

# 5 ROOTS TO ONLINE SUCCESS

Hello! Thanks for taking the time to check out my website.

<http://www.creativebizwiz.com>. Here's some good info for you to help organize your online marketing efforts. There are 5 important roots in your online marketing tree that all influence each other. There is no particular order to do these things. Each root, or philosophy, has action steps and/or checklists.

## 1. Engage, Engage, Engage from the Heart!

What most people don't realize, is the online world can be looked at much like a networking party. The internet is such an amazing opportunity for us to meet people who we wouldn't normally be able to meet in person. *When you're online on a social media site, imagine you are in a room with a bunch of people instead of staring at a computer screen.*



People are still people, even when we are online and a bit more anonymous. We still want what humans fundamentally want, **CONNECTION**. Connect in a genuine way online and you will be considered a friend before you're seen as a business that is just trying to sell something.

Of course it helps if you really connect to what you're offering. I'm assuming you do, because I'm really passionate about what I'm offering, and like attracts like. All of my clients are doing wonderful things in the world and are loving people sharing their gifts. I'm sure you are the same.

So keep this in mind when you're on someone's Facebook profile commenting on their status, or when you're engaging in a group on LinkedIn or Facebook. *If you were talking to these people in person, you'd be able to look into their eyes and feel where they are coming from.* Try to bring this into your online interactions. Share from your heart and from a place of helpfulness.

This builds "**social proof**" and a "**know, like, and trust**" factor. People are more likely to buy from people and businesses they trust. It is well known in the marketing world that people don't just buy from you the first time they are introduced to your work. It usually takes about 8 times of seeing your work before they buy. So prime the pump by engaging from the heart in your online conversations so people see that you care about them, their struggles and their successes.

This goes for all your online interactions.

## Action List for Online Engagement:

1. Write down some ways you can share authentically from your heart online and in person. What are 3 examples of language can you use? What are your top 3 areas of expertise that really help people with their issues. What are the top 3 issues your business helps to solve?
2. Write down 10 places and scenarios where you can share your wisdom and expertise.
3. Next time you're on Facebook or Twitter, find a conversation that piques your interest where someone is asking for advice, and share some of your expertise in a loving way to help someone out with an issue. (Make sure to link your website if you have one.)

I'd be happy to help you come up with some sure-fire engagement strategies that work for your business. Let me know if you'd like a free 10 minute phone consultation.

## 2. Your Website is Your Main Hub.

Take a look at the picture here. Your website is your online representation. *Anyone who is considering working with you will go to your website to check up on you.* You are reading this paper because you went to my website. 😊

Your website is also where you can make money. I'm assuming you have products or services that you sell in your business. Your website is where you make this happen, so you always want to be directing people to your website.

There are so many places on the web that you can engage with people and share your business, but the main goal should be to bring them to your site. See this picture to the right.

Anytime you're out talking to someone and hand them your card, your website needs to be on the card. When you do an internet radio show, you want to direct people back to your site. When you post on Facebook about your services in your favorite FB group, you want to direct people back to your website, and so on.



Also, more visitors help your ranking with search engines. This is the way your site climbs the search engine ladder up to the first page when people search for a business such as yours.

There are other ways to optimize search engine searching for your site through keywords and the way you build and set up your website and local presence on the

web. It's really quite an art. When I design websites, I put these strategies in the framework of your site and pages.

### **How is the Quality of Your Online Hub? Is it:**

- Visually Pleasing (nice colors, fonts, images, layout. Clean, and not too busy.)
- Represents your brand, or your personal style.
- Fresh content (Some kind of evolving content like a blog.)
- Email subscription button and/or form.
- Opt-in gift for email subscribers
- Clear menus / navigation that anybody can understand.
- An easy way to pay for products and services. (Quality shopping cart.)
- Good SEO within the framework of the site. (Certain platforms are best. For Example: If you are using WordPress, some themes are way better for SEO. Also, there are plugins that help the SEO of your WordPress site.)
- Good SEO in keywords and titles of your web pages.
- No ads to take people away to other sites (You want to keep them on your site where they can buy. Hopefully your own services and products make you more money than ads.)

### **Places and Situations Where You Should Direct People to Your Site:**

- Social Media posts and comments. (Facebook, Twitter, Pinterest, Instagram, LinkedIn, Google+)
- On your business card when you hand it to people or leave it places.
- In any articles you publish online or in print.
- On your receipts.
- In conversations with people.
- Guest blogs.
- In your email signature.
- In email marketing campaigns.
- On your Google Maps entry.

All of the above checkpoints are part of my website building services. I'd love to have a chat with you about how we can build or improve upon your existing site.

### **3. Your List is Gold.**

People are extremely distracted online. It's important to be able to reach them where they are paying the most attention, in their email inbox. When we're online browsing social media, shopping, reading the news, etc, it's kind of like we're holding the remote control to a tv.



*Most people's browsing style is like channel-hopping.* The only place people regularly pay attention is their inbox.

Also, the marketing rule that I mentioned above where it generally takes 8 interactions with a business before someone will buy applies here. If someone comes to your website after you've linked to it like we talked about above, you need to capture their email address. They will likely only spend a few seconds on your site. It sounds crazy, but it's true! People have **VERY** little attention span online. If you don't create a way to keep in touch with them, you have likely *lost them forever*.

As mentioned in the last root, every website should have an email sign-up button and/or form. Once you get their email, you will send them regular updates with valuable content. The value can be discounts to your products or services, or tips & tricks of the trade directly from your blog.

### **Action Steps for Your Email Strategy:**

1. Sign up for an email autoresponder service such as MailChimp, Aweber, or Infusion Soft.
2. Set up your first list.
3. Create a form for your site.
4. Install or have your webmaster install the form on your site.
5. Brainstorm and write down what value your regular newsletter will offer your prospects and clients.

If you don't have the time and energy to do the above steps, I'd be happy to do them for you. I have done lots of email campaign setups and can create something quickly and easily for you.

### **4. Consistency is Key**

Success doesn't happen overnight. If you want to see results, you must be consistent with your efforts. If you believe in *MAGIC*, and I hope you do, you will understand that you need to prove to "the universe," "God," or whatever you like to call it, that you're serious! If you really want to succeed, you need to keep at it and put in the work. It's great and important to visualize what you want and feel your success as if it is already here, just do the work on the physical plane to seal the deal. 😊



Yes, we can work smarter, but we still need to work. Many people think that by becoming an entrepreneur, they will automatically lead a luxurious life where they work very little and the money just rolls in. *You can create a fun and exciting life where you can afford to do what you want and you have plenty of free time*, but it doesn't come without doing the work to

create a strong foundation from which to spring off.

Consistency will also show your potential clients, *who scope you out for quite a while before deciding to buy*, that you're serious. Nobody wants to pay his or her good earned money to work with a business that can't keep afloat.

So all that being said, I understand that it's hard enough knowing where to "put out" on the internet, much less how often to do it and how to organize it all. There really is no standard answer, as all businesses are different. This is where you need a good calendar and also as many automation processes in place for your content distribution. One of my services is setting helping you set up an *Editorial Calendar* for your marketing efforts, as well as automating as much content as possible through many cool tech tools that are available such as Hootsuite and Buffer.

#### **Action steps for creating consistency:**

1. Think about what kind of business you have and decide which Social Media outlets would work best for what you offer. Write them down.
2. Brainstorm and write down how much time a week you'd like to spend on Social Media.
3. Brainstorm and write down how many times a week you feel your audience needs to hear from you. The formula to figure this out is to post often enough that people can remember you (once a week minimum) and as often as you have valuable content, but not more often than you can commit to or delegate to a professional who can help. (Like me!)
4. Brainstorm and write down how often you feel you have good content and would like to blog and send your newsletter, if any. (Not all businesses need to blog/email frequently, but I'd say at least once a month or at the absolute least once a quarter is really helpful for any business. Most businesses choose once a week or once a month. Once a week is a nice pace for people to remember who you are, but not be bothered by your daily emails.)
5. Look at steps 1-4 and come up with an editorial calendar. Now stick to it!

#### **5. What's In It For Me?**

Many smart marketers joke about the WIIFM radio station. It's what all your prospective and current clients are tuned into. It's what we're all tuned into, really. People are concerned about their issues, their problems, and their own happiness.

Most marketing principles are built upon this understanding. You always want to try your best to understand your ideal client. What is he/she like? What do they do for a living? What is their age? What is their gender?



What is their marital and family status? What is their economic situation? How is their health? What makes them happy? What do they most ache for in their life? **What do they stay up nights worrying about and trying to figure out in their head?**

You find their “pain” and show them how you can heal it. All of the above roots depend on this principle working in your favor. You must be genuine in how you help them, bring them to your website to help them, email them content that will help them, and do it consistently. All of your copy and language should have WIIFM in mind.

My marketing gurus always advise to give it almost all away in order to gain their trust, then save the ultimate nuggets for when they buy from you. This is what the whole Marketing 2.0 is about. It’s called “*pull marketing*.” The old school marketing, “push marketing,” meant spending all your time shooting thousands of arrows out at the masses and hoping some will land (TV commercials are a classic example).

Now in Marketing 2.0, you offer your golden goodies and see who comes looking for more. It’s kind of like a drug dealer that offers your first fix for free to get you hooked! For a more spiritual reference, the bible quote, “Be still and know” is appropriate. You stay still, know your worth and the value of what you have to offer, broadcast it out, and see who comes running for more. Remember, you magnetize them to your website, your hub.

#### **Action List for Offering Value to Magnetize Clients:**

1. Brainstorm and write down where you would like to offer value to your clients. (Social Media outlets, blog, newsletter, speaking engagements, guest blogs, radio shows, online or print articles, etc.)
2. Brainstorm what you can offer in the above scenarios. (discount, free 15 minute evaluation, free information paper/.pdf, free audio download, free video series, etc.)
3. Now take action and start creating this offering. The best way to organize this is to have people give you their email in exchange for the free goodies.

Ok! I hope this guide has been helpful to you! If you’d like to explore these roots and action steps further with me, I’d love to help you. We can work together to organize all of this and create a master plan for your online success! Please see my packages and services on my website for more ideas on how we can work together. I’m very caring to help you succeed and share your gifts with the world. We need you!

**Take care. I look forward to furthering our relationship!**

**Bless you,  
Jaya Phillips**

**<http://www.creativebizwiz.com>**

