

Today's Twenty Best Online Marketing Practices

OVERVIEW:

The marketing approaches that were effective ten years ago are often ineffective today. And today's most effective online techniques have just recently been invented. What are some of the techniques—unknown five years ago—that online marketers use to sell millions of dollars of their products and services today? Some of them are very simple, and also surprisingly low-cost. They are easy to apply and execute yourself. Starting from zero technical knowledge, I read a manual on a plane flight, and had my first web site up within 24 hours of landing. Since then, I've studied the most innovating new techniques with keen interest, and applied them to my business. I summarize them in this course.

ABOUT THE PRESENTER:

Presenter Dawson Church (www.AuthorsPublishing.com) has worked with many best-selling authors in a long publishing career, including John Gray (*Men Are From Mars, Women Are From Venus*), Robert Kiyosaki (*Rich Dad, Poor Dad*), and Neale Donald Walsch (*Conversations With God*). He co-founded one of the earliest online booksellers in 1994, wrote a definitive article on broadband distribution for *Publisher's Weekly* that same year, and has been at the forefront of web marketing ever since. Using online marketing techniques, he has propelled books to the top of the bestseller list, and created powerful interactive communities.

BEST ONLINE MARKETING PRACTICES

Marketing is a privilege. It is the joy of presenting the essence of your self and your business to the world. It is the method by which you let people know about the gifts you have to share with them. As you present your message to the world, have fun with the process!

Here are some of the ways in which you can maximize your online potential:

1. **Have a Plan Just for Online Marketing.** Online marketing has gone from a place where you put maybe 10% of your effort five years ago, to a place where you put 75% or more of your effort today. You may already have a traditional marketing plan. But keep abreast of what innovative online marketers are doing, and integrate their best techniques into a written marketing plan with goals and time lines.
2. **Use an Easy URL.** They aren't all taken. In the last year, I've registered www.HealingBestseller.com, www.TheNewVoices.com, www.EinsteinsBusiness.com and others. Develop this first. EXAMPLE: GOOD: www.Communing.com. BAD: www.geocities.com/communities/enter-doorstep/~big.
3. **Use Multiple URLs.** Register alternate versions of your primary URL, including misspellings. There are people who have become rich because they

- have a misspelled version of amazon's URL! And your audience, for example radio listeners, may type in an incorrect URL. EXAMPLE: I may do a book on using the communication technique called Nonviolent Communication for relationships. I expect the book to be called Nonviolent Relationship. The day after I thought up the idea, I registered www.nonviolentrelationship.com, www.nonviolentrelationship.org, and www.nonviolentrelationships.com, etc.
4. **Make It Easy, Use Dotcom.** Don't use dotTV, dotBIZ, dotUS, dotNET or any other one of the confusing options. Instead, use a variant of your name. EXAMPLE: For instance, Elite Books was taken, so I used www.EliteBooksOnline.com for my business.
 5. **Strike an Early Web Presence.** Set up a web site right away. It's easy and cheap. EXAMPLE: At Einstein's Business, I have a web site a year before the first contract is signed, or the first word written. But the idea is there, and I can use it to attract New Voices and celebrity coauthors to the site. I use www.Doteasy.com where it's \$25 for a year's hosting plus your web site name or URL. The biggest is www.godaddy.com. You can design a simple but great looking site for free at www.freesitedesigner.com, many other places, or on Yahoo, Doteasy, or Godaddy.
 6. **Keep a Blog.** Web logs are where people post their thoughts, like a daily journal. Consider writing your own web log. They're time-intensive, but if you post things that are useful to your audience, you keep them coming back. This improves your search engine rankings.
 7. **Do Blog Tours.** This involves contacting blogs in your field, and seeing if they will write about you and your work. EXAMPLE: When Don't Think of an Elephant, a big political book, came out last year, the publisher arranged a blog tour. The book was mentioned repeatedly on all the big political blogs. That alone guaranteed good advance sales, and good word of mouth. Forbes magazine lists the Top 5 blogs, and PC magazine has a supersite and blog finder. Kenny Smogler of www.PennyFor.com invented the blog tour. He currently charges about \$2,000 to set one up.
 8. **Use PR Leads** at www.prleads.com. This will get you mentioned in a lot of articles quickly. It may lead to feature stories. You will get a constant stream of leads from journalists who are doing stories in your specialty. There's a universe of journalists looking for sources, and a universe of people like you and me with comments they want to make. PRLeads connects the two.
 9. **Use an Outbound Press Release service.** www.IMediafax.com is one I use and like. Also www.CornerBarPR.com, and Flash News Service. Most expensive is www.PRNewswire.com, but highly targeted. And you will see your press release posted on many sites that same day if it's good, current, topical.
 10. **Update Frequently.** I learned a new program just so I can post to my sites frequently. You may have someone else build them, but keep key, fast-changing

- pages on your computer, and make changes and upload as necessary.
EXAMPLE: I update my course dates at www.WritersIntensive.com.
11. **Have a Presence on Big Sites.** Don't try and get people to your web site as your primary web strategy. Go to the big sites and get listed there. EXAMPLE: James Dillard MD has a web site, www.drdillard.com. But he also became the medical commentator at the then-largest medical site, www.webmd.com. Which one do you think brought him the most traffic? I don't try and get people to my www.WritersIntensive.com site directly; instead I post my classes on ten high traffic sites, with a link to that site. Find the Top 20 sites in your area. Takes a lot of clicking around. You can determine site traffic by using www.Alexa.com. It ranks sites by their relative traffic levels.
 12. **Join Online Communities.** For every industry, there are many. EXAMPLE: I have a classic Fiat Spyder. There are two web sites where I can get the paint blends for a 1950s Fiat model, or ask for the pressure specifications for the Fuel Pressure Regulator for the June 1979 model. Join yours. You can quickly get questions answered, and stay in touch with the chatter of your industry. Make sure you subscribe to the Daily Digest so you can review the headings only, before deciding which posts to read.
 13. **Make Friends With Owners of Opt-in Lists.** These are lists that people have voluntarily subscribed to. EXAMPLE: www.mercola.com is currently one of the largest alternative medicine sites. About 350,000 people subscribe. If Dr. Joseph Mercola endorses your product to his base, suddenly you have lots of sales. This is far more effective than trying to build your own mega-site. And never, ever, spam people, by sending e mails people have not requested.
 14. **Bounce Ideas Off Your Community.** Does this distributor pay on time? Did this marketing outlet get results? (I can tell you that all the ones I mention on this show will get five gold stars if you ask about them in my online community). Is this vendor reliable?
 15. **Have a Press Room on Your Web Site.** Make it easy for the media to use your site, with downloadable cover art, copyright-free reviews, and product information. EXAMPLE: Take a look at one of mine on www.HealingTheHeartOfTheWorld.com. Here media people can download a cover image, cut and paste a copyright-free review, or grab an author bio. Make it easy. Make it load fast.
 16. **Try Chat Room Tours.** Seek online appearances, live, at high-traffic sites. EXAMPLE: "Deepak Chopra will be doing a live chat at onhealth.com on January 7th at 8 p.m. Pacific Time."
 17. **Write Content for Online Newsletters.** If a coach or therapist is producing a newsletter each month, they need content. That can be your writing.
 18. **Find the Best Sites For Your Specialty.** Places to look are www.dmoz.org, <http://lists.topica.com>, www.google.com,

19. **Be Personal on Your Site.** Be a person talking to a person. **EXAMPLE:** Take a look at www.EliteBooksOnline.com; you see photos of me, and the other people who work there, in a frame on the front page.
20. **Realize that You are Building a Brand.** Every communication you send out online helps determine the perception your audience has of you. You have a brand now whether you know it or not. **EXAMPLE:** When people think of you, they think Party Girl or Loving Dad or Cheapskate or whatever. You've built that brand by your words and actions. Your name is a brand. Your business is a brand. Decide what you want your brand message to say, and stick to that message in all your online communications.