Content Marketing Manifesto - The Deep Insider Secrets From the #1 Commercial Article Marketer in the World

Sean Mize

This book is dedicated to all my clients over the years who have learned from me, implemented my techniques, and have allowed me to fine-tune my techniques by including their results in my own study of technique efficiency. Thanks!

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About the author

Sean Mize has built a full time information business online, and has been actively working online for over 6 years. Over the course of 6 years, he has written 13 ebooks, recorded over 35 audio products, created over 8 coaching programs, coached hundreds of clients, and sold thousands of products.

He has used article marketing as his primary source for introducing new people to himself and his business, and it has served as the primary traffic source of a full time online business for over 5 years.

If you want to get a daily email from Sean giving you new tips and advice, you can enroll to get that here: http://www.secretsofim.com

Most days (Sean takes days off too!) you will receive a new instructional email that will teach you one new thing you can implement in your business. It might be a tactic to use to generate traffic. Or it might be a new way to write an email. Or maybe a new tip to make product creation easy. Or perhaps something to help keep you motivated, or to help you stay focused to get more done.

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Content Marketing Manifesto Core Content

A Word About Article Marketing - Why The Old Way Doesn't Work

"Article marketing is the process of writing articles and submitting them to article directories online for search engine traffic." That used to be my solid definition of article marketing. But that old model doesn't work anymore. However, don't write off article marketing yet.

Here's why: article marketing is alive and well, just not using that definition. Before I give you the new definition — what is working today with article marketing — I'll give you some background on why the old style of article marketing doesn't work anymore.

The whole idea behind article marketing is that for many years, you could write articles, submit them online, and you'd have to do things really poorly to not get traffic from them. And the traffic you get from articles is really strong traffic. But because so many people began to abuse article marketing, writing rehashed and respun articles and passing them off as new content, the search engines have aggressively banned the types of things that made article marketing so popular: excessive linking, and the same article on more than 1 site.

So why do any article marketing now? Because when you do it the new way — which I'll teach you in a moment — you get the benefits of search engine traffic — without triggering any flags to the search engines.

The reason for this is that what the search engines really want is original, useful content. And it used to be that if you wrote original, useful content, the search engines couldn't really find you unless you had jillions of links to your content. But now that they are cracking down on jillions of links, your original, personal content is rising in the rankings. In fact, I believe that if you write original, relevant content, and only get 1-3 relevant links to it in the search engines, they will recognize it! That's right, 1-3 relevant links!

The search engines are rewarding the smaller websites and original content. This radically changes the article marketing and content marketing outlook. This means that you can now write original content, post it online, stay away from linking schemes and instead get just a few relevant links, and get high rankings in the search engines.

It all goes back to the idea that the search engines desperately want the original content. And because they have gotten so good at spotting bad link patterns — which they define as any unnatural linking pattern — my guess is that almost all articles out there that are commercial in nature are getting some form of unnatural linking and therefore being blocked from search results. So think about this — if the bulk of online content is blocked - then what happens to your content if it is not blocked? It rises in the search engines by default!

What Does Work in Article Marketing

So now that we've gone through the background information of why the old style of article marketing is not working, let's dig into how to do article marketing in such a way that you do get traffic from it.

The key is original content. The thing is, the search engines don't have any interest in rehashed old content. And if you don't have anything to contribute in terms of new ideas, you probably aren't going to be able to contribute to the wealth of knowledge online. And if you can't contribute to the wealth of knowledge online, then you aren't going to get traffic from the search engines. You might think that is unfair, but if you want the search engines to give you traffic, you have to do it the way they want. And what they want is original content.

The first step is writing original content

The next step is getting it published in the right places online. The truth of the matter is, there are many article directories that have very low quality content across the board, and only a few that are truly respected by the search engines. So let me ask you this: if you put your high quality original content on a web site that has tons of low quality content, will the search engines be likely to see your content as original — even if it is? Probably not. It would be like going to your local low price leader cheapo discount store and expecting to buy really high quality goods. Even if they had the high quality products, you would probably be leery that they weren't really high quality, just a low-quality knockoff or "made for the discounter" low quality look-alikes. And that's what happens when you submit your content to the wrong websites. So you have to get it published on the right sites.

Then once your article is posted on that site, you need to get a few — just a few — relevant links. More is not better. Repeat: more is not better. Just a few.

There are many ways to do this, but the easiest way I find to do it is to just use article marketing for it. Here's how it works: write an article (let's call it article 1) and submit it to an article directory or quality website (let's call it article directory a). Then write article 2 and submit it to article directory or website b. In article 2, put a link in it to article 1. (You normally get 2 links in your resource box in each article; use the first to send traffic to your squeeze page and use the second to send a link to your prior article.) So now you have one link to your article. Then write article 3 and submit it to article directory c, with both links going to your prior articles, one to article 1, one to article 2.

Then when you write article 4 and submit it to article directory d, link to article 3. Article 5 on article directory e points to article 4. Then article 6 on article directory f points to both articles 4 and 5. Note that only articles 4 and 5 also have links to your squeeze page, article 6 has links to both prior articles. Then article 7 will link back to article 6. Continue this pattern in groups of 3 until you have exhausted your list of article directories or websites, then start over.

This seems so simple, yet it is so powerful. You will get traffic from this. The search engines will notice. The better and more popular articles will end up having people recommending them and getting more links to them. But don't try to accelerate the process by buying links or trying to do any mass link building. It will backfire.

Why Article Marketing is So Powerful

So now that you know how the new article marketing works, why is it so powerful? Because it naturally gives the search engines exactly what they are looking for. The search engines want original content, and you give it to them. They want relevant linking, and you give it to them. It's that easy. You don't have to focus on rankings or linking or optimization or anything, just write relevant articles and submit them the way I have taught.

So you might be thinking: what about keywords and optimization and links and all the things the other seo people are talking about? The thing is, if you are doing what I taught above, all those things will happen naturally. Think about it. What is a keyword? It is something that people use to trigger your search. That keyword should just naturally be in your article. For example, if you write an article about training small dogs, what is the keyword? "training small dogs" Simple. So maybe you are thinking, well don't I need to target keywords? No. Target what people want to read, and the keywords will be inside of the articles naturally. Are you writing about what people want to read about in your niche? If so, you are already using the necessary keywords. Why?

Because people are using keywords to search for what they need. So if you write about what they need — you are already naturally using keywords.

For example, imagine that the last few paragraphs in this were an article. It is about keywords and optimization and their -unrelevance. What are people likely searching for to find my article? "keywords and optimization" They might ask the question in the search bar "does keyword optimization work?" And if my article is relevant, it will show for their search. I don't have to do any over-the-top keyword optimization. Just the act of writing a thoughtful article will naturally produce the keywords that are relevant.

Contrast this to the old way: find keywords, then try to write an article around the keywords. Great in theory, but in reality, the article rarely actually answers the need someone has. Because people only use keywords as a proxy for what they really want to learn about. So ordinary keywords don't accurately pinpoint what people are really searching for. But when you write articles to prospects' needs instead, then the content is relevant, as opposed to keyword targeting.

Steps to Doing The New Article Marketing

Find out what people in your niche need.

Write a 400-600 word article about it.

At the end of the article, strategically send readers to your squeeze page if they want to learn more from you.

4) Get your articles on as many high-quality websites as possible. This includes article directories, blogs, your own website, and as many other websites as possible. Note: each unique website, blog, directory, etc., should have a unique original article of yours. Don't post the same article in 2 places.

Which Websites to Use

Directories:

http://www.ezinearticles.com
http://www.firehow.com
http://www.hubpages.com
http://www.selfgrowth.com

Websites:

Find at least 5 industry websites in your niche and find a way to get published on each site. Each site will have a different requirement. Write the owner and editor and find out what they need help with. What kind of content do they need? Trust me, one article that gets published on the front page of a high-traffic website in your niche is worth 100 submitted to an article directory.

Blogs:

Find at least 5 niche-relevant blogs to become a guest writer for. To find them, use the search engines to find respected blogs in your niche. This may take several hours of work; don't think you can do this in 5 minutes and then conclude you can't find them. Think of it as a treasure hunt, search until you find the top 5 blogs in your niche. Then find a way to become a guest blogger. What kind of content do they want? What topics? If they reject your article, find out why. Do they want more depth? A different perspective? Find out why and make the adjustments.

Your site:

It is my firm belief that you should be putting articles on your own website. At least 1 for every 5 you submit elsewhere. These should be original articles, not posted anywhere else.

Notice I keep mentioning "original articles, not posted anywhere else." I am stressing this because people tend to cheat, think they can just double up and save time. The search engines won't show both in the search results anyway, so it is just a waste of time. Put your site into the rotation of linking I taught earlier.

How to Choose Topics

The best way to choose topics is to ask your subscribers what their challenges are. Their challenges by default are the things they have been unable to get a good answer from anyone else on. So that is what you should be writing about.

If you don't have a list, 1) begin building one immediately and 2) go online and find what people are asking about. These questions might be in forums in your niche, in blog comments in your niche, etc. Dig until you find the questions. This can be time consuming, but it is worth it; just be sure to keep a list of all the questions you find because you can re-use those questions in the future.

Contrast this method with writing about what others are writing about. The thing is, sometimes what others are writing about is what people really want to learn about. But often it is the blind leading the blind — people thinking because others are writing about it, then it must be what people are looking for. But it's often not the case. But instead if you write on what others are asking about instead, you will be actually giving relevant information.

How to Choose Keywords

Because you are writing about what people are looking for, and not focusing on keywords, you will only be using keywords to the extent that the meta tag on your site or the article directories wants a keyword, not for keyword targeting. Remember, you are answering people's questions, not writing to a keyword. So for your keyword (s) just choose a couple words you used in the article, or use the title of the article. Yes, it's really that simple!

How to Write a Title

The title should be 100% relevant to the article topic. If you are writing an article answering a question, the title should indicate that you have the answer. For example, if the question is: "how do you write article titles?" the article title would be: "How to Write Article Titles" or if the question is: "how do you paint a room fast?" the article title would be: "How to Paint a Room Fast."

How to Write the Article

Write an introductory paragraph telling readers: what you are going to teach in the article, why you are going to teach it, and hinting at (or even revealing) the steps you will teach in the article.

Then simply write the steps out and how to do them. You see, the best articles for reader response are ones that give steps, not articles that give discourses or essay type answers. So each article could literally be a list of steps, and they could be numbered or bulleted or chronological, etc. But think of the content as a list of steps. Then write out the steps and how to do them.

How to Write the Resource Box

The resource box is the blurb at the end of the article that directs readers to your website. The formula I have discovered that works best is this:

By the way, do you want to learn more about (topic of article)? If so, download my free (ebook, mp3, manual, etc.) here: (link to squeeze page with an optin for specifically whatever the free ebook, mp3, manual, etc., is promised in the article).

If you don't specifically match the article to the resource box to the squeeze page offer, your overall conversion rates will be much lower. The better they are targeted, the higher your response rate.

For example, if your article is about "writing ads" then your free resource box should be about "writing ads" and your squeeze page download should be about "writing ads".

Take it to the next level

Article marketing is still highly powerful but it cannot be done the old way. If you do it the old way, it doesn't work.

The key is that content creation by writing articles is the single most effective way to get massive traffic to your website. Think about the highest - trafficked websites around. The bulk of them are content - oriented sites. And what is content? It is articles.

Here are a few examples:

http://www.forbes.com (that is a huge website with about 1.3 million pages [note: pages = articles, look at it and see] and about 9 million visits a month)

http://www.wikipedia.com

http://www.ezinearticles.com

Think about all the blogs you read. They are content. What is a blog post? It's an article by a different name. What are all the news snippets on yahoo.com? Articles. What are all the news snippets on all the news websites? Articles! Articles, articles, articles.

The question is this: How can YOU use articles to get more traffic to YOUR website? I've just given you the formula in the last few pages. Use it. Get aggressive. Many days I write for 2-3 hours a day. I do it because of the results I get. You can too. Don't think you have the time? Writing is the most important thing you can do in your business. So why not take 50% of your working time and write? That means if you are online 2 hours a

day, write for 1 hour. If you are online 10 hours a day, write for 5. Concerned that's too much? Then you are online too much! Because writing is the single most productive thing you'll do each day!

Personal note from Sean Mize:

You now have my complete and latest formula for maximum results with article marketing. It is exactly what I do in my own marketing.

Plus, there is one more thing I also use. I didn't include it in the official directions above because it slightly goes against the model of no duplication. But it is still highly effective, but I know that one day it won't work, and so I don't like to teach it to people.

But would you like to know what it is, just so you can evaluate using it yourself?

If you will promise to realize that I'm sharing it with you because it's one of the things I still do, but it's not part of my official instructions . . . then I'll tell you.

Ok, here it is: I use a very carefully vetted article submission company (I'll share the name in a few minutes). I have used many, many different ones before, and I don't use any of them now. I only use this one. I know the owner personally.

The way it works is he submits your article to about 300 article directories, and I believe most or all of them use a manual approval process (which is the exact process I believe google requests from all article directories), so only about 100 of them will accept your article.

So your article goes to about 100 directories. Okay, okay, I know, I told you not to do that. Those are my official instructions. Evergreen. This is ONE case where you can do this differently. For now. I'll let you know when it doesn't work for me anymore.

And NEVER put an article on your site or any other site that you put in this service. EVER.

Now there is one twist that is critical. Remember I taught you to cross link from different articles you write to others? The key is to get a few links to each article, not too many.

The problem with most linking schemes is you get too many inbound links and it triggers the flags at the search engines.

But with this service - you get 3 different resource boxes to rotate. So with about 100 acceptances, and 3 different resource boxes (into each of which you will put a different combination of links to your articles, for example resource box 1: article 1, directory a and article 2, directory b; resource box 2: article 3, directory c and article 4, directory d; resource box 3: article 5, directory e and article 6, directory f) you don't get too many links to each article.

Do you see the power of this yet?

Now, the most recent guidelines from google are suggesting something along the lines of less than 30% from each particular link or anchor text (the guidelines are more detailed than that, that explanation is sufficient for our purposes, and remember it changes all the time anyway) - so what I like to do is to write 6 articles for this special submission site, and use different keywords in the anchor text of each resource box, so that for each 6 articles you put elsewhere online, you have 6 unique links going to each one. This gives you a 16.6% anchor text diversity - and when you add in the links that will naturally occur, it is even better than that. And you are getting less than about 35 links from each source. This should, for a long time anyway, be subtle enough to escape the google radar.

Here is the site: http://www.fastsubmitarticles.com

(for instructions on creating an anchor link, download this: http://www.secrets-of-internet-success.com/ebooks/HowtoCreateaTextAnchorLink.pdf

Ok, folks, this concludes the official content of my new article marketing strategy. However, I have recently written quite a bit of new content that reveals a lot of the insider psychology behind what I have taught so far, so I have decided to include all of it.

Treat it as a psychological background, not as exact instruction. The exact instructions are above. Some of what follows is more advanced, stealth, and may even incorporate some tactics I don't actively recommend to most people. But I think it is all worth a read because it is packed with insider knowledge that most people just don't have access to.

But now you do!

-- Sean Mize

Advanced Article Marketing Addendum

This section is going to show you an advanced method of using article marketing to dominate the search engines in today's difficult algorithmic search engine environment.

The truth of the matter is, traditional article marketing, that is, writing articles and submitting them to multiple online article directories, is no longer as effective as it used to be. However, with a few additional simple steps and hierarchical strategies, I believe article marketing can be as powerful as it used to be; in fact, I believe it might be even more powerful than ever before.

Before I give you the exact advanced article marketing strategy I currently use with my clients, I want to give some background on search engine marketing and the impact of article marketing on search engine marketing.

You see, I believe that if you simply learn a new technique about search engine optimization, but don't understand why each element of it works, then if something small changes about the search engine environment and that one element is no longer relevant, you won't be able to recognize the change fast enough. And by default, over time you will find yourself doing "old" techniques simply because you learned "one way." Then in order to get results again, you must once again take instruction from someone to learn how to do the new things.

However, if you understand why each element of the formula works, then as the search engine environment changes, you can change what you are doing to match the current environment and algorithmic changes, just like the search engine teachers are doing so they can teach you the new methods, and you be able to keep your search engine marketing strong without having to continually get new instruction as things change.

So let's get started.

Layered SEO (reprinted from my Layered Seo Document)

In this document, I intend to show exactly how to get traffic from the search engines, and especially from google, using layered seo.

Layered seo is the process of strategically writing content utilizing the concept of a master document, with feeder content linking to an acquisition point for the master document, and organically layering content and links to create a layering of your content online. This allows for the greatest level of organic and viral spread, especially as not only do people share your content, but the search engines begin to value your content more highly.

Let's start first with the purpose in doing seo (search engine optimization). Seo of course is the process of doing things to get the search engines to pay more attention to your content or pages, and rank them higher in their search results - in short, optimizing your pages for the search engines. And seo can be quite straightforward, especially the way google intended. The bottom line is this: google and the other search engines want one thing: they want their search results to return the very best results for a given search term. Meaning that if you type in "dog training", they want the ONE page that is the very best page for the term "dog training" to show up in their results in the number one spot. That's their goal. And in a perfectly fair and balanced world, where no one cheated or tried to manipulate things, then the ONE page that is the very best in the world for that term, would come up #1 in the search engines for that term.

And google's goal, over time, has ALWAYS been to find a way to effectively rank the pages of the world so that the very best content gets featured. Their original pagerank formula was designed to do just that.

And if there were no cheating at all, then all you would have to do is focus on creating the very best content in the world, and you would get the top ranking.

So let's think about this for a second. If that is the case, google WANTS to feature your page in their search results. And not only do they want to feature YOUR page in their search results, they want to do everything possible to prevent others from manipulating the search results by doing illegitimate inbound linking, and other crazy things like keyword stuffing, writing for the robots, and so on. Their goal is actually for YOU to get the top ranking, if you deserve it.

So given that google actually wants to feature your content, and they are actively working to eliminate from the search results content that tries to manipulate the rankings, why not just work with google?

Why not just create the very best content on earth, publish it online, tell relevant people about it, send relevant visitors to it, get relevant links to it based on interest, not spamming, and simply let the algorithms do their job?

Your gut reaction might be, I can't do that. Because then I won't get the rankings, because unscrupulous people out there will just outrank me.

But the thing is, that used to be the case. Used to be is the operative word here. With the latest google algorithm changes, both published (like panda and penguin) and unpublished (the ones you don't know about so you can't cheat them), google is going out of their way to get manipulative results out of their rankings.

We have literally come to a time that we can give google what they want - which is relevant content - and let them do their job - which is figure out what is the best content. And not only have they told us exactly what kind of content that they want, they have also told us exactly how to get them to notice your content.

That's right. It might come as a surprise - but they have!

Here's their document that tells exactly what they want in the content you put on your content page:

http://googlewebmastercentral.blogspot.com/2011/05/more-guidance-on-building-high-quality.html

If you follow the advice on that page, you will be creating the kind of content google loves and is looking for.

So now that leaves the next step: how to get google to recognize your content and rank it above the search results of your competitors.

Let's go back to google for their story:

This page tells you exactly what google wants and doesn't want:

http://support.google.com/webmasters/bin/answer.py?hl=en&answer=35769

Not only do they tell you what they are looking for, they tell you what NOT to do. Things like spamming links and "creating domains with substantially duplicate content".

Now I have one thing to say about panda and penguin. Without getting too deep, panda was designed to filter through excessive duplicate content and spun articles. They have told us for years not to do it. So how can anyone be upset with google when they are simply enforcing what they have told us for years they don't want us doing?

And penguin - designed to filter results based on not giving value to pages where the inbound links are obviously manipulated or paid for. Once again, something they have told us not to do.

So now that we know WHAT they want, how do we give it to them in such a way that we get the traffic instead of our competition, who might be using manipulate ways to game google?

Before I get into this, let me say this: it used to be very hard to give them what they want, and still get the rankings, especially for a competitive term. But I have found that the new algorithmic changes are working very effectively for eliminated gamed results. Which means that your content has a real chance of getting a higher ranking.

In fact, if you look at today's search returns, as opposed to last years' search returns, I think you will find that more and more content pages on smaller sites are coming up. This is simply a reflection of how effective the new formulas are working.

Now, before I give you the strategy I am personally using, I've been using with my clients, and I will model with the dissemination of this content, for full disclosure here, I want to share as well google's official guide to creating content and promoting it:

http://www.google.com/webmasters/docs/search-engine-optimization-starter-guide.pdf

Now I imagine if you read that, you will think, how will following those guidelines give me an advantage over people who are trying to manipulate google? Here's the reason: the algorithms are now doing a great job of recognizing a wide range or markers and giving higher rankings to site that do a little of all the right things, instead of doing one or two things on a huge scale. For example, instead of buying 1000 links from one company, which triggers all kinds of " lower the ranking of that page" signals in google, instead get multiple individual sites to link to your content naturally.

And I don't mean, find automated ways to get multiple sites to link to your content naturally. I really mean get multiple individual sites to link to your content naturally.

And the formula I'll share with you in a moment will make that happen. Naturally. Just what google wants. And if you give them what they want, they will reward you with rankings.

One last thing before I share with you my formula, let me say this: If your content is lousy, all the "giving them what they want" won't work, because no one will want to read your content. And if no one wants to read your content, no one will share your content.

Here's the key to what I am getting ready to share:

You must create excellent content that people WANT to share and link to, then release that content to the world in a way that will encourage people to share that content. Exactly the way this content has been created.

Think about it, I've written a document that contains insight that probably no one else on earth has put in all one place. So people will want to share this content. Using the formula I will share in a moment, I will seed the web with this content. And because it is great content, others will share it.

Here's how it works:

1) Create great content. Ask the questions on this page to help you determine if you have written great content:

http://googlewebmastercentral.blogspot.com/2011/05/more-guidance-on-building-high-quality.html

Then ask yourself this ONE question: is this the BEST possible content in the world on this subject? If it is NOT, your content is not worth publishing. Every piece you create should be the best. BEST. If it's not the best, why should google even consider giving you a spot in their search engine? It is theirs, by the way. Imagine if you held a party at your house, and you asked everyone to bring their best dish to your home. And if they brought their worst or second best, it would be your right to no longer invite them to your home, right? And the same thing with google. If they ask for something, and you refuse to give it to them - then they have the right to NOT feature your content. Totally fair, right? Work with google instead of against them.

2) Once you have created the great content, get it published online.

3) Tell people about it. If it is truly great content, those people will tell other people. And those other people will tell more people.

I remember when I was doing aggressive article marketing over at ezinearticles.com. Some articles would get thousands of views, others few. Some articles would get re-published, sent out to people's lists, and so on. And get lots of traffic. But let me ask you this: do you think that if someone is looking for something to publish on their site, are they going to choose really good content, or bad, not-well-thought-out content? If you want people to share your content, it must be sharable. It must be something people WANT to share.

Here's an example of publishing great content and telling people about it:

I'll use this document as the example.

As I write, this is about 1700 words. Likely when I am finished, it will be about 2000 words.

Here's what I plan to do with this document:

1) Convert it to a pdf and make it a download when someone subscribes at my new domain: http://www.layeredseo.com

2) Put the entire document on my site: http://www.eaglesteps.com

3) Break it into 4 500 word blocks, and put one block in each of these places, with a link to one other instance of the content (for example, the article submitted to ezinearticles.com might have a link to http://www.layeredseo.com and to the selfgrowth article; the article at selfgrowth.com might have a link to http://www.eaglesteps.com and to the google plus site. This allows your content to become viral faster, and allows google to more quickly determine if your content is relevant for their searches):

http://ezinearticles.com/?expert=Sean_R_Mize

http://www.selfgrowth.com/

https://plus.google.com/i/ClYqxPk1bDA:u63OKP2pD_Y

and a few other places, depending on how I feel when I am making the sample posts.

Now what will happen is that people will read the content at these sites, at ezinearticles, at selfgrowth, at google plus, and if they like it they will share it. The better this document is, the more it will get shared. And the more it gets shared, the more links I will get, and the more traction it will get in the search engines.

I know this sounds really easy. It is.

Now, one of the real keys is that each time I write something like this, I distribute it to a DIFFERENT set of places. And I don't submit it everywhere. It should be different each time.

That's one mistake I see people make, they get a list of some ideas of places to submit to, and they think more is better. It's not. Just get your content to a few places, get people to see it, and let the natural, organic process take over.

Here are some other places you could send some of your content (remembering this: only choose a few of these each time you publish something):

http://www.squidoo.com/

http://www.facebook.com

an industry site in your niche

an article directory in your niche

http://www.hubpages.com

blogs in your niche

your websites (yes, you can have more than 1)

your blogs (yes, you can have more than 1)

Where else can you think of to publish your online content?

So to summarize, here is the formula:

Write a 2000 word master document. Put the entire document on your website. Then break into 4 500 word pieces, and submit each piece to one of 4 different places online, with a link to the master document.

Then write another 2000 word master document.

Imagine if each day you wrote one 2000 word master document. In one year you would have 400,000 words of content, 800 articles online, 200 2000 word master documents on your website, and you'd probably have all the traffic you can handle!

This is my layered seo formula for getting high search rankings. Think of it as creating one master content piece (for example, the 2000 word master document) then using that content piece to create articles and snippets that lead readers to your master document.

And each content piece or snippet links to another content piece or snippet. As people organically share your content, you will get exposed to more people who will read your content and possibly become involved in your site.

Note: to make stacking the layers easier, write the entire document first, then publish the part FIRST that you want linked to LAST. The reason for this is that when you publish one piece of content, you get the link to that piece of content. Then the NEXT piece of contents links to the first piece of content. The third piece of content links to the second piece of content, and to your site where someone can get access to you and get ALL the content.

About the author: Sean Mize is an expert at generating content-based traffic online. He and his team have written and published over 25,000 articles here: http://ezinearticles.com/?expert=Sean_R_Mize

Background of Search Engine Marketing

Why use search engines?

First, some background. Why use search engines in your marketing? The reason is simple: search engines are one of the biggest places people go to find things online. So if you want to be found online, a search engine is one of the top places you should be.

How do search engines work?

How do search engines work? The basic premise is that any web page on earth can be available in the search results. The problem comes in that there are millions and millions of web pages, but when you or your prospects are searching for information about something, you don't want to search through millions of pages to find what you want. So instead of searching through millions of pages, you probably typically look at the first few results on the first page of the search results, and if your answer isn't in those few results, you likely type in a slightly different keyword phrase to help zone in on what you are looking for.

This means that the search engines have to have a relevant way to make the first few results the most relevant for your search. To do that, they have to use mathematical algorithmic formulas to determine the best result. And of course, in a perfect world, the best result would simply be the one page that most closely matched your search phrase. However, many people and companies are competing to be the most closely matched page for your search result, and many may be so close that just based on the content on the page, it would be impossible to determine what is truly the very best result.

Search engine results by proxy

Enter the founders of Google. They hypothesized that the best pages online would be visited by the most people, and more importantly, would be recommended by the most

people. So by extension, the most relevant pages would have the most recommendations by other people. And when people recommend pages online, they create links on their site or web page with which to actually perform the recommendations. So, by extension, the more links a page has coming into it, all other things being held equal, the more popular that page is. Of course, all things aren't equal, and almost immediately anyone wanting to get their web page ranked higher would simply get other websites to link to their webpage. And over time, people began getting more and more links to their webpages, and these links were not based on natural demand for a page, but instead were dictated by market conditions and competition. So to make a long story short, the search engines began imposing conditions on the linking structure, assigning values to different "qualities" of links, and began to add deeper levels of diagnosis of the content of the web page itself, to determine the appropriate ranking of a certain page in their search engines.

And each time the search engines changed their formula to make their search results more relevant, given the last round of commercial adaptation, savvy people who wanted higher rankings made adjustments to once again game and manipulate the search engines.

So at this point, we might simply conclude, well to get higher rankings, we simply have to be the fastest to adapt to the new search engine formula. The problem with this strategy over time is that in order to get search engine rankings and the associated traffic, one must constantly be changing the work he does to get those rankings.

Is there a better way?

Enter article marketing.

But first, a little more background.

What Do Search Engines Really Want?

In all of these algorithmic changes, what do the search engines really want? In a nutshell, they want to deliver the best results to their searchers. And one of the things they have made very clear is that aside from algorithmic popularity elements, the most important thing is that the web page delivers relevant content to the searcher. In theory, they want the most relevant content, meaning words or sounds on a page, for that keyword search. In fact, all the popularity and ranking algorithms, for all their effort at evaluating how much the page is liked based on links, traffic, social involvement, etc., their sole goal is to deliver the page with the best content.

Now, the way they determine the best content varies over time, based on the changes in the algorithm. But the constant remains that they want the best content. So the question comes up, why not just create the very best content, get it noticed in the web environment, and trust the search engines to do the best job of finding that best content, instead of creating ho-hum content and then gaming the search engines into believing your ho-hum content is really better than it is by inflating it with links, traffic, and social involvement?

The Old Way of Article Marketing

And the statement I just made has been the driving factor behind my development of my article marketing system, both now in the advanced version, and in the past with the more primitive (but highly effective) version I used initially. My goal has always been to create good content and allow the search engines to find that content. And by focusing on good content instead of massive manipulation of links, I believed that the content I created could stand the test of time because I was focusing on the content and not the algorithm.

However, in every valiant effort, if there is an easier way, we humans will take it. And although I eschewed the concept of blatantly manipulating search rankings, I realized that simply by writing content and getting it posted on already-popular web pages online, both criteria for high search rankings would be met. Meaning that content was being created that would stand the test of time in the search engines, and naturally through the process of the posting of the content on popular sites, natural links would occur which would encourage the search engines to award rankings.

And it worked well. I would write articles and post them to article directories online, the article directories had multiple websites that would "syndicate" the articles, meaning they would publish the articles on their own websites, leaving a link in the article that went back to the original article. The search engines rewarded me (and many others who used this exact strategy) with search rankings.

Article Marketing Corrupted by Greed and Software

So what went wrong? Actually, with that exact strategy, nothing. But . . . many people, in an effort to quickly multiply the efforts of those single articles and inbound links, began to find ways to exponentially increase the proliferation of those articles online. The single biggest problematic tactic, in my opinion, was that of developing software programs that would scramble the order of the words, sentences, and paragraphs in an article so that someone could write one article and have many versions of that article created so it would look like that person had written, for example, 100 articles instead of one. Then software developers created a way to alter individual words in the articles by using synonyms for each word. The result was millions and millions of spammy, illegitimate, and worthless articles floating around on the web masquerading as original articles. And this completely destroyed the ability of the search engines to naturally award the best rankings to the articles with the best content based on links and raw content.

Search engines solve the corruption dilemma

So the search engines took steps to solve this problem. And in doing so, they have practically eliminated all occurrences of these illegitimate articles online. But in so doing, the impact of legitimate, original articles online has also been changed. The only question is, by how much. My personal experience is, that for originally written articles that are submitted to legitimate article directories, there is not much of a negative impact. I base this on my own traffic from my own originally written articles. However, the truth remains that because of the ease with which someone could have in the past cloned and duplicated their articles and corrupted the original legitimate process of article marketing, in their efforts to block these illegitimate articles from their search results, the search engines have likely impacted the search results of the bulk of all the articles online, including original articles with good content intent. So although I personally have not been affected much by the changes, and some of my clients have not been much affected, the fact remains that likely most people have.

You see, it's not easy (it's time consuming, particularly), and it's counter-intuitive, to write a single article, submit it to a single location, and trust the "system" to accurately assign search rankings. The rankings occur slowly over time, are not consistent from article to article (although on average in aggregated scenarios, there is robust consistency), and is hard work. Because of this, article marketing as it used to be taught, just isn't very popular anymore. Not because it doesn't work. But because the way most people were doing it no longer works.

So over the course of the last few years, as a result of the fact that many people who try to do article marketing struggle to get the kinds of results they need in order to run a

viable business, I have been developing a much-advanced system that supercharges and exponentially powers article marketing in today's search environment, and that is what I will teach you in the rest of this book.

In the course of giving you the history and reasons why article marketing works, I've given you the concept that content plus links plus traffic plus social activity equals search rankings. Now, there are a few ways to make that occur, but only one way is easily duplicatable in scalable scenarios over the long term.

What doesn't work with the search engines

Let's talk about the ways that don't work over the long run. Back to the search engines for a sec. Their goal is quality content, but they evaluate that content using proxies - for example, using links as a proxy, using traffic as a proxy, and using social activity as a proxy. Of course that's all in addition to the evaluation of the content itself.

Manipulating the search engines

So the easiest way to manipulate search rankings in the short run is to manipulate things like links, traffic, and social activity. This is where the claims originate that you might read in emails or sales letters that sound like this: "Get #1 search ranking in 3 days guaranteed!" Of course, discounting the fact that some of those headlines are blatant lies or are at best misleading, some times it is possible to exploit the current algorithm to get temporary high search rankings by doing things like getting a certain kind of link (whatever is most valued by the search algorithm by default this month or day), driving a certain kind of traffic, or getting a certain level of social activity. For example, perhaps the search engines choose to use links from a certain web domain as a proxy for the quality of the content. As soon as a savvy seo programmer discovers this, he begins to sell links from the certain web domain. A few days or months later, the search engines discover that is occurring and devalues the links from that domain, totally destroying the ranking value obtained from that tactic. This is just one example of thousands of different types of things people do to manipulate search rankings. And every time the search engines discover this, they change the formula.

Changing your seo with the changing tides of the algorithms

The problem is, having to change your own method of marketing every month in order to get traffic is no way to build a solid business. Imagine building an offline business, perhaps a sandwich business, in an environment where each month you have to change the way you advertise. And because you don't know ahead of time which way will work each month, it is totally hit or miss whether you will get customers this month or not. So one month you have really good sales, hire lots of sandwich makers, and then next month sales drop off completely, you have to fire almost everyone, get behind on your rent and salaries and nearly go bankrupt, then the next month sales explode again, you don't have enough workers to make sandwiches and deliver them, people gripe and complain about your service, and so on and so on. You couldn't run an offline business like that, could you? But the truth of the matter is, many web companies that rely on manipulating search rankings to get their traffic, experience this each month. High sales

when they guess which tactic will work this month, and horrible sales when they guess incorrectly.

But there is a better way - simply build your content out in such a way that the search engines will give you rankings based on solid, long term strategies that are in line with their stated goals and policies.

Build your own seo naturally

Now, before I give you the strategy for how to do this, I want to make something really clear (and I alluded to this earlier): if you choose to do what I am going to teach you in a mechanical fashion, trying to find ways to automate all the steps, your actions themselves will appear to be manipulative to the search engines; the search engines will discover your manipulations, and will disable the algorithm in such a way that your efforts will be useless. It is critical that you keep in mind in everything that you do for your search engine marketing, that the search engines' goal is this: great content that naturally propagates online and gets natural levels of traffic and social involvement. If you do anything to inflate the natural propagation, traffic levels or social involvement, you will be creating a manipulative environment that when discovered by the search engines, will be disallowed.

And one more thought before I teach the system: it is easy to begin to feel that the search engine is your enemy, and that you have to fight a war with the search engine, and that deception is one of your weapons, and that the more savvy and deceptive you are, the more likely it is that you will win the war. I believe that attitude is pervasively destructive, and will result in your losing your war.

Instead, view the search engine as your friend, the friend that will promote you endlessly if you provide it what it wants. You see, the search engines are privately owned entities, which means that, in the confines of the law, their prerogative is to run their search engines the way they want to. And that includes excluding you from participating. Which is actually a good thing, because it means that if your competitors do things that are against the policies of the search engines, they will be excluded from participating in the traffic available from the search engines. I was personally elated when the search engines began to exclude millions and millions of my competitors' web pages and content pages from their search results due to the violation of their policies, because it meant that my own pages could rank higher because I was no longer competing with unscrupulous marketers who were manipulating the search rankings.

Now for the strategy:

Concise Blueprint for Advanced Article Marketing

First, a concise blueprint:

1) Create content that is informative and useful for people looking for the information contained in the content. This could be blog posts, articles, videos, web pages, etc.

2) Have that content published on a wide variety of websites (only one publishing location per instance of content; do not publish the same content on multiple web locations).

3) In each instance of the publishing of your content, refer readers (or listeners in the case of video or audio [for ease of writing, from here on out I will refer to all categories of content publishing, written, audio, or video, as written content, and hence refer to consumers of that content as "readers"]) to both your website and another instance of your content that might be relevant to those readers.

4) Send people who might be interested in your content topic, to your content pages.

Why does this process work?

The first step, creating useful and informative content, meets the core desire of the search engines for useful, informative content to show in their search results.

The second step assures that your content is available on a wide variety of web locations which has 2 benefits: 1) if one web location goes out of business, is disabled, or otherwise is removed from the search engine results, your business is barely affected because your content is widely distributed online in a way that could possibly be imagined as being holographic in nature and 2) the wider the distribution of your content, the wider is the possible audience for your content.

The third step assures that your total content readership can be exponential, meaning that if someone reads one blog post from you, they can potentially read multiple instances of your content simply by clicking through from each instance of your content.

And the fourth step assures that you begin the initial phase of discovery by people online, which can lead to people recommending your content to others, and leads the search engines to see that your content pages are receiving natural traffic levels and social activity.

Notice that by doing each of these 4 steps, all the critical components of the search engine algorithms are achieved: content components, traffic, linking structure, and

social activity. Nothing additional needs to be done to inflate traffic, links, or social activity. The more natural those activities appear (and the most natural is when you don't unduly influence or manipulate those activities), the more your web pages will be rewarded with search rankings into the future.

To summarize the process: constantly create new content, consistently linking to old content in the new content, creating multiple layers of interaction between content pieces, and send targeted relevant visitors to your content pieces based on possible interest level of those visitors.

Psychological core of strategy

Notice that this strategy centers around creating relevant content, meaningfully linking to that content for the purpose of allowing readers to read more of your content (not for the purpose of artificially inflating link counts), and sending targeted, interested people to your content based on their needs and interest (not for the purpose of inflating traffic or social activity).

By now you might be wondering, well you are advocating getting links and sending traffic to your content. What's wrong with just sending more links and more traffic to the content to get higher rankings? Here are the reasons: 1) The search engines forbid it, 2) Because they forbid it, although it might cause a temporary increase in traffic, in the long run, it endangers the long term viability of your content strategy, and 3) when you drive links and traffic for numbers' sake online, you leave a digital footprint that marks your content as participating in search engine manipulation.

So you might still be wondering, why the extreme emphasis on this? Because I know from experience that if you do it right, you will get long term traffic (although it will build slower in the short run) and that if you manipulate your rankings through artificial means, you will likely lose long term traffic. I am in this business for the long run, so I teach my clients to build their business for the long run. It is too much work building a real business to build it on a foundation that may crumble quickly with changing tides and search engine algorithmic changes; instead, I believe in building a strong solid foundation that will lead to long term success. And the information in the steps I give you next is so powerful that you may be tempted to manipulate its use, so I want to be ultra-clear that that is not in your best interest!

Ok, now for the good stuff!

Now I will teach you the specific processes to do each one of these 4 steps.

Step 1: Content creation

The most popular forms of content are blog posts, articles, and short videos.

How to write a blog post

To write a blog post, start by writing a title that tells what you are going to teach in the blog post, for example, "How to Write a Blog Post." Then tell why you are writing the blog post and what you are going to teach in the blog post. For example:

In this blog post, I am going to teach you how to write a blog post. The reason I am writing this is because many of my clients have asked me about how to write a blog post, and writing a blog post is an easy way to start the process of getting web traffic online.

Then write the steps to doing whatever the blog post is going to teach. For example:
To write a blog post, you will write a title, a first paragraph, then each of the main points. Conclude your blog post with a resource box that leads readers to discover more of your content online.

Next, list each of the steps and how to do each step. For example:

1) Write a title. To write the title, tell the reader what you are going to teach in the blog post.

2) Write a first paragraph. Tell why you are writing the blog post and what you are going to teach in the blog post.

3) Write main points. For each step that might be required to accomplish what you are teaching in the blog post, write directions for doing that step.

4) Write a resource box. The resource box is where you lead readers of your blog post to other instances of your content online. An example of an effective resource box is this:

By the way, do you want to learn more about (topic of blog post)? If so, go to my website and download my free guide, how to (topic of blog post): (link to website).

And do you want to read more blog posts like this about similar topics? If so, go here (url to another blog) to read more of my articles.

Once you have written your blog post, include a resource box as described in the sample blog post above.

Writing blog posts like I have just modeled is a simple process, as I've just demonstrated. It is easy to do, and as long as you know your topic (as you should if you are building a business around it) the words should come naturally. It should only take a few minutes to write a single blog post, so you should be able to write several blog posts per day easily.

How to write an article

To write an article, follow the exact directions for writing a blog post. There is no difference between an article and a blog post the way I have described writing the blog post. The only difference is that in theory an article would be posted on a non-blog website, and a blog post would be posted on a . . . blog.

How to create a video

To create a video, buy a video recorder, and record yourself teaching someone using the same formula as you would use for writing a blog post. The only difference is that you are speaking the words instead of writing the words. In other words, you will tell the viewer what you are going to teach on and why it is important, then tell the reader how to do what you are teaching on, then at the end give a verbal resource box - for example:

 By the way, do you want to learn more about (topic of video)? If so, go to my website (give url) and download my free guide (how to do [topic of video]). For more videos like this, subscribe to my video channel (for example, youtube channel).

Additional notes on content formula

Notice that the formula for creating all of these forms of content is the same, they are just called something different based on the media or location, and they are delivered differently. You can use the same formula for recording audios, writing pdf guides, or even short books like this (notice this book is organized the same way - I told you what and why I was teaching about advanced article marketing, I gave you the steps for doing it, and at the end of this book I am going to tell you where you can go to get more

training on this topic if you want it. The only difference is that a blog post might be a few hundred words long; this book is a few thousand words long).

Step 2: Getting your content published

Your next step is to find places where you can publish your content. The obvious places are: your site, your blog, facebook, youtube, squidoo, ezinearticles, and other similar places in your niche. For example, maybe in your niche there is an industry blog or article directory where experts in your niche are welcome to publish content. Each time you submit content, simply link to both your website and another instance of your content.

If you want, you can use just those obvious places. And many people do. However, there are a few more places that are harder to find, but because they are harder to find, and because they tend to be very niche-specific, you can end up with much more and much higher quality traffic and visitors if you choose to do the extra work to find these more advanced sources. However, once you have done the hard work of finding these sources, the process of publishing your content at each one is just as easy as publishing at any of the easy sources I have listed above. Therefore, I highly recommend that you find some of these sources for yourself, as you will be amazed at how many visitors you can generate by using the advanced sources.

Advanced sources of content traffic

The 2 primary advanced sources are: other people's blogs, and niche forums.

I'll show you the niche forum method first, only because it is fast and easy to explain. Then I'll explain the "other people's blog" method and how to find high-traffic blogs and a way to get your blog posts published on their blogs.

Niche forum method

Niche forum method: Before giving you the steps, I'll give just a little background on niche forums. A forum is a web site that is usually designed in a question and answer format, where people who are interested in a certain topic gather to talk about ideas and get their questions answered about the topic. Generally if someone spends time in a forum and isn't trying to establish credibility and traffic like you will be, he is generally interested in the topic and is a likely prospect for you. This means that the people asking the questions are generally prospects for your help. Having said that, I have to give you one strong warning: if you try to sell to these people on the forum, you will likely be excluded (banned) from the forum. Don't sell in the forum.

The idea instead is to position yourself as an expert on the topic, and when someone needs more help than the forum can provide, he will seek you out as an expert. He might ask you for help through the forum, he might google you and find your website online, etc. But never offer help directly. Let the prospects come to you.

So how do you position yourself as an expert? Let's take it back a step and ask yourself this: what leads YOU to believe someone is an expert? Is it their knowledge? Their ability to answer your questions? Their appearance on a place where it is assumed that if someone is answering questions, especially many questions, that he is an expert?

My guess is your answer is in the "yes" category for those 3 questions, especially if all three conditions are true for the person you are evaluating as being an expert.

On the forums, those are generally the criteria people use to assume you are an expert. So if you go onto a forum and do those 3 things, then over time people will begin to see you as an expert. And if they see you as an expert, when they need help, they will come to you, not someone who is not positioned as an expert.

So here's how to do it:

Find the forums in your niche. To do this, google "forums + (your niche)", for example, "forums + natural foods." For most popular topics you should find several forums. Become a member of all the forums, and simply begin answering 10-20 questions per day from people who are asking questions. Don't start with 100 a day or some other big number, because the forum administrators might think you are trying to pull a fast one. And only give good advice. If you don't know the answer, either find it, or skip answering that question. Never answer a forum question like this: "I don't know, but maybe you could . . ." If you don't know, don't answer. Also, only answer posts from the current day. Those are the people who need help now. If someone posted a question 2 months ago, they either have figured out their answer, or likely don't need help any more.

Do this every day for 90 days. It shouldn't take more than about 20 minutes a day to answer everyone's question that has come in in the last 24 hours. After 90 days, your credibility value on that forum will be high. At that point, if you are allowed a signature file in your posts, put a link to the highest credibility place you have online. If you have a website, link to the website. If you have a book, link to where someone could buy it. If you are a published author on an industry website, link to your author page. But I re-warn you: don't put something in your signature asking someone to go to your site or link or anywhere for any reason. Just put your name and the link where you want him to go; under your name, link in a normal email signature. That's it. If someone wants to find out more, she will figure out how. You don't have to spell it out (who doesn't know how to click a link these days?; no one should need to be told to do it if he wants to do it. If he doesn't want to do it, telling him to won't make him.)

Blog posting method

The next method is finding other people's blogs to publish your blog posts on. We generally call this guest blog posting, although sometimes a blog or website might call you a "guest author," a "syndicated writer," etc., but the terminology isn't important. Getting to write a blog post (or article or other content piece) on someone else's (preferably high traffic) website or blog is what is important.

The first step is finding the websites or blogs that are potential places you could become a guest writer. Once you have found the potential sites, you send each owner or editor an email asking if he or she needs another writer. If he says no, that's okay; you are going to be asking many people and some will say yes. If he says yes, you now have a new site to be a guest writer for. I recommend becoming a guest writer for at least 10 websites.

The next consideration is the quality of the blog or website. You want to write for the best and most highly trafficked websites or blogs possible. When you first start out and no one respects you in your niche, the most highly trafficked sites might turn you down. So when you start out, you might have to start out writing for less-trafficked sites, and over time as you gain a reputation as a niche writer, you can move up to higher-trafficked blogs and websites.

Here is the process for finding websites to write for:

1) Go to google and search for topics people might be interested in if they needed help in your niche. For each topic or keyword search, there are 10 websites or blogs that are featured in the first page in google. So if you can find 50 keyword phrases to search for, you will be exposed to something in the range of 500 possible websites or blogs.

2) Look through each blog or website and ask yourself, would my writing fit on this site? Is this topic relevant for me? There are no hard and fast rules for this; use your gut, intuition, etc.

3) If the site passes that test, then try to determine if the site is open to guest writers. The easiest clue is if the daily posts are written by multiple people instead of one person. If they are written by one person, then it is likely it will be more difficult to convince the owner or editor to allow you to guest write. If the site only has one writer, but doesn't appear to have new posts lately, possibly the writer is no longer able to write posts, or is personally tired or bored of writing. If that is the case, he might be excited to have someone like you write for his site.

4) If you want to focus on highly trafficked sites, then go to a traffic tracking website like alexa.com and do a search for the site you are interested in writing for. The lower

the number, the more traffic that site tends to have (I say tends to have, because the traffic numbers are skewed estimates, not exact counts.)

5) Write a personal email to each owner or editor asking if he needs a guest writer.

This email might look like this:

Dear (owner's or editor's name)

I am a writer in the (niche), and wonder if you would be interested in having me do some guest writing for your site. I have attached a few samples of my writing; or you can view some of my blog posts on my site here: (link to your site or someone else's site where you have written blog posts).

Please just reply if you are interested, and we can talk more.

Thanks,

Your Name

Many people will ignore the email, but that's okay. You only need responses from the people who want to pursue you writing for them.

So what's in it for the blog or website to let you write for them? The key is that their websites need content, and if you write it, they don't have to. So they let you put your resource box at the end of your article, so you get traffic and visitors from the articles and blog posts, and they get content for their website or blog, so it is win-win for both of you.

This method takes some time to find the first 10 blogs or websites to write for. But it is well worth it once you find those sites and you are regularly writing content for each site.

Step 3: Send readers of your content to your site

In written content, use a resource box like this at the end of your content (article, blog post, etc.) to send readers to your website:

By the way, do you want to learn more about (topic of blog post)? If so, go to my website and download my free guide, how to (topic of blog post): (link to website).

And do you want to read more blog posts like this about similar topics? If so, go here (url to another blog) to read more of my articles.

For video content, simply speak the above words.

For forums, simply put a link to your squeeze page or blog in your signature, but do not use a call to action (for example, click here, go here for more information, etc.). The readers who want more will click through without prodding.

Step 4: Letting people know about your content

The next step in the entire process is letting people know about your content online. If you are just getting started, this is the hardest part, but once you have pursued the strategies I have outlined in this book for 90 days or more, you will find it becomes easier and easier to get people to read your content. If you have a list or contacts in your niche, you can send an email pointing them to your content. Or you could advertise a little, perhaps buying some content ads on related websites, or buying mailings to other people's lists recommending their readers go to your content. But the best strategy when you are first starting out, in my experience and opinion, is to simply write as much as possible, for as many websites as possible, and link from website to website through your content.

90 minutes for 90 days

One of the rules of thumb I use with my clients I call "90 minutes for 90 days," meaning work 90 minutes per day for 90 days and you will be amazed at how much traffic you are getting. And keep in mind, that is 90 minutes of actually writing and posting, not 30 minutes reading emails, 30 minutes wondering what to do, and 30 minutes working, but a full 90 minutes of work with no interruptions. I recommend turning your phone off, closing your door, closing your email browser and only write and post content for the full 90 minute period.

This advanced article marketing strategy works, and when done the way I have just taught, is highly effective. I've built almost all of my traffic in my business through article marketing and I believe you can too.

For an even deeper explanation of content marketing, keep reading. The following is the original first draft, most of which was cut in editing, of the traffic portion of my Anyone Can Coach book. I cut it because it was too deep for the intended audience of the book, but it contains highly relevant information:

Building Attraction Layer

In the attraction layer, you will be creating a "network" of web pages online that together lead your potential prospects to see that you are the expert that you are. The attraction layer will build credibility, show prospects you are prominent online (which leads them to conclude you are the expert that you are), and create exposure.

Although the point of the attraction layer is not to "market" per se, the nature of the "world wide web" and the search engines will naturally over time drive people to your sites, without the additional marketing layer. However, this is difficult to achieve completely on its own, and it normally takes time to develop, whereas the marketing techniques I share in the marketing layer instruction can occur very quickly.

However, your marketing is going to either lead prospects directly into your attraction layer, where they will develop more interest in learning more from you, and visit your website as a result of that interest, or your marketing will lead prospects directly to your website, and then in the course of your email campaign, you will direct prospects to visit your attraction layer to build the credibility, prominence awareness, and perception of expertise that happens in that layer.

Personally, I prefer that prospects come to my website after having been through the attraction layer.

Here's why: the attraction layer functions as a sort of filter for your prospects. When someone goes through your attraction layer, they either realize that you aren't quite right for them, or they begin to feel drawn to find out more about how you can help them. When this process occurs after someone becomes a subscriber to your email campaign, if they move through the attraction layer and are not compelled to more forward with them, unless they purposefully unsubscribe from your list, which doesn't usually happen right away, they continue to receive messages and instructions from you. Which is a drain on your delivery system (delivering to a high percentage of email addresses that are NOT interested in continuing to receive messages results in spam complaints and actions of identifying your emails as spam in their particular email provider, impacting the delivery of ALL of your other email, not just the email to that one individual).

However, if prospects are filtered through your attraction layer FIRST, before the become subscribers, those who decide you aren't really right for them, choose not to become subscribers. This leaves only people who feel compelled to continue to learn from you, as your potential subscribers. This creates a much "cleaner" list (meaning that a higher percentage of subscribers genuinely want to receive emails from you) and because your list is smaller (for the same amount of interested subscribers) it is easier for you to give personal attention to your email and your subscribers questions (because the list is stronger, a higher percentage of people who ask questions via email are genuine prospects, and may convert to buyers). Which makes it easier to allocate resources to answering email, because the conversion rate to buyers of those particular email senders is higher.

However, I want to be clear that I don't believe there is a wrong way or a right way to use the attraction layer as a filter. I personally prefer to only correspond and interact with potential prospects that have a higher propensity to purchase, than to fill up my list with lower quality prospects.

However, many coaches prefer to "play the numbers game", getting as many subscribers as possible, marketing to all of them, and hoping they end up with more sales than if they only marketed to higher quality leads. This model can tend to work well for highly automated systems, especially where there is an intensive sales effort, perhaps with outsourced (or inhouse) sales reps, and outsourced coaching. With that model, the goal is normally to get as many potential prospects on the sales calls, and allow the sales persons' skills to compensate for a lower level of initial credibility building and perceived expertise level.

If you are building a smaller coaching business, or a more personal one, you will likely rather have more highly qualified prospects than just focusing on " the numbers game"

Next, let's look at what an attraction layer might look like. First, let's take a look at one one "attraction path" might look like.

Imagine a potential prospect goes online to look for a solution to their problem, and they use a search engine to ask their question.

The search engine leads them to an article you have written, that is posted on someone's blog online. Your prospect reads the article, likes what they have read so far, and want to read more. They notice at the end of the blog post a link to an article account you have on a niche-specific website, and read through a couple of articles you

have written that are posted there. After reading a few articles written by you, they are beginning to feel a level of respect for your credibility (which is established by your online presence) and begins to wonder how they can get more information from you. Perhaps they then search for your name online (in the same search engine) and when they do, they find you are featured on as many as 10-20 additional websites, which continues to build their respect for your credibility and perceived expertise. They also find one of your engagement layer web pages, a squeeze page offering a free 25 page guide about the topic they have been researching with you for the last 20 minutes. They join your email list, download and read the 25 page guide, and continue to build on their feeling that you are an expert, and that they want to learn from you.

At this point, this individual will be quite receptive to any marketing message you present, especially if it is presented in such a way that it is a solution to their problem or challenges. And if in the course of receiving emails from you in your email campaign they continue to be given quality content, content that educates them additionally, instead of just being a "sales pitch" as they might be receiving from your competition, they will literally get to the place where THEY are seeking a solution from YOU, rather than YOU pushing THEM to "buy your coaching".

Can you see how this discovery path would result in a much more highly qualified prospect, one who is genuinely seeking more from you, than a prospect that is generated simply by direct advertising, where you are driving their initial contact with you directly to a sales page or squeeze page, and asking them to make an immediate decision.

This sets up a life-long dynamic of your prospect seeking a solution from you, instead of you constantly having to market to them and convince them that they should invest with you.

Position Yourself as An Expert in Your Field

Once you have chosen an area of specialization, you need to position yourself online as an expert in your field.

The reason for this is that when someone is looking for coaching or to learn from someone else how to do something, they want to learn from the best person they possibly can. Think about you. When you are looking to learn something new, do you want to learn from someone who is only a novice in the topic, or do you want to learn from an expert, someone who knows the topic inside and out, and cannot only answer all of your questions, but can also give you new ideas and push you to the next level,

right? The same thing is true for your prospects. They want to learn from an expert, not a novice.

Therefore it is important to be positioned as an expert in your niche (and have the expertise to back it up), although it is not necessary to be positioned as the number one expert in your niche. However if you use the simple steps I am about to give you to position yourself as an expert in your niche, you will many times find that people begin to perceive you as the preferred expert in your niche.

Here's why that happens:

Part of the process I am going to teach you of building your coaching business online is going to involve building an email relationship with your prospects.

By communicating with your prospects through email using the techniques I teach you in this book, you are able to show them personally that, FOR THEIR NEEDS, you are the preferred person for them to go to in order to learn what they need to learn.

So even if there are other experts in your niche, as long as you position yourself as being the go-to expert TO THE PEOPLE ON YOUR LIST and in your circle...that's all that matters.

The entire world doesn't need to see you as their go-to expert...only those people who are your prospects.

Using a combination of the web techniques I am going to share with you in this chapter, plus the email marketing communication techniques I am going to teach you in the email marketing chapter, you will be able to position yourself as the preferred expert to your prospects.

In most cases, in my experience, even the most experienced teachers and coaches in most niches online (that probably includes yours) do not do a good job of APPEARING to be an expert online.

So even if they are the #1 expert in your niche, if they don't APPEAR that way online, and if YOU APPEAR to be the #1 expert online in your niche, then your new prospects will believe that you are - without you telling them.

There are several components you will use to create the appearance of expertness online:

Positioning yourself in the search results someone gets when they search for your name online.

Masterminding the first 10 - 20 days of emails someone gets from you after they join your email list so that they support your expertness

Creating several sources of online content that show you to be an expert in your field

Let's start with positioning yourself in the search results someone gets when they search for your name online.

To get a feel for this, google several of the experts in your field. What are the results that come up?

Are there blog posts, forum results, results of people talking about them? Is it clear by searching the top 10 or top 20 results for this person that they are the expert?

Are there some people who appear to be more of an expert than others simply by the pages that come up in the search results?

You see, one of the biggest things that has an impact on someone's perception of you as an expert is when they google your name, and your results indicate that you are an expert.

When they google several people's names in the industry they should find that your results show you to be more of an expert than your competition.

My experience has been that most experts are not correctly positioned as experts in their search results online.

How this works:

In your search engine results for your name, there are 10 spots that you can control on the first page. (Of course, there are multiple pages, but most people only look at the first page, and additionally, most people only look at the first few results on the first page.)

You will generally only have one particular website showing results for you in each one of the 10 slots. There are some exceptions to this, but they are difficult to

micromanage - so we are going to focus on getting you 10 websites that feature you prominently, and which google will likely show in the top ten results for your name.

There are 2 steps involved in getting each one of these web pages to not only show up in google, but also to contain information about you.

One step is the process of getting the information about you on the webpage.

The second is getting the webpage to show up in google for your name.

I am going to teach you how to get each webpage to show up in google for your name first, then I will show you how to get the right content on each webpage.

There are several methods the search engines use to determine where a web page shows in their results.

I am going to give you a general overview of this process here, however this process can vary from search engine to search engine, and changes slightly over time. However, once I have given you the overview, I am going to give you a practically fool proof method of getting those pages into the top ten in the search engines for your name.

Here is the general overview:

The first component is what we call "on page optimization elements". These include things in your web page code (which you don't generally control for most pages you will be using) and things on the page itself which relate to your search term (which in this case will be your name).

All you need to do when creating each one of these web pages is to use your name a few times on the page...generally once in the title of the page, in a headline on the page, and in the content of the page. (To you search engine experts out there...yes, this is a simplified version, but believe it or not, for a name ranking...that's all the effort you usually need for on-page optimization.)

The second component is what we call "off page optimization elements". The general idea here is that the bulk of search engines use as a serious part of their ranking formula an element called "inbound linking". Inbound links are the web links where someone else (literally another web page) has a link to your web page.

All other things held equal, the more relevant inbound links you have to a page with your name on it, the higher your page will rank in the search engines, assuming all the other elements have a similar weight.

Since you are only competing with…yourself…for these results, it generally doesn't take many links to get these specially constructed web pages to show up in your search results for your name.

There is one caveat: If your name is the same as some famous person…you may have a difficult time ranking yourself over them. For example, if you have the same name as a famous basketball player…you are going to have to do a lot more work than if you have a name that no else famous uses.

There are 2 solutions to this:

 Do more of the hard work, and work to displace the famous person from the search rankings (very difficult to do)

 Alter your name slightly for your web marketing, for example, using your nickname, adding a middle initial, or changing the spelling of one part of your name. Of course, if you are already well-entrenched offline (or online) with your exact name that is the same as your famous person's name-alike - then you may want to reconsider the first solution. For most people (and this is still a rare scenario) you will simply want to alter your name slightly.

Here is an example:

Let's assume your name is John Smith (a fairly common name, right)?

Why not use: John R. Smith as your online working name? Or perhaps you have a nickname…Slim John, or Big John, or Johnny J…or whatever your real nickname is…google that nickname and make sure no one else famous goes by that nickname. Of course, you can always create a nickname for yourself.

Let's get to work on the web pages themselves.

First a list of some of the web pages you can create (or have created for you) that can feature…you.

A blog post

A web page

A social media page (for example, facebook, linkedin, etc.)

An article directory page

A clients' web page (perhaps they have something beneficial to say about you and the work you have done)

A book page (for example, if you have a published book...the selling page on amazon for your book)

You can have several of each of these kinds of pages...for example, you can have 2 blogs which feature you.

You can have 2 web sites that you own.

You can have multiple article directories with links to your articles.

You can have other people's blogs featuring a post about you.

You can have multiple social media sites that have pages about you.

You can have several clients who refer to you on a web page on their site.

You can create audios of yourself teaching a topic in your niche.

You can create videos of yourself teaching a topic in your niche.

You can become a guest blogger on a niche blog.

You can be a guest writer for a niche website.

Can you think of more ways you can get your name and niche expertise on a web page?

So...the first step is to identify which of these elements you are going to create, then create them.

Your list might look like this:

1) Create a web site featuring you (this could be a general site which mentions your expertise, contains a few articles, and a link to your $40,000 coaching package page)

Create a blog featuring you (or a niche blog that contains a post about you)

Search online for "top article directories" and choose 5 article directories that are repeatedly mentioned as the current top article directories (I hesitate to put a list of the current top article directories here as the top ones change from time to time, however you can find links to them on the private book website).

Write a unique article to submit to each article directory (a different article for each article directory). Also create a profile page in each article directory, that tells a little about yourself and your niche expertise.

Find social media websites on which you can create a profile and perhaps add some content that shows you are an expert in your niche. Examples of these are: facebook, linkedin, squidoo, etc. Again, these change over time, so simply google "top social media sites" to find the current top sites. Choose several of these and create a profile of yourself on each, carefully placing accurate information that will show you to be an expert in your niche for each of these sites.

**Note: remember, some of your prospects will read ALL your profiles and pages that show up in the search engines for your name. So it is important that all the profiles and pages are consistent (as long as you are always accurate and truthful, this will happen naturally) and that each profile is not simply a repeat of the same words as each of the other profiles. Each profile should be unique.

Create a short (2-5 minutes) video either about yourself or about your area of expertise and upload it to one of the online video sites (such as youtube). You can also create a longer teaching video using powerpoint or keynote where you teach something unique in your niche. This kind of teaching can really help solidify in your prospects' mind your level of expertise.

6) Create a short audio (2-5 minutes) introducing yourself. You can also create a longer audio teaching something relevant in your niche, preferably something most people in your niche don't teach on, or that can be perceived as secret or in-depth information.

Think of all the other kinds of pages that could have information on them about you. For example, if you have clients who like your work...perhaps they would put a page about you on their site (just ask them). Perhaps a blog in a related niche (but not directly competing) would be willing to have a guest post by you. Perhaps there is an online niche trade journal or niche website that would be willing to post guest content by you (many will, as long as the content is good content, and not self-promotional in nature).

Once you have created at least 10 sources of content that shows that you are an expert, the next step is to see that those pages get into the search results for your name.

I am going to give you the steps to making this happen, starting with the easiest first, then moving to the more difficult methods of making this happen.

And since your only goal is to get these 10 search results for your name to show up with 10 of your "expert" web pages and not to do the most work possible, I suggest starting with the easiest step first, do that step, wait 30 days, evaluate how many (and which) pages are showing up as results for your name, then do the next step for the remaining pages which have not yet shown in the search results. Then wait 30 days, evaluate which pages still remain, then go to the next most difficult method.

Of course, if you are in a hurry...you can do all the steps up front - but I find that is really overkill, and likely it is going to take you more than 30 days to get everything else in place anyhow, so owning all ten spots in the search engines doesn't really need to occur in the first 30 days anyhow.

Here are the steps:

Do nothing. That's right - do nothing. In many cases, especially if your name is not also owned by someone who has done this kind of work to get their name in the search results...many of these pages, for example, the social media pages, the article pages, the profile pages, will all show up in the search engines without any additional work by you.

After 30 days...do this for the pages that have NOT shown up in the search results for your name:

Write 5 articles about something relevant in your niche, and submit each of these articles to the top 5 article directories online. Each of these articles should contain an anchor text link to one of the pages that has NOT shown up yet in the search results for your name.

After 30 days - most of your pages should be showing up. At this point, the easiest thing to do is to simply repeat step 2, especially if that step was successful for several of your other webpages. If you want to be a little more aggressive, write 5 more articles, and instead of submitting them to 5 directories, instead submit them to a basket of directories, for example, 50 or 100 directories, with an anchor text link in each article to one of your as-yet unpublished web pages. To find companies that will do this for you, search for "manual article submission service" online.

These steps are generally the only ones needed to literally own 8-10 of the slots for your name in the search engines. If you have a particularly competitive name, you could apply a very small amount of seo (search engine optimization) to these pages - but this is rarely necessary. To learn how to do this, simply google "seo". However - I highly suggest saving this as a last step, after following the above steps over the course of several months. There is no sense in doing MORE work than is necessary to get the search engine results you need.

Once you have created your core attraction network that builds and highlights your own level of expertise, you can continue to build it out by continuing to add interesting and intriguing content.

Although the purpose of this additional content will not be to necessarily continue to build specific name credibility for yourself, the process of developing out your content network will be very similar to that of creating name awareness, but instead you will be focusing on creating search engine awareness of your area of coaching expertise instead of for your name.

Here's how to do that:

Building Marketing Layer

Now that you have begun to build your attraction layer, let's work on your marketing layer.

First - how does the marketing layer differ from the attraction layer?

The reason I bring this up is that it is perfectly plausible to simply use the attraction layer - with no additional marketing. The way it works is that because of the content in your attraction pieces, the search engines tend to naturally pick up the good content, and drive traffic towards those elements, as prospects search for relevant terms.

Also, when you do things like audios, videos, have people interview, and write quality short ebooks and manuals (15-20 pages), other experts and people interested in your topic will tend to point their own subscribers and friends towards that informative content.

In fact, I believe that it is 100% feasible to run a full time coaching business using only the attraction layer for marketing. And if you look at how I personally built my own full time business, it relied primarily on the attraction elements, although from time to time I would advertise some.

So...why do any marketing?

Because marketing can accelerate the attraction process. You can almost think of the attraction layer as the layer that does the heavy lifting....but by using additional marketing style elements to drive prospects to the attraction layer, you speed up the process by which people find you. In fact, the marketing layer is simply designed to get people to your attraction layer. That's it. It isn't designed to convince, sell, or otherwise persuade people about you.

Content-Based Traffic Generation Background

So...you have your coaching program. It's created and ready to deliver. You know how to enroll someone if they ask about coaching.

But you don't have...prospects.

So the next step is...find people who want your coaching.

There are a number of ways to go about doing this, in fact there are many ways and combinations of ways.

And yet, frankly, most people struggle with this part of the puzzle.

The bottom line is that 2 things have to happen:

 You have to send qualified people to your website

 Once they are there, you must have an engagement process that builds trust and credibility.

And I have been tempted to give one solid solution that would be a "one size fits all" kind of solution. Because as you have seen as you have read this book, everything I have shared is, for the most part, with obvious room to innovate based on your niche and skills, very easy to just do it exactly the way I show you.

But with traffic and prospect generation, there is no "one size fits all" solution. And to offer one, although it would make the process "easier", it wouldn't allow for you to completely maximize your traffic sources according to your exact needs.

So I am going to take a few minutes to describe the "why" of this dilemma, then I will share with you "too much information" about various traffic and prospect generation techniques, then I will give you some ideas for choosing traffic sources that work well for you, and finally I'll create a blueprint you can use as a starting point, onto which you can add additional traffic sources over time.

Let's get started with some background:

Now, I've already taught you how to engage with your prospects via your email campaign.

So what is left is sending qualified prospects to your website.

At first blush, this seems really easy.

Just find a traffic source, and send the traffic your way, right?

And in theory that works just fine.

And in a few live cases, it works just fine as well.

The problem is...most of the time it doesn't work.

Even when you do it the way someone else did it.

Here's why:

Because normally there is more to the "connection" that occurs between you and your prospects than just a "traffic source" and your engagement campaign. And that "connection" is something that is difficult to quantify. Sometimes it just happens. And other times it...doesn't.

Perhaps at this point you are thinking...Sean has been so very structured and direct about how to do every other part of this business...and how he is sounding quite....wishy washy. Like he doesn't really want to commit.

And in a way that's true. Because not every traffic source works the same for every person.

I know that sounds crazy. Because it just doesn't make sense that if you were to do the exact same things as someone else who has done it successfully, that you wouldn't have exactly the same results.

But the thing is, with traffic generation there are always intangibles. Traffic changes. No two traffic sources are exactly alike. Gurus and experts who have mastered one traffic source often have to find a new traffic source over time because the first one isn't performing as well for them. That traffic source might still be performing well for someone else...but no longer for them.

So why is this?

Let's go a little deeper here.

Imagine that you are...buying some form of advertising based traffic. You send that traffic to your website, and some percentage of people who come to your website join your subscriber list and eventually become clients.

So you continue to send that form of traffic to your site. And over time it doesn't perform as well. And it can be very difficult to determine why.

Perhaps it was a single email in your campaign that for some reason you have removed.

Perhaps it is a small difference in the source of the traffic to the advertising source itself. Perhaps someone else has copied something you are doing in your market, and the exact phrasing on your landing page no longer works.

Now, it is easy to think "well, as long as you keep track of these things and test, you will always know what those elements are, so you can fix them"

Yes, that works in theory.

But in real life, it often breaks down.

Here's a couple reasons why it might break down:

 You aren't tracking the one thing that makes the difference. Imagine you have 100 emails in your campaign. Is it really possible to know which of those 100 are absolutely influencing your prospects buying decisions? In theory - yes - but in real time, by the time you figure that out, something else has changed.

Sometimes something happens that you don't know has happened. And let's imagine you have a budget of $5000 or $10,000 per month for advertising and all of a sudden that source stops working. Can you afford to continue to throw money at that source while you figure out what is wrong? Maybe, maybe not. But the point here is that your feedback in your system is rarely instant. There is almost always a lag between results and your understanding of why those results have changed.

So why am I sharing all of this with you, rather than just giving you a big list of places where you can advertise or ways you can get prospects to your site?

Because I want you to understand that there is no easy button for choosing the perfect traffic source. There may be an ideal traffic source for one of your competitors and it just doesn't work for you. And no matter how much you or I insist that "if it works for them it should work for me" - sometimes it just doesn't.

And you simply have to determine what will work for you.

And determining it will entail a level of trial and error.

There is no way around it.

And if you are lucky enough to hit it off on the first traffic source you try...you can be assured that over time as your competitors notice and begin to flood that traffic source, or the market simply changes, or something else happens...you WILL have to try and test additional traffic sources, some of which will not work for you even if they work for your competitors.

So what's the solution?

There are a few directions you can go in seeking the solution.

One is that you simply choose one traffic source, see if it works, then try another one. Or a variation on this is to try several traffic sources simultaneously, tracking each one for effectiveness, and choose the one or two that performs the best (that's what I did when I first got started).

Another option is to pursue a more "intangible" method of driving traffic, focusing more on "awareness" and positioning yourself as the expert in your niche and let the traffic "find" you rather than be totally aggressive about driving it your way.

And the third option is a blend of those two methods. You start by creating an organic awareness campaign online, positioning yourself as an expert, and then over time, add traffic sources that funnel prospects into your organic awareness campaign. Another twist on this method is that once you have the organic awareness campaign in place, you can drive traffic directly to your website, but instead of trying to sell them right away, instead drive them back to your awareness campaign and allow them to self-select themselves back into your "enrollment process"

Now, either of the last 2 options are the hardest to quantify for effectiveness, especially over a short period of time. Because of that, many coaches are not willing to "risk" building an organic online awareness campaign.

Instead, they often choose the 1st option, which is driving traffic directly to your site, enrolling them in your credibility campaign, and moving them through steps designed to get them ready to be marketed to...and enrolled in your coaching.

What I am going to recommend for you is a balanced mix of the 3 options.

I'm going to teach you exactly how to do it.

But I want to be clear that unlike all of the other training in this book, this training is NOT going to be step by step linear.

I am going to present to you many options and choices in generating traffic.

You won't be able to do all of them.

You will have to choose traffic methods you are comfortable with, resonate with you, and deliver consistent results for you.

Having said that, once I have shown you the various options and shown you how to use them (or in some cases, where you can get more information about how to use them), I will give you a generic "blueprint" for what I recommend as your basic path.

You can add and subtract to that basic path over time, as you desire, as long as you are making decisions that are consistent with your traffic and conversion goals.

Driving Traffic to a Landing Page

In this model, you will focus on using traffic generation methods online to send traffic to a primary landing page on your website.

This can either be a content oriented page, where visitors are offered a chance to visit a opt in page where they can download a introductory guide to your topic, and are enrolled in your email campaign.

Or this can be a squeeze page itself, where visitors are immediately offered a gift for opting in to your email campaign.

The advantage to driving the traffic directly to the squeeze page is that you will generate more subscribers, the disadvantage is that those subscribers will be less qualified, and have a lower level of desire to engage with you, than subscribers who visit a content oriented page first.

Of course, conversely, visitors who go to a content page first and make the decision to move on to a squeeze page, rather than closing the page, will be of higher engagement quality - although there are fewer of them.

My personal preference has always been to drive new visitors to some form of content, whether it's directly on my website, or on a third party site like ezinearticles.com.

The reason is that I would personally rather work with a smaller pool of more-highly qualified subscribers than to have many more lower-qualified subscribers (subscribers who are harder to engage in conversation and ultimately enrollment)

The only time I have personally had success driving traffic directly to a squeeze page is where that traffic has been referred by someone who knows them, someone they trust. Which of course sets up a similar credibility level as that developed by driving traffic to a content page first.

What happens typically when you send traffic from paid advertising sources directly to a squeeze page where someone can join your list is that you normally end up with a large number of subscribers who aren't really prospects, they are only people who are conditioned to respond to an offer to join a list.

So my experience with driving paid traffic directly to a squeeze page is that conversion rate to coaching is low.

Keep in mind, if someone is choosing to purchase coaching from you, there is a level of trust and credibility that must occur first. This is different than simply "information marketing" where someone might make a purchase from you even though their trust is still low.

Of course, if over time you choose to create information products in your coaching niche topic, as I teach elsewhere in this book, then over time you can begin to use direct advertising to drive prospects to your information campaign, and as those prospects make purchases, they become stronger prospects for your coaching.

However, if you are only offering coaching, or have as your desire to achieve the coaching enrollment within a short period of time after someone enrolls as a subscriber, the more pre-marketing (content) they are exposed to, the more qualified that individual will be.

Personal note from the author

My note: Writing this book has been fun, and I trust that you have learned something (or many somethings!) that you can implement in your own traffic processes immediately.

I have also developed a daily email tip line where you get a daily email from me giving you new tips and advice, and if you want, you can enroll to get that here: http://www.secretsofim.com

Each day you will receive a new instructional email that will teach you one new thing you can implement in your business. It might be a tactic to use to generate traffic. Or it might be a new way to write an email. Or maybe a new tip to make product creation easy. Or perhaps something to help keep you motivated, or to help you stay focused to get more done.

If you want to learn more from me each day, join here:
http://www.secretsofim.com

I truly wish you the very best as you are growing your online business!

Sean Mize

Sean Mize