It's very possible that by the time we're done just on this call, your head might be spinning a little but I don't want that to happen. The first thing I'll say is as we go through some of these traffic methods we're going to talk about, and I already mentioned this at the beginning of the call, first of all what we're going to talk about here, these are not any type of Johnny Come Lately traffic strategies. This is not the coolest thing that's going on right now, so you don't have to worry about that. We're going to talk about proven traffic strategies that work and will continue to work for years to come. You can at least have faith in knowing that these are proven methods and these aren't really experimental methods that we're hoping will work for you. That's the first that I want to say.

The second thing I want to say is as we go through these, all I'm really looking for you is to identify just one. If you only find one method out of this that resonates with you and that you can say, "That's something I want to do," or something I can do or something I want to learn more about doing, then that's the goal. If we try to learn to do all these things at one time, then we'll do none of them really well. We'll spread ourselves too thin and we won't be successful. When it comes to scaling traffic, really I think you should focus on one method, maybe two methods, maybe three, maybe three at most. Really, the point I'm trying to make

is that if you focus just on one, two or three methods and do them very well and get the most you can out of it, like totally milk that form of traffic and you've mastered that, then you can start to look to expand into other traffic sources.

Eventually, the goal I would say is, just like with anything in business, is to have a well diversified portfolio of traffic sources so you're not beholden to just one method. The key is to start with one method and to pick the one that works for you. As we go through these traffic methods, you might hear me mention a traffic method that you don't like or that you think you don't want to do. Then don't do that method, right? If you do hear one that you like, then absolutely explore that method. We are going to cover a handful of traffic methods here, but the goal is not to overwhelm you with all the possibilities but just to give you a taste of areas that you should potentially explore and then just pick one and run with that and then continually build out your traffic sources.

We're going to start with some free traffic methods because that's the most common request I get. "Brian, what are some of the free ways I can drive traffic to my web site?" Then we'll talk about some paid ways and then we'll talk about the leveraged ways. Before we dive into these, as far as free, paid and leveraged goes, there's pros and cons to all these forms of traffic. I'm not saying that any one of these forms is better than the other. Ultimately it's going to come down to what method you prefer, what resonates for you and what works for you. As you go through these, you might get a clue as to what me and Pete really prefer as the best ways to go.

Pete Genot: The one caveat I'll interject there too if you don't mind is when you talk about free, we're talking about money. You don't necessarily have to pay a direct fee to someone to get that traffic to your sight, although you do have to invest time. You can assign a monetary value to the time that you spend for something. I certainly do. Some people have more spendable income than time, others have more time than they do free income to invest on your site. As Brian has already stated, there is no right or wrong answer. It's just figuring out what's right for you, best for you, easiest for you and what works for your market.

Brian Edmondson: That's so true, Pete. Great minds think alike because you'll see when I get into the free traffic I'm actually going to go on this little riff about how technically there's no such thing as free traffic. Like you said there is time investment and things like that. With that said, let's go into some free traffic methods.

Free Methods of Driving Traffic

Brian Edmondson: For free traffic methods, to me really any type of free traffic method is going to fall under the umbrella of what's commonly referred today as content marketing, this idea of content marketing. The idea with free traffic is basically we're going to put content out there and the goal is that people find that content and then strategically we're

going to use that free content to drive people back to our web sites, onto our e-mail lists and into our sales funnel and ultimately convert them into customers of our **Micro Coaching Course™**.

One of the most common forms of content marketing of course is blogging.

Blogging

Brian Edmondson: The idea of, "I'm going to write articles," or, "I'm going to write blog posts and I'm going to get found and people are going to come back to my web site." That's one of the most common questions I get, is, "Brian, should I do blogging on a regular basis?" My answer is usually, "Well, that depends."

One thing I'll mention, Pete, is I happen to work with a lot of authors and a lot of people who do writing. I imagine in this program we have a lot of authors or people who do a lot of writing in content marketing. Surprisingly for them, a lot of times when I'm doing the one on one coaching calls, the question I'll ask is, when they say, "Well, should I do blogging," I say, "Well this might sound like a weird question because you're an author but do you like to write?" In a lot of cases, the answer is no. That may or may not shock you, Pete, but I work with a lot of authors who actually hate writing. In some cases that's why I suppose it takes them five or 10 years to come out with a book they've been thinking about writing.

This is going to go along the lines of with any traffic source I recommend is, my first recommendation is that is this something that you like to do? Because if it's not something you like to do, then you're not going to enjoy doing it and it's probably not something that you're going to be willing or able to do on a consistent basis. Especially when it comes to driving free traffic with things like content marketing, particularly blogging, in that case the name of the game is to be consistent.

On the flip side of that, though, I do talk to a lot of people and they say, "I love writing, I can write all day long, I have a never ending flow of ideas." If that's the case, then by all means blogging can be a very appropriate method for you to drive free traffic to your web site.

When it comes to blogging, I'm not going to get into all the geekery and technical jargon of things, of SEO and best practices. You see a lot of that stuff in the online world as far as, "Are you optimizing your blog posts? Are you doing all these corrections?" Stuff like that. Honestly at the end of the day, a lot of that really is nonsense, or it's definitely not part of the 80/20 rule as far as maximizing your use of blogging. Really when it comes down to blogging, the name of the game if that's something you want to pursue is to consistently write good quality original content. That's the way to get read.

Blogging on Your Own Site

Brian Edmondson: I would say there's definitely a more leveraged way of doing blogging. Two ways to approach blogging is one, you can write on your own web site. Writing on your web site, that's a great way to establish your own web site as an authority. It's a great way to get free traffic if you get ranked in the search engines. Just know that that's something that could take a long time to happen and there's no guarantee. Algorithms are constantly changing, there's so many variables that depend on what market you're in, how much competition there is. That could be a very labor intense method that could take a long time before you see results. What the plus side is, though, is that, hey, if you create an authority presence and you get a lot of free traffic to your web site over time, over time the ROI on that becomes basically infinite as work that you do continues to drive more and more traffic.

Blogging on Other Websites

Brian Edmondson: The other approach to blogging, and what I mean is a more leveraged approach, and if you are going to commit to a blogging strategy I'd do both. Write content for your own web site, but absolutely also write blogs on other people's web sites. Again, that idea of integration marketing where we're identifying other web sites that already get a ton of web site traffic and if we can get a guest post or an article on that web site, that can drive immediate amounts of traffic to our web site very quickly. If you're going to pursue blogging as a strategy, I would highly recommend doing a mix of not just blogging on your own web site, but seeking out other authority web sites that you can blog on.

Final thing I'll mention with blogging is, there's two final things I'll mention with blogging. One, you want to make sure that when you're writing blogs that you're actually writing about things that people are searching for. This might seem like really common sense but if there's a topic that a lot of people are searching for and you actually write a blog that addresses that, well, there's a match, right? People are searching for information, you have that information, you can get found. On the flip side of that, if you're writing blog posts on things that nobody is searching for, then nobody's going to find you because they're not looking for that information.

With that said, there are some strategies you can use to do a little bit of research to find out exactly what people are searching for so you can make sure that you're writing about topics that people are actually interested in. The second thing I'll mention is that as with everything, you want to strategically write your blog post in a manner that moves people in the direction you want them to go. We're not just writing blog posts for the sake of writing blog posts, but in a sense think of your blogs almost as a method of pre-selling. We talked a little bit about pre-selling in past modules. The idea is that your blog posts, there's a strategy behind all this, right Pete? The strategy is that if I'm selling an e-course on topic X, then I

should probably write a blog post related to topic X. Then the natural flow is that, hey, now that I've learned this and I've read this blog post, if I want to learn more or take the next step, then I should probably go check out this related offer and eventually learn about this paid course.

That's blogging in a nutshell. That's one of the most popular free methods. Any thoughts on that, Pete?

Pete Genot: Just to summarize a couple of things that you said that I totally agree are very, very important. The first being that using unique, original content is absolutely best. In fact, Google and the other search engines will punish your site if you don't use original content, so you can't just, like in the old days, kind of wild, wild west on the Internet, you could post anything and get found in the search engines. Now more so than ever, that's just not true.

You have to make sure that it's interesting to your market. As you mentioned, people are actually searching for it, meaning it's of interest to them. If it can be both intellectually and emotionally stimulating to that prospect, the person you're trying to get to your web site, then that will be even better.

I still think it's best to be prolific with your writing. If you're going to adopt blogging as a strategy, you can't just blog once a month and think that that's going to make an impact on your business. You have to blog daily at the very least. Some of the bigger sites online, the ones that get the most organic search listings in Google for example, they post multiple blog posts a day. They started with one, but as they grew their business they actually outsourced some of the writing, hired people to write their articles for them, and they'll post multiple times throughout the day.

You mentioned hating to write. I'm one of those people. Especially if I'm staring at a blank page, I find it incredibly difficult. One of the terms that you may find thrown around a lot online now is something called "curated content." That means that somebody else wrote the content, you're just going to borrow that content because it's interesting to your audience and you're going to share that content on your web site.

You can still do that, although it's becoming increasingly more difficult to make that a successful business venture with the way that Google does their search results. However, if you take that content and then make it somewhat unique by adding your own commentary to it, your own introduction, your own conclusion and that sort of thing, then you'll find that it does still pass all of the Google filters, if you will.

One prime example of that is the largest natural health web site online. It's called mercola.com. If you do a search for almost any health topic, there'll be a few web sites that come up. WebMD is definitely going to be one of them, and then probably Mercola for just

myriad amounts of health related topics and natural supplements and that sort of thing. The reason why Mercola is listed so much is because of the sheer volume of content that he has, he's very prolific with his writing, and the fact that his articles are emotionally and intellectually interesting to the audience and that he curates a lot of content.

However, when you read the articles you'll see that there's always a lot of his own commentary. He'll write his own introduction then he'll insert a video or an article that somebody else has written into the middle of the content and then he'll close it off with his own summary, adding some of his own photographs and all that sort of thing to make it really look like original content to Google. If you hate to write but you're interested in blogging as a strategy, those are just some additional options for you.

Brian Edmondson: Awesome. Great points there. Two key takeaways I got from what you just said, Pete, is one, absolutely you must be prolific if you want blogging to work for you as a strategy. Like you said, one time a month is absolutely not going to cut it. I usually recommend for people who are doing blogging to at least do one a week if they want that to really be a viable strategy.

Another thing I'll mention is that you could always outsource it. That's something I actually talk about in one of our previous modules as far as creating content, is that you can outsource it. Well, same thing with your articles. You can pay ghostwriters to write your content for you, and then if you want you can just simply edit that, put your own voice into it and that's a viable option as well. That's blogging in a nutshell.

Video Marketing

Brian Edmondson: Next method I want to talk about as far as free traffic strategy, and again most free marketing strategies are going to be content marketing strategy based, and that is video marketing. Video marketing, I'm really bullish on video marketing and there's a couple of reasons why.

Relative to what we just talked about with blogging, and Pete, I'm literally going to pull these numbers out of my rear end. I have no idea what the numbers are, but just to illustrate the point, I want to say that probably for every thousand people who are writing a blog or doing guest blogging, there's maybe only one person who's doing videos. Whether that number's completely off or true, whatever the real ratio is, the point I'm trying to make is as far as competition goes, there's a lot less competition of people who are competing against you in the form of writing blog posts versus people who are writing or creating videos.

Video's a great medium. Video's a great way for people to see you, to hear you and to connect with you. Same thing with blogging, right? I know there's a lot of people who say, "I

hate writing, I don't like to write." Well if that's the case, then don't write, or maybe pay somebody to write for you, outsource your writing. Same thing with video. For a lot of people, the idea of creating video, it's so technical, it's something I don't want to learn. I don't think that's true. Video is so easy to do these days, but the idea of them standing in front of a camera and talking petrifies them, or just the idea of doing video is something that they're not interested in. If that's the case, again, don't do video, right? Don't do the things that you don't want to do.

I will say that there are ways to do video, and I'm one of those people where I hate the idea of standing in front of a camera and talking. Doing a talking head video drives me nuts and you'll probably rarely if ever see me doing a talking head video, but there's other types of videos you could do. One of my favorite forms of creating video are doing the screen capture videos where you'll see my PowerPoint on the screen and then you'll hear me do the audio voice narration. Similar content is if I'm doing a webinar. I can record the webinar, even if I'm doing live events.

I know we have a lot of people in this program who are speakers. If you're speaking at a live event, just record the live event and that's a great way to use video and to repurpose it and put that out there. As far as screen content goes, heck, you could even repurpose videos into paid content.

Here's what's working for video, I'd say, is the same concept. Just like blogging, you can commit to creating a weekly video or creating video content on a regular basis. As far as distribution goes, here's three ways I would use video. One is, YouTube is still the 800 pound gorilla of video marketing. I think that's changing and that might be changing as we speak, but right now YouTube is absolutely one place you want to upload your videos. Of course right now we're talking about free videos you put out for the purpose of people finding you and getting into your marketing funnel, uploading your videos to YouTube.

YouTube, I believe, is the second largest search engine, so of course Google is number one and then YouTube's actually a larger search engine than other competitors to Google like Bing and Yahoo, et cetera, so a lot of people are doing their searches on YouTube. In addition to that, in a lot of cases videos posted to YouTube will be found in regular Google search results. Uploading videos to YouTube, absolutely.

The other thing that's hot and that's working right now, and Pete, I don't see this changing in the foreseeable future at all, is if you upload your videos directly to Facebook. Right now Facebook is very aggressive in helping you share your videos on Facebook and reaching a lot of people. I have one client who recently just implemented doing videos on Facebook. She's actually doing Facebook Live videos and every time she does a Facebook Live video, she's getting anywhere from 2,500 to 5,000 views per video, and that's only

growing. The last I heard from her, just after a week of doing Facebook Live videos her practice is completely booked up and she's got at least 50 people on her wait list as far as people who want to become clients.

Really powerful to do. With the tools and technology today, it's really easy to do, and to me there's a huge competitive advantage if you're willing to do video. Uploading videos to YouTube, uploading videos directly to Facebook. Finally, I'd say this can kind of be a pseudo blogging strategy. Take your video and upload it to your own web site as well, and then maybe have some text that goes along with your video. Write an article that summarizes your video, or have your video transcribed and have some type of text component, and that's a way you can go a long way with video.

For those who are willing to do it, I think video is a great opportunity and something that I should probably embrace more myself, but something if you're willing to do I think it's very powerful. Any thoughts on video? Any trends or things that you're seeing that are working with video right now, Pete?

Pete Genot: Well like you Brian, I am not very good on video. I'm not a fan of the way I look, the way I sound. I can talk to you here on the telephone, absolutely no problem. I can do a webinar where I'm looking at a PowerPoint presentation, no problem, but you stick that video camera in my face and I suddenly turn into a red blushing babbling idiot. I know many people have the same fear that I do.

Generally speaking like you had mentioned, the video trend, it's still on the upward swing. I just read a recent stat that currently 1.3 billion people use YouTube, that over 300 hours of video are uploaded to YouTube every minute and that almost 5,000,000,000 videos are watched on YouTube every single day. In an average month, eight out of 10 people between the age of 18 and 49 watch YouTube, and that includes me. Whenever I want to learn something, whenever I want to figure out how to do anything, I look in two places. Google and YouTube. Definitely an extremely powerful medium.

If you don't feel that you're good on video, utilize one of the other strategies that Brian mentioned. It's definitely worth exploring, I think, for everybody as one of their free traffic methods.

Brian Edmondson: Absolutely. One key thing I'll mention is that, especially these days with Facebook Live and with people recording videos on cell phones, by no means does a video have to be a professionally produced production. I mean if you want, you can have the studio with the lighting and cameras and all that, but literally I've seen people just walking on the sidewalk or a beach with a selfie stick using their cell phone to record a video.

Ultimately again, it really comes down to the personal relationship to the connection and to the personality and the valuable content and not so much the production qualities. Absolutely, video's something to seriously consider.

Pete Genot: One more quick comment, if I could throw it in there. I think you're absolutely right with the age of Facebook Live and all of these more unscripted, natural videos. I think they actually work better than something that is what you would consider to be a slick or polished marketing type of video. The reason why is because people are cynical. People are sick of being constantly sold to and marketed to. It's like you can't get away from it. It's on your cell phone, it's on the radio, it's on the TV, it's every web site you go to. You're constantly being bombarded with sales messages.

I think that it's made it much more difficult for those people that are, quote unquote, "slick professional marketers." The people that are real, genuine, honest, that put themselves out there so that you get to feel like you know them and you get to like them and trust them, you'll have a much easier time selling your product or service when you have that type of relationship than I think something that's cold, polished, quote unquote, "slick traditional marketing."

Brian Edmondson: That's a great point and absolutely true. If anybody's worried about that, that idea of, "Oh, that's not professionally produced, I don't have resources for studios and stuff," a lot of cases that could actually be to your advantage. For many of us who are solopreneurs, bootstrap entrepreneurs or working with some type of limited budget, that's great.

Podcasting

Brian Edmondson: As far as free traffic goes, we've really hit two of the three mediums. We've talked about blogging, which is the written medium. We've talked about video, which is a visual medium. The other great opportunity right now, I think, is podcasting. Now I kind of laugh almost a little bit, Pete, when I talk about podcasting because marketing veterans like you and I, we know that podcasting has been around since really when iPhones first came out and iTunes came out. I don't even know, honestly, if I can say podcasting has hit mainstream yet. It's still, and for any of us on this call who have been in marketing circles for a long time, we know that podcasting has been around for several, several years. As far as an opportunity to reach audience and as far as consumers picking up on podcasts, honestly Pete, I don't even know if my mom and stepdad know what a podcast is. That's changing.

Podcasting is starting to become a real mainstream idea, at least on the consumer end of it. For us as creators and producers of content, I think podcasting is a great opportunity. I'm leaning right now to the idea, again, if you want to go and start your own podcast and build your own audience, by all means go and do that. More power to you. For me, going

back to the idea of Project 100 and integration marketing is, the approach I would probably take with podcasting, is to identify all of the people who have existing podcasts in my marketplace and approach them and offer to be a guest for their podcasts.

As with anybody who creates content as far as if I have an authority blog, I need guest posters to get content on my blog. If I run a podcast, I need people to interview on my podcast. You can approach people who have podcasts and offer to be interviewed on their podcasts. I think there's definitely longevity in podcasts. The idea is if you're interviewed on someone's podcast, you'll get immediate traffic from that. Also, most people who do podcasts these days, the podcasts for most people are syndicated through iTunes and they live on iTunes forever. Lot of people who do podcasting also have their own web site where they archive all their podcasts. Just like a guest post on a web site, a podcast episode can drive traffic for you for years and years to come. Podcasting for a lot of people is a lot easier than creating a video. For a podcast all you got to do is get on the phone and talk to people, be interviewed and answer questions.

As far as a free method goes, I really like the idea of reaching out to influencers who have podcasts and being interviewed on their podcast. Not to downplay any other methods, but I talk to a lot of people who do more traditional offline stuff, say like radio interviews, and a lot of cases I hear people say, "Well I went on a radio interview, I got the interview, it didn't really drive a lot of traffic." There's probably lots of reasons for that. With podcasting, I think a huge advantage of podcasting is that there's just much more longevity to a podcast and people who do podcasting are more in tune with actually promoting podcasting and getting the word out.

Any thoughts on podcasting?

Pete Genot: Absolutely. Great medium. For those of you that are listening to this call and don't know what a podcast is, it's essentially a digital audio file. Just like Brian and I are recording this call today into a digital audio file, essentially if we uploaded this file to iTunes or some other type of podcast or audio file distribution service, it then becomes a podcast online.

I think they're great because people listen to it on their phone, they listen to it in their car, they listen to it when they're working out, they're listen to it when they're in front of the computer. They're very convenient and easy way to share your content with your target audience. It requires very little technical skill and it's quick and easy. It was really fast for Brian and I to jump onto a software program that's recording our call today. We both dialed into our telephones and it literally took zero setup time. Any of you that are interested in podcasting can do the exact same thing. Set up your show on iTunes and upload the file and suddenly you're a podcaster. Highly recommended to, like Brian said, either try to get onto

other influencers in your market and be a guest on their podcasts or think about starting your own podcasting show.

Final Thoughts on Free Traffic

Brian Edmondson: Absolutely. As far as free traffic methods go, these are some of my favorite forms of free traffic. To me the key with free traffic is just identifying people that have audience, contacting them, offering to provide them value in the form of, "I can write a blog post for your web site, hey I can maybe create a video for your YouTube channel or for your web site, I could be interviewed on your podcast," and basically get in front of people's audiences. Hopefully one of those methods resonated with you. If it did, I definitely encourage you to explore those methods and see how that works for you.

There's many other free methods. You can speak at events, you can do other things, lots of free methods. These are what I've found to be the most effective free methods. With that, Pete, why don't we go ahead and switch gears. Social media, we will cover. Social media, you can absolutely build social media presences. That's another way to reach people. I'm going to talk a little bit more about social media from a paid perspective.

Paid Advertising

Brian Edmondson: With that said, Pete, why don't we go ahead and switch gears and move into paid advertising. First we talked about free advertising, now let's talk about paid advertising.

Pete Genot: Sounds good, let's do it.

Paid Advertising with Project 100

Brian Edmondson: With paid advertising, there's really two ways to approach paid advertising. First method is really going to fall right along the lines of the Project 100 and the integration marketing concepts that we talked about. Like I said, if you've already identified web sites that attract your target audience, these could be trade associations, these could be high profile web sites, these could be web sites of other experts, authors, coaches, gurus, whatever the case. In many cases, they will have several ways that you can integrate and get in front of their audience through paid methods.

In some cases they might say you can pay to run your ad in our e-mail newsletter. You might be able to pay to have your banner ad displayed on our web site. There might be some other paid advertising methods as well. The two paid advertising methods that I think are most effective when it comes to paid ads are going to be newsletter advertising and in some cases banner advertising. There's a little caveat there, we'll talk about that in a second.

Newsletter Advertising

Brian Edmondson: In a nutshell, with a paid newsletter ad, so here's the idea. If you go to any web site, you'll see this. This happens on big, major brands and it can also happen on smaller, mom and pop or small niche web sites for lack of a better term with that. I'll give you an example. At a really high level, I subscribe to Southwest Airlines. I love Southwest Airlines, I fly Southwest and I'm on their e-mail newsletter. I'm a Penn State graduate and I'm on the Penn State Alumni newsletter, so I get Penn State Alumni newsletters as well. You're probably on a handful of newsletters like that as well.

Now, you've probably seen that in some cases you'll get two types of e-mails from these companies when they send out their e-mail newsletters. In some cases, they'll send out their regular newsletter where they might have their own articles, they might have their own content and things like that, and they might just have something small that says, there might be almost like a classified ad in the newsletter. Someone might have a little ad in the newsletter and it might be like a classified ad, in this newsletter sponsored by such and such. That's one type.

The other type is the solo type newsletter where in a lot of cases they may send you an e-mail completely promoting another company on their behalf. One that I think anybody who is on a college based newsletter can probably relate to this, Penn State is always sending me e-mails about how as a member of the Penn State Alumni Association, you qualify for special term life insurance group rate with XYZ company. Basically, the entire ad I'm getting from Penn State is a dedicated e-mail promoting another product or service. That's a solo type of newsletter.

In many cases when it comes to other web sites, trade associations, big companies and small companies, you can work out a similar deal where, say, in my marketing niche, if Pete has a newsletter and he's building his list, I can potentially go to Pete and say, "Pete, I know you have an e-mail list and I'm wondering, can I pay you X amount of dollars for you to send this e-mail promoting my thing?" For many companies, this is going to be a very common practice. I think for a lot of people in this call, Pete, because a lot of our audience are coaches and consultants and people in self help, self improvement, a very popular newsletter that many of you may have heard of is called selfgrowth.com.

With selfgrowth.com, that's something that they offer. It's actually part of what they call a media kit where if you go down to their web site and you look for a section that says either advertising or media kit, they'll basically say, "Here's how big our e-mail list is and here's some different ways you can pay us money to have us send e-mails promoting your stuff." Newsletter advertising, when it comes to paid ads we've found that newsletter advertising can be very effective.

One thing I want to say about newsletter ads is, generally speaking, I mention that there's different types of newsletter ads. You can do solo ads, classified ads. In some cases with a newsletter ad they might have multiple spots. At the top of the newsletter, we have our top sponsored ad, then we have our article and then at the end we have a bottom sponsored ad. Typically what we've found, and everything is subject to testing, but typically what we've found through newsletter advertising is that, and these are the most expensive type of ads. Don't let that throw you off because in a lot of cases it's not about the cost of the ad but it's about the return on investment that you get from the ad.

In many cases, the top sponsor ad or the solo ad will be the two most expensive type of ads, but generally speaking through our own testing, and I think this is true with testing that you've done, Pete, because I know you've done extensive amounts of paid newsletter ads. Generally those types of ads, although they're the most expensive, they will yield the most amount of subscribers and also the highest return on investment. Is that true?

Pete Genot: Absolutely true and the newsletter owners know this. That's why, simply put, they are more expensive. You do actually get what you pay for. If you're tempted to invest in advertising in a newsletter that seems incredibly cheap or if you go to one of these aggregate sites where they have, say, a thousand different newsletters and you can pay pennies or sometimes fractions of pennies for a click, the reason is because it's junk traffic, junk newsletters and not very good. In our testing, Brian, the higher the price, generally speaking, the higher the quality of the newsletter, the higher the quality of the traffic and the better end result you'll get.

Using Two-Step Advertising

Brian Edmondson: Absolutely true. One thing I'll say about the newsletter ad. We kind of hinted toward this at the very beginning of the call, the idea of just going directly to the sale of your offer versus getting people onto an e-mail list. Generally the strategy I would use with two step marketing, and certainly any of these methods, even if you're doing a blog post and you have your author byline, I would use the same strategy. I wouldn't say, "By the way, I have a \$500 course for sale, click here to learn more about it." I would lead with maybe like a free offer to drive traffic back to the web site. Whether you're doing blogging, video marketing, et cetera, the same is true here with newsletter advertising. Generally the strategy with a newsletter ad is I would lead with a free offer in the ad, so a free special report shows you seven steps to XYZ, or free video or free webinar or free teleseminar.

Whatever your free offer is, you want to make a free offer and that's the purpose for the ad, is to give someone a free offer, get them to come to your web site and then they have to opt in to your e-mail list, to get onto your e-mail list. Then we can immediately, depending

on what your sales funnel looks like, after they're on your list you can immediately present them with one of your lower ticket offers.

In a lot of cases that's a common strategy of, "Okay, well I paid X amount of dollars to run this newsletter ad and I promoted a free offer, so I got all these people onto my list." One thing I might want to do is maybe offer something lower ticket. Maybe I have something for sale that's anywhere from \$20 to \$50. Depending on your niche, a lower ticket offer might actually be \$97. Whatever the case is, but offer something lower ticket immediately and hopefully the goal there is that we make enough sales of the lower ticket offer that we can subsidize some of the money for the paid ads, maybe even break even immediately from that we paid for the paid ads. Maybe, just maybe in some cases if we're really good, we make a small profit and then we just know that all the real money is going to be made on the backend. All these people who we just got onto our list from this newsletter ad, eventually they're going to be promoted our **Micro Coaching Course™**, and that's where the real money's going to be made, with that higher ticket offer on the backend.

You can certainly test these things. I mean everything. Don't believe a word of anything I'm saying, right? Don't believe anything that Pete is saying. Everything is subject to testing, but just know that through experience, through best practices, through all of our conversations and working with very high level marketers, basically we've found that the process you want to go for is with a paid ad to a free offer and then maybe use something lower ticket. You can even test a higher ticket immediate offer, but something to recoup the ad costs. Then these are the people who we're going to nurture to really get them to want to do the one on one coaching with us.

Remember Pete, at the very beginning of the call I talked about the idea of a huge value of what we're offering with **Micro Coaching Courses™** is the one on one, but if somebody's just meeting us for the first time maybe they don't really care so much about the one on one. Once they get to know us, like us and trust us, then that one on one component becomes an extraordinary sales tool.

Any thoughts on that? Anything you want to expand on? I know I maybe went quickly, especially for a new person on what that sales funnel might look like from a paid ad to an opt in, maybe a low ticket offer and then eventually these are people who are going to buy our high ticket offers.

Paid Advertising Metrics

Pete Genot: Well, you got into a little bit of my favorite topic, which is metrics when it comes to paid advertising. As you mentioned earlier, I've spent hundreds of thousands of dollars over the last several years running various forms of paid ads, including newsletter

and e-mail advertising in addition to all the other methods that you'll talk about in a few minutes.

My goal has always been to try to break even on the front ends because, like you said, if I know that I'm going to spend \$1 to get a web site visitor to my site and based on my conversion rate I know that that web site visitor is going to earn me a dollar in sales, then how much will I do that? How often will I spend a dollar to earn a dollar? I'll do it as much as possible. I'll spend every penny that I have and I'll borrow money to feed people into that funnel because I am building my customer list. I know that the lifetime value of those customers is going to be worth much higher than the \$1 that I spent to get them there and that I recouped immediately.

That's always my goal, is to try to break even on the upfront. It's a lot easier to do that if you know what your lifetime value is. If you have an idea of some of the metrics that go into figuring out that simple math, I like to call it fifth grade math because that's really what it is, a few metrics that you track and figure out whether you're making money, losing money, how much and at what point in the funnel do those conversions take place.

If you really have those metrics hammered down, there are companies out there like Agora Financial for example. I met with a couple of their guys at a conference and they were going over some of their metrics. They're willing to spend up to a thousand dollars to get a customer. They'll go in the red, negative, a thousand dollars in order to acquire a customer because they know that the lifetime value of that customer is like \$5,000 or more and they know at what point they'll convert.

In fact, the lifecycle rate for their conversions in some of their products is over a year or six months. Can you imagine going a thousand dollars into the hole for six months, knowing that that'll be your break even point and then the long run they'll make so many more thousands of dollars? As far as predictability, trackability, being able to know in advance what that math is, and it's not even a risk, it's just a simple calculation, that makes all the difference in the world for me personally as an online business owner and for most successful businesses out there.

The only other thing I'll add to that equation is this call, what we're talking about here is specific for people that have a higher ticket value product. Those type of businesses have a distinct advantage over someone that sells lower price products. You can just very quickly pull out a calculator and figure out that if, Brian, you and I are going after the same target audience. I'm selling my product for \$7 and you're selling your product for \$497. Everything else being equal. All of our conversion rates, lifetime value, everything else is equal. How much more can you spend than me upfront to acquire that customer? \$490 more, you'll bury me when it comes to advertising, getting traffic to your site and acquiring those customers

simply because of the higher price point, you can outspend me. Whoever spends the most in cases like this wins the most.

Those are just some of the side notes when it comes to the paid advertising that I think are really important for people to think about.

Brian Edmondson: That's so true. That's one key point I'm glad you brought up, Pete. Don't let all those idea of numbers scare you as far as what's it cost to pay for the ad, what's our cost for customer acquisition, et cetera. The fact that we're dealing with the idea of selling a higher ticket program, we're talking about things that go for anywhere from \$497 to \$1,997, that makes the math work a lot easier. I have so many people I coach and consult with who have low ticket offers and they want to know, "Well how can I use paid advertising?" In a lot of cases, you can't because there's no way if you're selling just a lower ticket item and that's the only product in your business that you can pay to have ads and have a profitable business.

I'll share one quick story with you, Pete, because I'll never forget this. I'm not trying to put anyone down, but a lot of people, they don't have the mindset. I remember one client I was working with. He was selling a 99 cent book on Amazon.com. I think there was like a, I don't know, 65% royalty or whatever, so average sale would yield him 65 cents. Basically he wanted to know, "Well how can I do paid advertising to sell this book on Amazon? My goal is I want to make a million dollars a year with Amazon."

That's one of the craziest propositions I ever heard of. Not to sound too sarcastic but I said, "Okay, well that's pretty simple. If you're selling a 99 cent book on Amazon and you want to make a million dollars a year, you just have to spend \$3,000,000 a year on advertising and you'll be able to accomplish that goal." Right? Little bit sarcastic, but it demonstrates the point that basically the fact that we're dealing in higher ticket products, that really is one of the things that allows us to move into areas of paid advertising where I think the most leverage is.

As we said, that's as simple as just going to a web site and either seeing is that a standard business practice that they offer? If so, you can contact them and say, "Hey, I want to test a newsletter ad." One thing to know is that newsletter ad rates are negotiable, so always, always negotiate newsletter ad rates. In a lot of cases, even if it's not standard practice. There's no harm in actually approaching somebody and making that proposition.

Banner Advertising

Brian Edmondson: That's newsletter advertising. To me, that's the most profitable way to integrate with a web site from a paid advertising perspective. The other one I'll mention real quickly is a banner ad. We've all seen banner ads. We know what they look like. Same

concept. You probably want to have a graphic designer make a banner ad for you. You can probably outsource that on Fiverr. Same thing with banner ads, the price of the banner ad is going to depend on where it's placed. Generally if a web site has banner ads at the top of their web site, at the very top or maybe on the top right hand corner, et cetera, those banner ads are going to cost a lot more than the banner ads buried at the bottom of the web site.

Again, you can test. You can test different banner ads to see what works best, but what we've found through experience is that generally, again, the banner ads at the top of the web site generally cost more, but those will get the most amount of clicks and the most amount of opt ins and the highest return on investment. Banner ads is in my opinion probably the second best paid way to integrate with a web site.

Any thoughts on banner ads, Pete, or is that pretty straightforward?

Pete Genot: Nope, very straightforward. The only thing with banner ads, I'd say, is that testing and tracking your metrics is definitely going to be critical because in my experience, I've run a lot of banner ads and I haven't found them to be as effective as some other forms of advertising. You might have to let me know if you're going to talk about this at all, but if you go to a web site and you really pay attention to what's on the page, you'll be able to see the different types of paid advertising that you're being hit with. There's a couple of variations or forms of banner ads.

The first, the one that everybody knows, is a standard or traditional type of banner ad, is where you know you're being sold something. There's a quote for insurance or if you want new windows, click here and you go to the Andersen Windows web site or something for Home Depot. It's very obvious that they are selling you a click so that you can go and visit a web site and potentially buy something.

Native Advertising

Pete Genot: Then there's other forms that are a little bit more disguised, and please interrupt if you're going to talk about this, but there's something called native advertising. These are essentially like banner ads but they're disguised to look like an article or a form of content on the web site. As you're scrolling through you may, for example, be reading an article on X topic and then underneath the article there'll be a section that says, "You may also be interested in," and then they'll have some pictures and some headlines that are maybe somehow emotionally or intellectually stimulating to you, that make you want to click it. Those are advertisements, so they're like ads. The web site owner's being paid to display those there, and then when you click on it then they get paid for that click and you get redirected to another web site. They could be trying to sell you something, it could be another article that's somehow related to your topic and then they're trying to capture your e-mail address or whatever. There's all kind of options. Those are called native ads.

Retargeting

Pete Genot: Then the other thing that you may notice, for example the other day I was out looking for a new chainsaw. We had a tree fall down in our backyard and I had to go down and cut it up and I didn't have a chainsaw, so I went to Home Depot and I went to Lowe's and I was pricing chainsaws. Next thing I know, every web site I go to, I'm suddenly being hit with an advertisement for Lowe's and Home Depot. What that is called is retargeting or remarketing. That's another form of advertisement where Home Depot knows that I visited their web site, they know that I did a search for chainsaws and now every site I go to they're showing me pricing for chainsaws. It's a form of banner ad but it's very specific based on my previous online behavior. I would consider that to be a more effective way of banner ad advertising as opposed to that very first method of just standard advertising that we talked about.

Joint Venture and Affiliate Marketing

Brian Edmondson: With that said, Pete, we're getting to the end of our time today but there is one final method I wanted to talk about. The good news is that although this is in my opinion one of the best methods, and this is going to fall under the category of leveraged methods of traffic, there's not really much technical work involved at all. There's really not much strategy involved at all. It's a very simple method. I think the only thing that people have to overcome as far as this method is really the whole mindset of how you deal with working with people. That method is joint ventures and affiliates.

A leveraged way of driving traffic and making sales to your online programs is to have joint venture partners and affiliates promoting your products. Lot of people use those terms interchangeably. The only distinction I'll make is that generally, a joint venture partner is somebody where you probably have a closer relationship or somebody where you need to cultivate a relationship with so then to promote yourself, versus an affiliate. An affiliate is someone who basically, probably a big part of their business model is just finding good offers to promote. They find your offer, they'd be happy to promote it.

Since a lot of our members on this call are in the self help space, I'll just use a big self help guru's example. Let's say someone like Jack Canfield. Probably Jack Canfield isn't going to be coming, knocking at your door, beating it down, saying, "Hey Brian, I've heard about your program, how can I get involved? How can I make money promoting your program?" Jack Canfield is probably someone who I would consider if I were ever to work with him more of a joint venture partner relationship where I'd probably have to develop a relationship with Jack. We would work more closely, we'd probably have a more structured deal, as opposed to an affiliate. If somebody out there is just an affiliate, all they need is, "Hey, can

I sign up for your affiliate program? Give me some e-mails to send to my list and I'm happy to promote your stuff as an affiliate.”

With that difference said, though, really at the end of the day the idea is having somebody else who is willing to promote your program and you pay them a commission in exchange for doing that.

JV and Affiliate Commissions

Brian Edmondson: Two things, though, I'll point out immediately that come to mind when I'm working with people as far as a mindset dealing with affiliate programs. One, the commission structure. Lot of times when someone asks me, "Well Brian, how much should I pay an affiliate if they sell a course?" I come back with the response of, "You should probably go with, say, 50%." Lot of times, people fall out of their seats. A lot of people who are in the positions of, "I'm a product creator, I'm an authority, I'm an expert, and now I'm getting into this field of this idea of having people promote my products." They might initially feel like, "Well that's a really large amount." It sounds almost unfair.

The mindset shift I want to give you when it comes to joint ventures and affiliates is, the way to think about this is, there are people out there who have spent a lot of time, money, energy and effort and resources to build their audience, to build their traffic, to establish relationships. They've done a lot of things that we're talking about that you might be doing to do the same for your business. The idea is that they, based on just a simple recommendation, they can put a flood of sales into your business very quickly.

One of the things that we've talked about in this course, one structure, and everybody's structure might be different, but the idea is if we can sell 50 people a month, and that's the number. I said your number may change based on how much time you're actually spending with the one on one coaching and things like that. If you can get 50 people into your program at \$497, then I think you're making \$24,850 a month. Keep in mind in order for that to happen, you might have to do a lot of what we just talked about. You might have to do blogging, guest posting, paid advertising. You might have to put time, money, energy and effort into all of this if you don't already have an existing list.

The value proposition with a joint venture partnership is, well, what if I came to you and said, "Hey Pete, I really love this **Micro Coaching Course™** that you're doing. I'll tell you what, I can send an e-mail to my list tomorrow and I could probably fill all 50 spots. I'll send an e-mail tomorrow and, boom, you can generate \$24,850 in sales. In exchange for doing that, just pay me my commission of half of that, \$24,850," I told you I was going to bring out the calculator at some point, \$12,425.

The question is, is that something that's acceptable to you where if I could basically give you \$12,000 and some change in sales tomorrow and send you new people, is that worth it for you to do for your business? For most people, the answer is yes. Basically, that's standard.

Now the fact that you're doing some one on one work, you might want to offer a lower commission. This will all come down to basically how much time I'm spending doing the one on one coaching, what's my time worth and if I did give X amount of commissions out, does it still make it worth my while? In some cases where you're actually physically fulfilling, like coaching and things like that, you may offer a lower commission. I would say probably the lowest commission that would sound fair to a joint venture partner would be 25%. I typically offer 50% commissions on anything I'm doing that's involving a digital coaching product or a digital information product.

That's the first thing I want to talk about, is just the whole mindset around ultra high commissions that will highly incentive people to drive sales for you. At the end of the day my favorite way of thinking about that is would you like to have 50% of something, or 100% of nothing? When it comes to dealing with joint venture partners and commissions, that's the exact mindset that's in place there.

Helping JV Partners and Affiliates

Brian Edmondson: The other thing I'll say is when it comes to joint venture partners and affiliates, the more work you can do for them, the easier it will be and the more likely they'll be to help you promote. If you can actually give them the e-mails that they send to their list, it's a lot easier for them. If you can give them the banner ads to put on their web site, that's going to be easier for them. If you can give them the Facebook posts to post to their Facebook pages, the Twitter posts to post to their Twitter pages, the easier it will be for them.

In my mind's eye, joint venture marketing and affiliates is one of the most powerful and one of the most leveraged ways to grow your business. You're already tapping into other people's expertise as far as their ability to drive traffic, tapping into their relationships and their lists and things of that nature. Pete, any thoughts on that? Joint venture marketing or affiliate marketing.

Pete Genot: By far, Brian, I think besides paid advertising it's the single most powerful and profitable strategy that you can implement. It's often said that your network is your net worth. I'm sure you've heard that before.

Brian Edmondson: Yeah, love that one.

Pete Genot: There's a very good reason why that's said. It's because it's absolutely true. The more research you do into your market, especially if you're evaluating competitors and

signing up for their mailing lists to see what kind of information they're sending out and what kind of products they're promoting, not only their own stuff but who else are they promoting in the industry, it's funny how you'll start to notice trends and groups of people that all work together to benefit all of them. It's almost like their own little posse and they're all cross-promoting each other's materials even though in some cases they may be direct competitors or in many cases they may offer a complementary type of product.

That's another big mindset issue I think a lot of people struggle with, is, "Why would I want to work with my competitor?" Think about it this way. If you're trying to lose weight and you go out and you buy a diet pill and you try it and it doesn't work, do most people just quit and give up? No. What most people do is they go out and buy something else, a different diet pill, because they think, "Maybe that's going to be the one that works for me." That's very true of almost any product or service or market. If you buy something and try it and you don't like it, you still have that need. There's still a reason why you purchased that product or service to begin with. There's still a problem that you're trying to solve, so you're going to go out and you're going to find a different solution. That's why in many cases it makes sense to promote other people's products and services especially if you think it's something that's good, that your list is going to benefit from.

You talked about how much to pay affiliates and you kind of gave a guideline of 50%. My answer is going to be a little bit different. I would say it depends. If you know your numbers, then it makes it a lot easier to figure out, I think, how much you can afford to pay your affiliates or joint venture partners. If you know the lifetime customer value of that customer, then you could pay up to 100% of what you make upfront, or 150%. If you're going to make \$100 off somebody, you can pay that JV partner \$150 because you know that the lifetime value of that customer's going to be a thousand and you're going to end up making money.

If you're not sure of your numbers, then Brian's guideline of 50% is good, but if you know your numbers and you know the lifetime value and you can afford to pay your affiliates or JV partners more, I would say pay them more. The reason why is that you should offer them more than what they could get from promoting their own products or services or someone else's product or services. There's a value that they're going to run through in their head where they say, "Well, I could promote Brian's product and make X amount or I could promote Pete's product and make X amount," and one of those is going to make more financial sense to them. You want to be the person that makes it a no brainer for them that they want to convert and that they want to promote your product.

More Than Just Money

Pete Genot: Couple of other points to drop there. Some people are motivated by more than just money.

Brian Edmondson: True, absolutely true.

Pete Genot: It's in many cases about relationships. If you are networking with these people, if you're going to live events in your industry and meeting with them and talking about business and having drinks and having dinner and offering to help them in some way, help them solve a problem that they may be having, they are going to be more likely to promote your product or service even though it may not even be financially beneficial for them. They'll do it because you've been there for them, they want to be there for you. They're your friend. They want that relationship to continue.

Or a great one I heard from one of my buddies the other day is that he went all out promoting this affiliate product they were launching. He put his heart and soul into it with paid advertising and coming up with a special bonus and invested so much time and resources into writing follow up e-mails that he custom wrote, he didn't just rely on what the affiliate gave him. He developed his own unique approach to selling the product.

The reason why is because he wanted to win the prize that the guy was giving away for the launch. It was, I don't know, this really cool motorized scooter or something like that. It was like bragging rights, it wasn't about trying to make the most money or anything like that, it was like a competitive thing kicked in and he wanted to beat some of the other people that were in other promotions so he could win that prize. Then when they all got together at the next live event he could show up on this motorized scooter and be like, "Hey fellas, check it out! Look who won last time!"

There's more to it than just money. Then the last point that I'll highlight before I turn it back over to Brian is that as he said, people are inherently lazy. If you could do as much work for them as possible in advance and if you know some of the preliminary numbers that they can expect from promoting your stuff, that will make their decision to promote you that much easier. If you can give them an advance and say, "Hey, I don't know how this is going to do to your list. However, when I sent this promotion out to my list, this is how many people opened the e-mail, this is how many people clicked, this is how many bought, this is how much money I made," then at least they'll have a baseline that they can use to help them make their decision whether to promote or not. As much of that work as you can do up front, the better off it will be.

Brian Edmondson: Absolutely. That's why I said, you probably see where we're biased with all these traffic methods. It's probably clear that the paid traffic methods and the joint ventures and affiliates are really where I think all the action is. Like I said at the beginning of the call, I know we covered a lot of information on this call. The purpose of that is just to

show you all the different opportunities that are available to you and certainly not to imply in any way that you should or you need to be doing every single one of these.

Pick Just One Method and Get Started Driving Traffic

Brian Edmondson: Ideally like I said, if you just identify or resonated with one, two, maybe three at the most of these methods, that would be adequate. I have no hesitation in saying that you could literally take any of these methods, just one of these methods and use it to build a six and even seven figure business with just one of the methods alone. We've seen things like that happen over and over again.

Wrapping it Up

Brian Edmondson: That wraps up this call. The first thing I want to do is just congratulate you on finishing and going through this **Micro Coaching Course™** program. We've covered a lot in this program. We've talked about how to find a hungry niche market, how to specifically identify your topic and find eager members ready to invest in your program. We talked about how to quickly set up your **Micro Coaching Course™** sales system and all the key components in place with that. We've talked about how to outline and create the programs, how to create the lessons and many other things.

Of course on this call we've talked about how to get your offer in front of as many people, targeted prospects, as possible using free, paid and leveraged methods. I've said this before and I'll say it again, if you don't apply this information, then it's basically worthless. The only way to turn this information into cash is by taking action, and the sooner you do it, the sooner that will happen.

With that said, I just want to say we've come a long way in the last weeks together. Like I said before, if you haven't gotten everything 100% ready to launch, don't worry. You have the complete system outlined for you, you have continual access to all of these trainings and modules that you can always go back and reference, and after you've done your first class you can reuse this class to re-launch multiple programs over and over again.

For now, I'm going to give you some time to relax and meditate on everything we've talked about.

Listen, I've thoroughly enjoyed our time together. I've enjoyed working with you, learning more about your business, your hopes, your dreams and your goals and helping you accomplish that. I do hope that our paths cross again. More than that, I hope you achieve everything that you're looking for in business and life.

I'm going to wrap up with one of my favorite quotes from the famous hockey player Wayne Gretzky, who said, "100% of the shots you don't take don't go in, so give it your best

shot." This is Brian Edmondson, and Pete Genot, I want to especially thank you for joining me on this, your insights were invaluable and I can't thank you enough for joining us on today's call.

Pete Genot: Thanks so much, Brian. It was a pleasure to be here. I had a lot of fun and I hope we get to get to do it again soon.

Brian Edmondson: Okay, thank you everybody. I do hope our paths cross again. Best of luck and God bless.