

Contents

Acknowledgments	xiii
PART ONE DEFINE YOUR BUSINESS MODEL	1
Chapter 1 Introduction	3
Chapter 2 Develop Expertise	6
Chapter 3 Belief Systems	8
Chapter 4 Problems + PAIN = Profit	11
Chapter 5 Value Proposition	13
Chapter 6 Elevator Pitch	15
Chapter 7 Target Market	18
Chapter 8 List of Prospects	21
Chapter 9 E-mail Distribution Lists	24
Chapter 10 Write a Business Plan	28
PART TWO PLAN YOUR INTERNET PRESENCE	31
Chapter 11 Google Codes and Alerts	33
Chapter 12 Keyword Ideas	36
Chapter 13 Keyword Research	38
Chapter 14 Positioning Statement	41

Chapter 15	Website Sales Function	44
Chapter 16	Website Cornerstone: Focus	47
Chapter 17	Website Cornerstone: Depth	50
Chapter 18	Website Cornerstone: Value	53
Chapter 19	Website Conversation	56
Chapter 20	Expand the Frame	59
Chapter 21	Categorize Your Content	62
Chapter 22	Beginner Content = Trust	64
Chapter 23	Intermediate Content = List	67
Chapter 24	Advanced Content = Revenue	70
Chapter 25	Killer Sales Copy	73
PART THREE	BUILD YOUR WEBSITE AND BLOG	77
Chapter 26	Website Development	79
Chapter 27	The Blogosphere	81
Chapter 28	Negative Comments	83
Chapter 29	SEO: Keyword Saturation	86
Chapter 30	SEO: Inbound Links	89
Chapter 31	SEO: Surrogate Homepages	92
Chapter 32	SEO: Diagnostic Tools	95
Chapter 33	Google Analytics	98

Contents

ix

Chapter 34	Understand Analytics Data	100
Chapter 35	Making Sales Online	103
Chapter 36	Website Shopping Cart	106
Chapter 37	Outsource Basic Tasks	109
PART FOUR	POPULATE INTERNET PROPERTIES	113
Chapter 38	Internet Directories	115
Chapter 39	Blog Directories	117
Chapter 40	Outbound Links = Currency	119
Chapter 41	Subscribe to Top Bloggers	121
Chapter 42	Interviews and Guest Bloggers	123
Chapter 43	Blog Carnivals	126
Chapter 44	Conversations Are Markets	128
Chapter 45	Social Bookmarking	131
Chapter 46	Online Branding	134
Chapter 47	Optimize Google Places	137
Chapter 48	Leverage Yelp for Business	140
PART FIVE	ATTRACT QUALIFIED PROSPECTS	143
Chapter 49	Understand the Process	145
Chapter 50	E-mail Marketing	148
Chapter 51	Start a Podcast	151

X	Contents	
Chapter 52	Publish Articles Online	154
Chapter 53	Post on Blogs and Forums	157
Chapter 54	Post on Yahoo! and Amazon	160
Chapter 55	Online Classified Advertising	163
Chapter 56	Pay-Per-Click Advertising	166
Chapter 57	Write a Press Release	170
Chapter 58	Start a Group or Club	173
Chapter 59	Event Marketing Strategies	176
Chapter 60	Product Launch Formula	180
Chapter 61	Build Massive Credibility	183
PART SIX	LEVERAGE SOCIAL MEDIA	187
Chapter 62	Social Media Mantras	189
Chapter 63	Social Media Integration	191
Chapter 64	Twitter: Share Tips	193
Chapter 65	Twitter: Search Keywords	196
Chapter 66	Twitter: Incentivize Interaction	199
Chapter 67	LinkedIn: Precision E-mails	201
Chapter 68	LinkedIn: Profile Basics	204
Chapter 69	LinkedIn: Google Ranking	207
Chapter 70	LinkedIn: Pimp Your Profile	210

Contents	xi
Chapter 71 Facebook: Facilities	214
Chapter 72 Facebook: Communication	217
Chapter 73 Facebook: Biggest Opportunity	220
Chapter 74 Facebook: Places and Deals	223
Chapter 75 YouTube: Viral Content	226
Chapter 76 YouTube: Demonstrate Expertise	229
Chapter 77 YouTube: Video Promotion	233
Chapter 78 Social Media Monitoring	236
PART SEVEN CONCLUSIONS AND EXECUTION	239
Chapter 79 Wow Your Audience	241
Chapter 80 Consistency Wins	243
About the Author	245
Index	247

<http://www.pbookshop.com>