

The Marketing Wheel

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Thank you for your interest in the Marketing Wheel! I am excited to bring the utmost in value to you so that you may prosper in all that you do!

To start, let's look at some definitions.

Marketing is defined as "the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large."

Wheels - Forces that provide energy, movement, or direction.

One of my mentors, Myron Golden, defines marketing simply as "gathering information about your prospects".

Many people confuse selling and marketing. They think they are one and the same thing. Selling, according to Myron, is the process of uncovering the value that you can provide so that the customer will happily exchange their money for the value you provide.

With these definitions in mind, you can map out an effective strategy to effectively market on the internet.

There are a few factors to keep in mind when mapping your strategy:

- 1.) What is your ultimate goal for your client?
- 2.) Where do you want your client to end up in the process?
- 3.) What information will you gather during the process?

For the purpose of this book, we will operate on the following assumptions:

- 1.) We will use the marketing wheel in figure 1.
- 2.) The final objective to give an example is to have customers purchase our tax reduction guide on my main website.

3.) In each process, we will gather the prospects name and email address to add to our marketing database.

4.) The target market is people who own small home based businesses.

SPOKES ON OUR MARKETING WHEEL

Each spoke on the marketing wheel has two purposes:

- 1.) To lead the prospect to the final objective
- 2.) To make passive income

What most people do is use the end of each spoke as a point of sale. This is a big mistake. In today's market, people expect some value before being sold to. It is similar to dating. You would never ask a person to marry you when you first meet, would you?

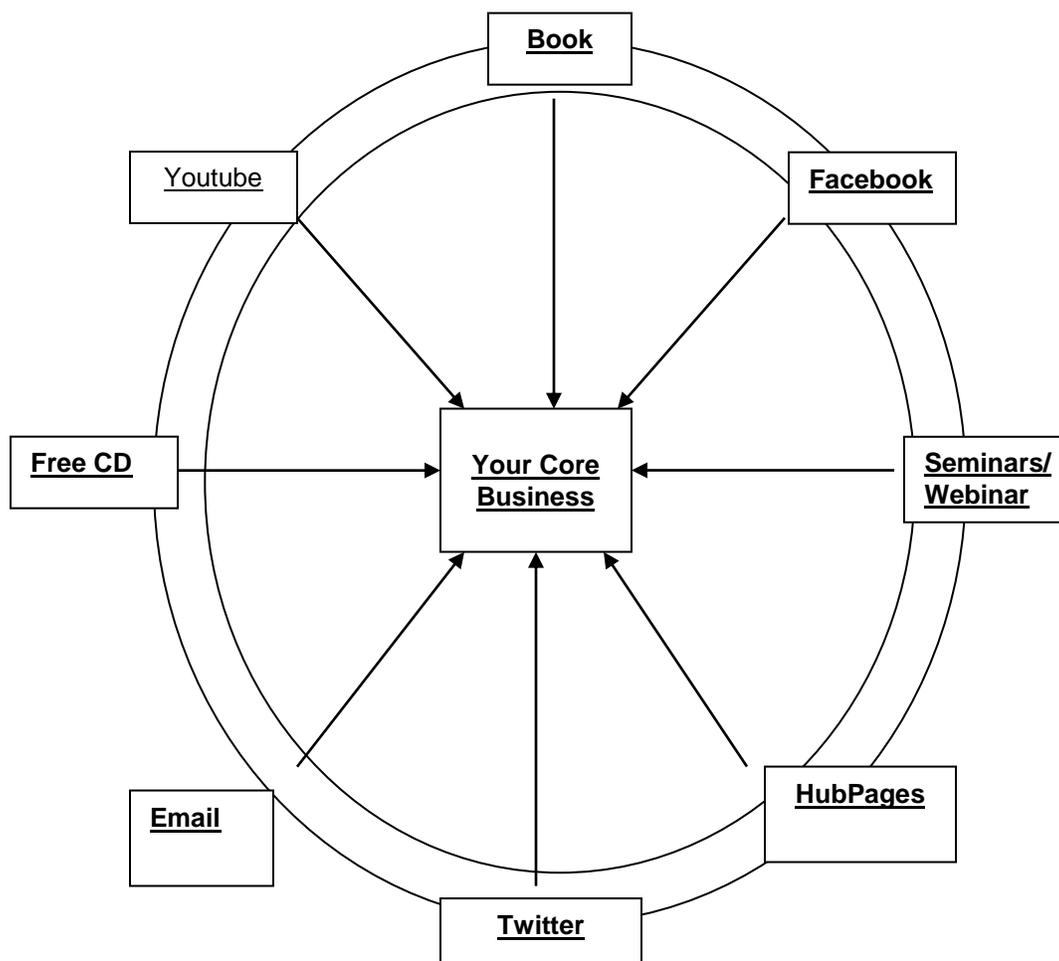
Of course not! You go out on dates and get to know each other. The other person will see your value (or not). Once you establish yourself, you can then pop the question!

What does "Value" look like:

- 1.) Free Report
- 2.) A "How To" Video
- 3.) One Chapter of a book
- 4.) A Free mini course on a subject
- 5.) Free Ebook
- 6.) A Free seminar
- 7.) A Free hard cover book
- 8.) A Free trial offer - e.g. 30 day free trial

YOUR MARKETING WHEEL

Figure 1:



The problem is that most people are “afraid” to give these things away. They are afraid that all prospects will be like the one or two that just hang around for the free things and then unsubscribe from your list.

I know! I used to feel the same way. I resented giving away my information because I was thinking so small at that particular time. I have since seen the value in giving value and I make many more sales.

Let’s have a look at each spoke and how to monetize each one!

FREE CD:



You may want to have a free physical CD and a recorded version on a website. In the days before the internet boom, I just used a physical CD.

This CD contains good value information. It could be a brief overview of one of your products. I made a CD called “The Elimination of Taxation Frustration”. It was a 20 minute overview of my Tax Reduction Guide. It gave enough information on the CD for the average person to save at least \$2,000 per year on their taxes. It did, however, not give the total story on tax reduction. Here are the ways this spoke will generate money:

- 1.) In addition to giving it away, I sold the CD
 - A.) Sold it on Ebay - with bonus free reports - Was getting up to \$7 per CD (cost me 50 cents to produce)
 - B.) Sold it to other people in MLM (multi level marketing) that gave it to their team.

Hubpages: www.hubpages.com

See my hubpage link: www.hubpages.com/wheel/tour/hubpages

I believe the name says it all. This is a great site to do many things. As a driver of traffic to your main website, it is a great tool. You can publish (for free) articles, and now videos, on any subject you like. This enables you to give tremendous value to people that will ultimately come to your site.

You are able to provide 2 links per article to your website. The way you get it for free is that hub pages automatically puts adsense ads on each article. You get a percentage of those ads as well.

In addition, you can make passive forms of income that include:

Ebay (www.ebay.com)

Amazon (www.amazon.com)

Affiliate revenue when you invite others to Hubpages

Adsense (www.adsense.com)

There are incentives for other “hubbers” to read your hubs, therefore generating free traffic to your sites. I post links to my articles on all social media, (Facebook, Twitter, Linked In, etc.) thus giving value on those sites, which will direct people from my social media to my main website without looking "salesy".



Youtube (www.youtube.com)

See my Youtube link www.youtube.com/user/loweryourtaxes

Youtube has become absolutely phenomenal in the traffic realm. People buy from people they know, like, and trust. What better way to build trust than to have people see you face to face. People can get an instant connection with you when they see your face.

Youtube offers a workshop environment for every type of business. You cannot only tell your story, but you can also show your story. Providing mini workshops about your product or service leaves people with value and a hunger to find out more about you. You can provide links to your sites within the video and also in a hyper link contained in the description.

As with hubpages, you can spin your prospects from social media, to Youtube, then to your site. People on Youtube can also become subscribers to your videos. Every time you create a new video, they get a notification.

After you upload about 30 videos, Youtube will look at your content to see if it is worthwhile for ads to go on your videos. You get a share of the adsense revenue generated.

Blog

Now, this is a blog away from any sales pages or your main site. This keeps people coming back for content in a “safe” environment. They can have several options on a blog:

- 1.) Read content and leave
- 2.) Subscribe to your blog via email or RSS feed
- 3.) Be directed to a sales page
- 4.) Be directed to your main site
- 5.) Click on adsense ads

With Wordpress (www.wordpress.com), any person can have a blog up and running in 15 minutes. The Wordpress software is not hard to use for a simple setup. You can go on Youtube and watch videos on how to set one up.

Or, if you are not a do-it-yourselfer, you can go to a site called www.fiverr.com and get someone to set up a blog for \$5. I have done that and it is very acceptable.

Incentive Programs

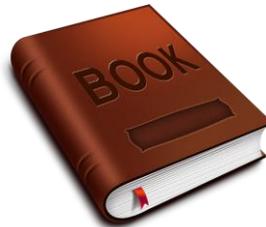
This is for anyone who is on a very tight budget and/or wants to generate sales quickly. I built a whole tax business on this program.

I gave an incentive to all my existing clients to send me new clients. I gave them 10% off their tax return for each referral. It worked like a charm. In fact, some people figured out it only took 10 people to get their taxes for free every year!

If you do not have a recurring product, you can do two things:

- 1.) Get one - example - membership site
- 2.) Give vouchers or a gift

If you have happy customers, they are glad to give you referrals.



A Book

Yikes! That is the response I usually get when I tell someone to write a book. Twenty years ago, I would have said yikes too! However, in the age of self publishing, it is very easy to write a book.

The main reason (in my mind) to write a book is that you get instant credibility. Think about how many people you know that have written a book. Being a published author is still a big deal to many people. When I speak to company owners or “big wheels” in business, it is amazing how your credibility goes up when you say you have a book.

It makes you an expert on the topic of your book. In recent years, most people are writing about their journey of weight loss, making money, etc. I can almost tell you the script of those books!

Think about your market. What problems do they have? How can you write about that and solve those problems for them?

Many people think that they can never fill a book. I had the same thought. My book was written in large font and I included lots of pages at the end of each chapter for the person to reflect and write any notes. It was amazing. I received many compliments that it was in large font, thus making it easy to read. It came out to 144 pages, but it was far less in just raw content.

I used this book in several ways:

- 1.) Seminar giveaways
- 2.) Bonuses for buying other products
- 3.) A business card
- 4.) I sold it (of course!)

Be sure to put lots of references to your website, email, etc in the book. People will find you!

If you need help in funding a book, sell some advertising space in your book to businesses that can also help your client base!

Free Seminars

This spoke is being used by many people. The results are obviously fantastic as they keep on having seminars! I was part of free seminars for many years and managed to build my business tremendously.

The fatal flaw of some seminars is that they are all sales and no content. You have to give enough value for free so that you have people feeling like they were not at a time share sales pitch.

I usually spoke for an hour and a half and gave away enough information for people to save thousands on their taxes every year.

People in complimentary businesses can join together to do a whole day seminar and share the costs of the venue and promotions. Everyone can do a package offer as well to ensure more sales.

As with all other spokes in the wheel, the main purpose is to gather information. I remember a seminar speaker who was upset that he did not sell anything at the seminar. I asked him if he made any money. He said no. He was not looking far enough down the track. He had gathered everybody's name and email address at the seminar. This was enough to follow up with people and give them a second chance offer. I have literally sold thousands of dollars of services on the follow up. Not all money is made at the seminar.

In addition to gathering information at a seminar, you may want to give people a "taste" of what you have. A small offering of a service or product you have at a small price point where it is easy to afford. This gets them in as a customer and you can market other products and services easily.

Social Media

I will cover this in one hit rather than doing each individual website. These include:



- **Facebook**
- **Twitter**
- **Linkedin**
- **Myspace**
-

And virtually hundreds of others!

You could spend days on how to market from each one of these sites. There are hundreds of videos on You tube regarding social media. So, I will not go into massive detail.

I will however, cover the basics.

Number one rule!

Give Value! Not every post or tweet should be a sales pitch or a direct link to a sales page. Examples of giving value in a post or tweet:

- 1.) Direct them to a hub page article
- 2.) Direct them to a you tube you made
- 3.) Direct them to a you tube in a complimentary business
- 4.) Direct them to a news item that affects their business
- 5.) In other words - be helpful!

Number two rule:

Separate business and personal as much as possible.

It is very easy to get a fan page. Once again, you can go on www.fiverr.com and get one built for \$5. You could even get custom tabs for \$5 each!

I know people love their cats, but every post should not be a picture of your cat in a funny position!

You can actually set up a store on Facebook now. So, I would say map out a Facebook strategy and stick to it.

Ebay (www.ebay.com)

This is a great way to accomplish many things:

- 1.) Test the market
- 2.) Gather leads
- 3.) Get exposure
- 4.) Make some money

Ebay is the world marketplace. I have tested many products, services, and ideas on Ebay. It is a very cheap testing ground. You can put up an auction for free (most times) and get almost instant feedback. If it does not get at least some “looks” on Ebay, chances are it is not a good idea.

I gathered hundreds of leads on Ebay. I created my CD and sold it there. Each person paid by Paypal. I got their name, address, and email. These were people interested in what I had to offer and I could follow up and drip market on them for other services.

With the free auctions, it is possible to put up hundreds of auctions every month. People spend a lot of time on Ebay. Soon, you could get to be known as the person to go to for (insert your product).

Finally, you can make some money. If you are offering a small taste of your product line, you won't get rich, but you can make some instant money to keep your cash flow rolling.

Strategy:

The strategy is to:

- 1.) Ultimately have people end up on your main site or be introduced to your core product or service.**
- 2.) Tie all the spokes together.**

The first one is self explanatory.

The second one is where the fun begins. Once a person gets on one of your spokes, they should have a clear pathway to keep going to either your main site or another spoke. One thing should lead to another. Links, references, and instructions should be given on each spoke to get the person to another spoke.

For example. T. Harv Ecker has a book. In the book, he gives free tickets to his seminar plus tickets for you to bring a friend. At the seminar, he sells a taste of his service, plus his big ticket item, plus tickets to his next event PLUS tickets for you to give to a friend!

Have fun and be creative with the process!

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