

LEVERAGING VIDEOS FOR FAST CASH OR TRAFFIC

Cindy: Anthony, it’s great to have you here on the 7 Figure Furnace show. For people who are listening in today and have never heard about you, why don’t you tell us a little bit about yourself, who Anthony is, and what do you have to share today?

Anthony: Thank you so much for having me, I’m very, very grateful. It’s always a pleasure to connect with you and it’s always a pleasure to introduce myself to new people who may not know of myself. I guess the best way for me to get started, and I’m just going to make this really short because it could turn in long is I got started into this whole Internet marketing thing back in 2002. I needed to generate leads for my real estate brokerage firm.

At the time, I launched the brokerage firm in downtown Boston, it’s very expensive to start a real estate company in downtown Boston. I had to be very clever about how I got things off the ground, office space and all that stuff. To market in the Boston Globe newspaper to take out a tiny ad like something about this big is about $6000 a week. It’s not cheap.

Cindy: No.

Anthony: Not cheap. I had to figure out a clever way to get in front of my audience at the time, people looking to move into Boston, and I just [inaudible 00:01:26] together in the sense that I realized that most of the people that were looking to move to Boston were going online to do it. Back then Yahoo was the big search engine, Google had started to come on to the map, but Yahoo had the dominant presence, MSN was second and Google was third.

I went to Barnes & Noble … Actually I don't have it here in this. I went to Barnes & Noble and I bought a book this thick, the size of a phonebook. Back then it was called Search Engine Positioning, it wasn’t called Search Engine Optimization like it’s called today. It was winter 2002, I went through that book, I locked myself up in my apartment and I went through that book, and I learned how to buy domain names and build websites and do all that crazy stuff.

By spring of 2003, so a few short months later I had a little over 30 websites on the first page of the search engines for major Boston real estate search [inaudible 00:02:32]. My business just went boom, it blew up. It was insane because it was the perfect storm because President Bush had just cut interest rates, 9/11 had just happened, and so that just caused the real estate market to just explode, and I was in the right place at the right time. People were not doing a lot of SEO back then, and I was very clever in how I launched the sites.

I would launch sites that were around building names, so people living in big cities are looking to live in a specific building or a specific high-rise, and so I bought like the Ritz Towers, Boston Ritz-Carlton had a set of towers in Boston, and I bought the Albert Pope building.com and the Belvedere building.com. I learned how to pull the MLS data. I’d hire someone that could do that for me. I had the idea of pulling the MLS data just for those specific sites. People would visit the sites and there would be information about what was for sale in that specific building, and they just loved it. It just totally took off.

Cindy: It took off. You’ve been doing SEO for awhile now because that led into quite a few different SEO adventures, I guess.

Anthony: Yes, it has. I think at the day SEO was really just lead generation, that’s all it is, because it’s always changing and I laugh at all the people that make such a big deal about all the updates that happened today because it’s like this has been going on for me for a long time, I’ve been playing this game. My first big update, and you all can Google it too, it’s on Google, it was called The Florida Update, and it was Google’s first big update, and it slammed all of my sites, all of them. It was pretty devastating at the time. I was like, I had people working for me, so this was November of 2003. I’m sitting pretty spring of 2003, crushing it. We are getting anywhere from 100 to 200 leads per day.

Cindy: It’s high paying leads.

Anthony: It’s not cheap to live in Boston back then. Jesus, one bedroom condo was three or $400,000, 1000 a square foot. These are great leads. From spring all the way to November I was like, I just thought, wow, this is [inaudible 00:04:55] to an end. I’ve had a [painter 00:04:58] here and I was just flying high, making crap loads of money, and then The Florida Update came and just destroyed all of the sites. It was rough, I didn’t know what to do. The first thing I did was I started learning about doing paid pay-per-click pay traffic. Back then it was Overture was the game in town, and they used to do the paid traffic management for Yahoo and MSN.

Yahoo actually bought Overture out, so now what you see on MSN adCenter like on Bing ads and what you see on Yahoo ads, that was Overture. They bought that whole technology out and they became MS … It was Yahoo ads first and then Microsoft bought Yahoo and now it’s MSN adCenter. I immediately started to like, I had to go learn how to do pay-per-click traffic, and to keep the leads coming in because at this point I had agents working for me. I wasn’t taking all those leads to myself, it would’ve been too overwhelming, I’d have been wasting them, so we had miles to feed.

I immediately started learning paid traffic, which was a blessing in disguise. At the time I was frustrated, but it was great because I got to learn that. The debacle of one thing led to the learning of another thing. That’s a common theme in my life, like every time something falls apart, when things are going really good, it’s frustrating because you got to get back on the horse. You are like, it’s nice to be on cruise control.

Cindy: Yes.

Anthony: Then, so I actually get knocked off the horse as you know.

Cindy: It’s perhaps like …

Anthony: That’s when we grow.

Cindy: You are not the first entrepreneur that I’ve heard say that. I think pretty much anyone that is successful especially in internet marketing, anything online because things do change so dramatically and you can think you just got this.

Anthony: Fast.

Cindy: Then all of a sudden it just, it stops working, and you’ve got to just adapt. That’s basically all this is, it’s going to do well online is just do with it, adjust, adapt and then reshape what you are doing, which for some of us, I don't know about you, but I get a real kick out of that. Even though there is that whole moment, and I might have 24 hours of what the hell just happened. What am I going to do? It keeps you alive, it keeps you awake.

Anthony: Totally.

Cindy: Energized.

Anthony: Totally. Listen, if it was easy and smooth, it would be so boring.

Cindy: Exactly. [Crosstalk 00:07:28].

Anthony: You know that. As soon as someone who is struggling right now and is having a hard time maybe financially or trying to make their businesses take off, doesn’t understand that. They are like, “How could that be enjoyable? What are you talking about? I want to be bored.” You say that now, but then when you can do whatever you want to do and we are fortunate, we can do whatever we want to do when we want to do, we work hard too.

I came into the office today at 1:00 but I’ll be here till 10:00, but I’m okay with that. When I wanted to come in, and I’m doing what I want to do, [inaudible 00:07:59] my problems, I’m not dealing with someone else’s problems and working for them. It’s like the way that I look at it is, it’s a struggle and it can be a pain in the ass and it’s enjoyable, like you say the growth and all that, but if we were bored, you can do whatever you want to do. You are not challenged, you are only bored out of your mind ...

Cindy: Exactly.

Anthony: [crosstalk 00:08:20] you a little bit.

Cindy: For people who are just starting, it can be a little bit frustrating because it does feel like things move so fast, and sometimes you haven’t actually had a chance to grasp that thing. You are trying to find your thing, and by the time you actually grasp it, then everything has moved on, and you got to try and capture something else new. I don't know, I’d really like to see if we can [crosstalk 00:08:45].

Anthony: Eventually you start [crosstalk 00:08:46], the more you poke at it you eventually start to see the matrix. That’s what I call like The Matrix like the movie, when Neo couldn’t see it. He went to the Oracle and she is like, “No, you are not the chosen one,” and he was devastated, and Morpheus was like, “No, you are.” When did he see The Matrix? He saw The Matrix when he was under duress when Morpheus was strapped up, about ready to die and in the chair, and all of a sudden he saw The Matrix clear. It just …

Cindy: It was clear and it was just right there. It had been there all along, but it’s …

Anthony: Exactly, the whole gun to the head thing.

Cindy: [crosstalk 00:09:20].

Anthony: That John Carlton talks about, gun to the head marketing, like someone put a gun to your head and said, “You got to have 50 grand by tomorrow.” Oh, you are like. You know what I’m talking about, right?

Cindy: Oh yeah.

Anthony: [You do 00:09:32].

Cindy: Why not be able to try and bring some really cool content because you really know a lot of stuff about SEO and in particular video marketing, you’ve done some great things to video marketing. Today on the show where do you want to start off, what’s a good, what sort of things do you have to share with our listeners who are interested in getting started in video marketing? How do they start? Mainly, probably let’s keep it specific to driving traffic using video.

Anthony: There is many ways to do it, just like there is a million ways to make $1 million, there is a ton of ways to leverage video for traffic, for all kinds of stuff, obviously. I guess what I’ll share with you and everyone here is we are not here to save the wells, we are here to make money, we are all here to make money. Obviously we can do good with that money, we can give back and we can put it into our business, and we can go on vacations, we can buy awesome stuff. I like to buy awesome stuff. Who doesn’t?

What I’m going to do is just share really rapid way for everyone to make anywhere from, you could do mid three figures to four figures within 7 to 10 days. It’s not challenging. When I share this with people, I want to preface that it’s not something you have to do for the rest of your life. I think when you share an opportunity with somebody and they are assessing the opportunity, in their mind the first thing that they do is they are like, they start to hear your opportunity and they are like, “Oh, I don't want to do that because they start to think they have to do it for the rest of their life.”

Cindy: It’s a commitment saying, and you have to [crosstalk 00:11:16] into that.

Anthony: I don’t do that. As entrepreneurs we always need kick start our cash, we always need cash. I don't care how wealthy you are, I’ve met a lot of wealthy guys, everybody goes through a cash crunch in their business. Even guys that are like multimillionaires, they could have a lot of money invested in a certain project or in stock or real estate, and the cash is there right now and they’re waiting for the cash to come back.

This is one of my go-to methods for generating lump sums of cash when I need it really, really quick. It works good. It’s like Brad Goss told me this once a great analogy. Years ago I was not liking launching, I’ve been burnt out, I’ve been launching stuff since 2008, and I discovered the Warrior Forum and then it was like launching even more, like launch, launch, launch. It’s like, ah, I got tired of it, and I wanted a break from it, but the cash is amazing, as you know from launching. I was just really frustrated at that time, this is a few years ago, I was just frustrated with launching and Brad Goss is like, “Listen, Anthony, sometimes you’ve got to be like the stripper trying to get her college degree, and you got to do a few more lap dances.”

Cindy: Oh gosh. That definitely sounds like a Brad analysis.

Anthony: Totally a Brad Goss comment. It’s so funny because at the time I didn’t want to hear what he had to say. I’m like, ah, but he was right. It was like, at the time I needed to generate a lot of cash, and at the time I knew how to do launching really well, and even though I was annoyed with it and tired of it. When you launch a lot, it’s like when the President, the first President goes in the White House, he is all excited, new and young, and he has got regular hair, then four years later the guy looks like, what happened to him? He doesn’t look like that anymore.

Launching is like that. I was just tired of it, but I got what Brad said, I don't want to hear it, but I got it and I look back now and I get it, what he said is really important. There are definitely times when you got to do a few more lap dances, even though you don’t want to do them, you got to do them. It’s okay, it’s like, its good for you to laugh at it. That’s what I do. I use it as humor and I’m like, “Oh, I got to do a few more lap dances,” and it’s eventually going. When I don't want to do something, I don't want to do.

What I share with everybody here today, this generates a lot of money. The people I’ve taught it to, it doesn’t just work for me, I’ve taught it to a lot of my protégés. I have one of my students just write me the other day posted on Facebook that he went on and [often made 00:13:41] $11,000 using this method, so it’s super uber powerful.

Cindy: I’m excited. This is going …

Anthony: It’s simply like, something that’s like, doing affiliate marketing is awesome, but the problem with affiliate marketing is it’s a reactive business model. It’s not really a proactive business model. There is a lot of variables that have to happen for you to make money as an affiliate. You have to pick the right offer, you have to pick [crosstalk 00:14:06].

Cindy: A lot of them have no control.

Anthony: You are also dependent on the product creator at any time, you could find an offer that’s winning. At any time they could shut the offer down, which is really frustrating because you spend a lot of time trying to find a winning offer. There is a lot of things that go into it. It’s like a reactive business model. If you are in a situation where you needed to drum-up some cash, you need a proactive business model. You need something that, you put the effort in, you get the result, like easy. That’s the way to go. Then you can do later once the proactive business model is making you some money, then you can go and tinker in affiliate marketing and go add that income stream [crosstalk 00:14:40].

Cindy: You can be [inaudible 00:14:40] stripping to your law degree. Yep.

Anthony: Exactly. When I show this model to some people, they are just like, “Oh, I don’t want to do that. I don't want to deal with local clients or any of that stuff.” Here is the thing, let’s first talk about positioning. Positioning is very important as you know. I was not aware of how powerful positioning was until I got into this, make money online market. I kind of knew but I wasn’t really aware of it because when you are selling real estate, I was selling luxury real estate, I positioned my brand that way and all that but the luxury property is really what did to positioning, like people with spouse, they’d be like, “Holy shit, I want to buy this, I want to put on offer right on this.”

That did the positioning, I didn’t really because I wasn’t selling me or any of my, I was selling my brand and my company but it wasn’t to the extent that we have to do it on the digital world. The digital world positioning is very important, the whole guru [isn’t 00:15:38] thing is very important, and I wasn’t aware of that. I wasn’t aware of it like I was when I came here.

The big thing is, the most important thing you have to understand is in our business stuff becomes commoditized really easily because information is accessible to us all the time, in our email inboxes opportunities all the time, it becomes commoditized. You have to remember that to a business owner what we do in our world to them has tons of value, way more value than we think it does.

For example, if you think about a video and a video about a business, to us it’s no big deal. We have all these opportunities in our inboxes to sell videos to businesses all day long, but if you look at it and you look at it from the position of the business owner and you look at the positioning, for them a video about their business is a big deal, it’s like a commercial. It’s just like a commercial. What are commercials? Commercials are usually pretty … Hint, hint, expense.

Cindy: Expense. Yes, [inaudible 00:16:45].

Anthony: That’s how a business owner perceives a commercial. If they were going to go to their local television station and get a commercial made, need big money. You have to think about it from their perspective, their positioning, not yours. Think video, about a business positioning there is commercial equals expensive.

What you do is, easiest thing in the world to do is I always tell people, make a list of every single business you visited in the last 90 days. Just go that far back. If you have a hard time thinking about it, go through your debit card statement, go through your credit card statement, look at the businesses that you’ve visited. Usually you’ve visited a barber, usually my wife she visits the hair salon, she gets her pedicures, her manicures, she gets the dogs groomed, we go to the dentist.

Cindy: [crosstalk 00:17:38].

Anthony: Right there I’ve already listed like five or six things, so pick ten of them. Pick ten of them. These are businesses, try to stay away from the big corporate ones right now. I’ve done this with the big corporate ones. It just takes a long time to get through the right departments of people. You want to be able to focus on the businesses that are like the mom-and-pop stores.

Now here is the thing, you are going to do this in such a way that it’s not even going to seem like selling. They are going to actually ask you about it. Even if they say no that they don’t want your service, you’ve created an asset that’s going to end up becoming a billboard for you to generate more business. Here is how it works, very simple. You basically make a simple review video of these businesses that you visited. You want to do it for them because you are familiar with their businesses, it’s not hard, it’s very simple to do. You’ve been there, you’ve purchased from them, you are a customer of theirs, you can talk about their business, no problemo.

You want to make a video really simple, four steps, here is who I am. Hi there, my name is Anthony Aires, and I want to talk to you today about my dentist, Dr. Greenberg. He is absolutely unbelievable. Before Dr. Greenberg, I hated going to the dentist. Here is what Dr. Greenberg is going to do for you, he is going to make life really easy, he is going to make you comfortable in his office. Doc, he is going to put the TV for you while he cleans your teeth, and then he is not going to charge you a lot of money, he is actually very reasonable.

I would recommend you give Dr. Greenberg a call. He is going to help you out, he is going to do a great job with you, and he is completely honest, he doesn’t try to sell you more stuff than you need, and I enjoyed him. The reason I’m making this video for you is because he is a small family-operated business, and I love working with family-operated businesses and I think Dr. Greenberg deserves a shout out, so I just wanted to let you know about it and I wanted to make this video. Give Dr. Greenberg a call, his phone number is right here on this video. That's it.

Here is who I am, here is what it’s going to do for you. Oh no, here is what I got for you. Step one, here is who I am, here is what I got for you, here is what it’s going to do for you, here is what to do next. That’s it, that’s all the video needs to say. Once you know those four steps, it’s easy to crank these out, plus you know the businesses so you can just tie it into the business. You make a review video about the business. You slap it up on YouTube under a business name review. Dr. Greenberg, Orlando review. Rank is really easy. Not hard to rank at all. You don’t have to do any crazy backlinking, and then you just have to put the title, ‘Dr. Greenberg, Orlando, Dentist review,’ the description. ‘Dr. Greenberg, Orlando, Dentist review,’ the tag on the video. That’s it. You don’t have to do anything else.

Cindy: Easy.

Anthony: You ping it, you go to a BulkPinger.com and you ping the URL of the video and it should rank for the business pretty quickly. If it doesn’t rank, go get a little fiber gig, nothing crazy, just for some social bookmarks, a light one. You don’t need 10,000 social bookmarks, a handful of social bookmarks you’ll be fine. Get the video to rank, and then what you are going to do is you are just going to hit up Dr. Greenberg, in whichever way is most comfortable to you.

Maybe next time when you go to the dentist, as an example and you are getting a teeth cleaning, what before he does the teeth cleaning, you don’t want to do it after, you want to do it before. You just want to take out the video on your mobile phone and show him what you did for him. Just say … If it’s a barber, if you go to a best Orlando barber, if you Google ‘best Orlando barber,’ you’ll see my video comes up number one under best Orlando barber.

I do this with lots of businesses, like best iPhone screen repair, pretty much we have our maids, we do our termite guy or pool guy. We do this with everybody, and we get like free services from them. We actually barter with them, but you don’t have to barter with them. There is all kinds of stuff you can do. You can barter with them. Essentially you just want to get their attention and show them that you did this.

Most of the time you don’t even tell them that you, anything about selling it or nothing. When you show them that, most of the time they’d be like, “Whoa, how did you do that?” They don’t know how to do that. They’d be like, “Wow, how did you do that?” Then that’s when you lead in and say, “It’s what I do for a living. If you are interested …” You’ve already given them what’s called results in advance, you did something already for them for free. There is goodwill, we call this my goodwill video system. You did this for free out of the goodness of your heart. You like him as a business owner, you do business with him, you want him to get more business, that’s why you did this.

Now this keyword may not get like thousands of searches a month, but it doesn’t matter, the searches it gets are important to him. Those are important searches to him, those are people that are thinking about going to visit him, and you did something nice for his business. Then that’s when you [inaudible 00:22:09] and you say, “This is what I do. If you are interested, I can go after bigger keywords like ‘best Orlando dentist’ or ‘best Orlando cosmetic dentist’ or ‘where to get braces in Orlando?’ Those were the kinds of keywords I can go after. Is that something that would interest you?”

Then just be quiet and see what they say. If they say yes, then you could say, “All right, now is not the time to talk about it.” You always want them leaving wanting more, so you say something like, “Now is not the time, now is not a good time to talk about it. Why don’t I just get the best way for me to reach you like your email address and your phone number? What I’ll do is I’ll send you some more information. I’ll even do you a favor and I’ll get a few more videos for you on the first page of Google, just to show you how powerful this is.”

You don’t have to make that offer, you could just say the other, “I’ll just get the information to you.” Whichever way, you can either do some more videos if you want or you don’t have to. It’s up to you. Then at that point, you just connect with them via email. It’s not that hard to shoot, it’s not that hard to take that one video that you did, you could add a little bit more time to it, you could add some, at the end you could add a couple of slides that add extra time with his information.

Then what you can do is, you could take a list of all the Orlando dentist keywords and you can just take them and upload them without doing any work, any backlinking or any of that stuff, just upload them under the keywords, tag one video per one keyword, best Orlando dentist, best Orlando cosmetic dentist, one video per one keyword, and just upload it, and see which ones end up on page one.

Let’s say you do 20 of them, not all of them are going to end up on page one, but you’ll get a handful. You’ll get five or six that just went right to the first page. Those are the ones that you know that can rank, so then you could send him an email and say, “Hey, listen, I was able to get you on the first page for these five keywords.”

You always want to start a new channel for each client that you do this for, and then you just tell them, “Listen, I normally charge $1997 setup fee for doing this, but because I’m already a customer of yours and I really appreciate what you do for me and I love working with you, and I want you to get more business, I’m going to waive the setup fee today. Usually what we do is we charge $9.97 per month for three keywords, I’m going to let you have these six keywords for 9.97 a month. Any month that it comes off the first page, you don’t have to pay for it until I bring it back. All right, so when I bring it back, I’ll start charging the 9.97 again. You only pay me when it’s on, and if it comes off you don’t have to pay me. How does that sound? Is it something that would interest you?”

You can do this from email, you can do this over the phone. It’s not hard to do. It’s like, again, you don’t have to do a lot of work to those, you just do 20 of them, you pull up the 20 Orlando dentist keywords. I call it probing, you probe Google and you’ll get five or six of them that pop without you doing anything. Then you know you can rank for those keywords, so when you call him you already know, you’re not wondering, “Oh my God, what if they don’t rank and I promised them.” You already know which ones rank, you just show them. He sees it with his own two eyes, he is like, it’s like …

Cindy: It’s working.

Anthony: It’s like me giving a baby candy and saying, “No, you can’t have it.” What does that baby going to do?

Cindy: That’s going to be noisy.

Anthony: Do the same thing. You have to put a little bit of work into doing this but it’s worth it. You can do this with the first 10 people. What happens if they say no? If they say, “No, no problem,” you can actually on those review videos, you leave them up. You can put an annotation, YouTube has thing called annotation, just Google it, ‘how to do a YouTube video annotation,’ and it will tell you, and you could put an annotation over the video that says, “If you would like a video like this for your business, call or email me.” If you do these ten review videos, you’ve got 10 billboards out there.” Guess who is looking at those keywords? Guess who is Googling those keywords? Who is Googling those keywords?

Cindy: All sorts of businesspeople and people of competition.

Anthony: The competition.

Cindy: Competition.

Anthony: The competition, their customers who may also be business owners. You got ten little billboards out there working for you that now people were going to call you, and you are not doing anything. It’s not a waste, it’s never a waste of your time. These become assets for you. Even though ones that you put up for him, if you decide to leave those up for the bigger keywords, you could put a huge annotation that blocks the whole video. You can do annotations that block the whole video and you could edit the video to get rid of the sound, and then you could just have a big annotation that says, “Would you like your video here?” Call whatever. Those are big keywords. You are never wasting any time with it, you just got to turn it into an asset and you are good to go. That’s pretty much it.

Cindy: That sounds fantastic, and you’ve not only shared a traffic generation method that’s like really easy that everyone can do. Ranking for words that are super key like that, is not hard at all.

Anthony: [crosstalk 00:27:10].

Cindy: Straightaway to make money with it. This is crazy, I’ve not heard of that before.

Anthony: It’s returning income too. Five clients at 9.97 will completely change a lot of people’s lives.

Cindy: Exactly. If you are making a grand from each client, you’ve got extra money there to be able to stream. If you don’t want to do these videos yourself, you can start getting someone to help put them together or.

Anthony: Exactly.

Cindy: [crosstalk 00:27:37] you like $10 or something.

Anthony: Exactly. There is all kinds of stuff you can do. I’ll tell you when you do this for them and they see what you can do, they are going to want more. Then you can sell them more videos for more money. Now you can’t go and, couple of things I want to warn people. You can’t go and sell a pizza shop three videos or six videos for 9.97. They don’t make enough money per customer to be able to do that. You have to think about niches that make a lot of money for customer.

Like a roofer, a roofer has to change a roof, he makes like 10 to $15,000. There is a lot of money being that there. A DUI attorney, they are better than a personal injury attorney, for example, because the personal injury attorney has to wait for the case to settle, a DUI attorney gets 10 to $15,000 right upfront when someone gets caught drunk driving and they got to get out of it. They get the money right upfront.

That’s a big ticket for them to pay you nine … Think about it, they only need to get one lead, they only need to get one lead a year and they’ll still make a bit of a profit, a little bit of a profit. You have to think like that.

Cindy: But you can also get connection, so if you do have a client who you managed to score who is a roofer, for example. He probably, an electrician [inaudible 00:28:53] so you could ask him, I’ll give you an extra video if you can sign up one of your friends for me, and something like …

Anthony: Painters too, commercial painters. When we moved into our house, we had our house painted, it was $4000 to get our house painted. I didn't think that it was going to be that much, the whole interior was 4Gs, and I was like damn. I did a barter with him, I got him ranked for a whole bunch of best where we live keywords and he gave me the thing for free. Instead of me paying $4000, I just went and made a bunch of review videos for him and ranked them, and I was done.

I like to barter with it. You can do, all kinds of stuff you can do with it. It’s like a specialized skill once you learn how to do it. You don’t have to go crazy building backlinks, a lot of people think that you need. There is a lot of keywords out there are really easy to rank for. Google is a big computer and it doesn’t do a great job all the time of computing. There is billions of keyword combinations out there, so you have to probe Google like an alien. I call it probing it like an alien and trying to find those really easy to rank for keywords that are out there. They may not get a lot of traffic, but sometimes people don’t care about that either.

One thing that’s important to understand is that the AdWords tool is not accurate. If you Google, ‘Is Google AdWords tool accurate?’ You’ll actually have an article from Google that says that they hold back data from you, and that that tool is only meant for ad words, it does not give you the organic data. It tells you right there, article from Google that says the Google keyword tool is giving you data relative to Google ad word searches, not organic searches.

A lot of people think that, they live and die by the Google AdWords tool. For example, if you go and see how many people are in Houston, there is 2.1 million people in Houston, Texas. If you go and Google, ‘car accident lawyer,’ there is only 170 searches a month. Do you really think that out of 2.1 million people that only 170 of them are typing into Google car accident lawyer, Houston?

Cindy: That’s not going to happen.

Anthony: Out of 2.1 million people. No way, there is no way. You can’t live and die by that. There is also what I call ego keywords, like the best keyword, it’s an ego keyword. People love coming up under ‘best Orlando barber,’ people love coming under ‘best iPhone screen repair Orlando.’ They love that stuff. They’ll show their friends. If you don’t believe me, does anybody use a phonebook anymore? Do you use a phonebook? I don't use at all.

Cindy: No.

Anthony: I pretty much bet anyone watching this video does not use a phonebook. I wish I had a phonebook in here so I could show you how crazy the advertisements are for the back cover of the phonebook. Huge full page ad from attorneys probably cost like $20,000 to take that ad out. Nobody is using the phonebook.

Cindy: [crosstalk 00:31:42] anymore.

Anthony: What is that? That’s an ego play. He doesn’t, he can’t measure how many people are calling him from that phonebook. It’s an ego play. Getting someone ranked for the, I love best keywords, those are awesome. When you get someone ranked for best keyword, it’s like [shouldn’t fishing 00:31:57] about. How could you not want to be ranked on Google for ‘best Orlando barber,’ ‘best Orlando dentist’?

Cindy: Exactly.

Anthony: I think you show that off to your friends. They show that to their friends, they go at a party, they are like, “Oh, I’m on Google, ‘best Orlando barber.’” Then they are like …

Cindy: That thing is, they are like, “Hey, how did you do that?” They are like, okay, so I know this guy, he is …

Anthony: That’s exactly what happens. That’s exactly what happens.

Cindy: Oh gosh. All right, [crosstalk 00:32:26] this up.

Anthony: That’s a great way to make a bunch of cash. No worries.

Cindy: Do you have any last minute little tips and stuff? You’ve shared so much.

Anthony: Just the biggest tip is, you really just have to take action. I think people sometimes think when we say to take action, they think, “Oh, we are telling them to buy something.” Obviously we want you to take action and buy our stuff, but I also mean like massive action because it all gets revealed when you do. Everyone is worried about what’s going to happen and the mistakes they are going to make. Just start taking action and … If you don’t do anything, nothing happens. If you take action, you get a result. It may not be the result that you wanted, but now you know what to do, and that’s huge, so just take action.

Cindy: Exactly. Thank you so much for being here, Anthony. For 7 Figure Furnace listeners who are here, if you have any questions or anything for Anthony or myself in relation to this topic, come over to the blog at 7FigureFurnace.com and post them, come and join us and have a bit of fun over there. Thank you very, very much, Anthony, for being on the show.

Anthony: Thank you, Cindy, I appreciate you having me. Thank you for watching me, I appreciate your time.

Cindy: All right, take care. [Inaudible 00:33:35].

Anthony: Bye.

Cindy: Bye.

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