

Impact Marketing Video 3

We've taken a look at the entry-level traffic techniques. These are the easier things to do that you should be able to start making use of immediately and can get some kind of immediate result. Now we're going to take a look at what I call "impact-marketing" techniques. These things by their nature require more effort, but as a result you get more rewards.

I'm going to run through some techniques, most of which I have used myself, and really these are the things I consider the foundation for the success and the rapid growth of my entire overall business, not just my blog. These are the things that have moved me from being a successful blogger with a little bit of traffic to a successful business owner making more than \$100,000 a year.

You really want to pay attention to this stuff and jot it down as things you can start working towards either today or in the future as your next step up, your next level to reach.

The number one and by far the most powerful impact-marketing technique I have ever used, and this is something you've been exposed to numerous times – I know that because you were exposed to it as a result of going and discovering me and Gideon – is what I call "releasing free reports."

You know what a free report is. It's a PDF or some kind of text document. It's significant in size. It's usually not a full book size. You don't get free reports greater than 100 pages. You can, but they're usually somewhere between 30 and 70 pages long as a default standard.

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They're long enough to be read in one session and significant enough to deliver a powerful message, introduce a topic, deliver some real content, throw in a bit of marketing, a bit of promotion for your blog post, for a product you're selling, whatever is the case, and really teach people and deliver powerful content.

The reason why this works as a traffic-building tool is it's naturally shared and spread virally between people. The PDF itself for format is fantastic for sharing. People will email the PDF to each other. They will send the link to each other to download it. You will get people talking about it on other blogs. You'll get people talking about it in forums saying, "That's a really great report."

We have that every day. Every day people are talking about the free reports we've released. I've actually got three free reports that I leveraged right now. The first one is the *Blog Profits Blueprint*. That's a 50-plus page document that you may have already read. It really introduces some of the foundation training I produced on building a successful blog, much of which you are now studying through these video presentations as well.

These ideas were born from me producing that report. That report really put me on the map. It drove a ton of traffic back to my blog. It helped launch my coaching program, which made a ton of money for me, and it is by far the most significant free information release I've ever done and has been the framework I've used for every significant launch from that point forward.

You've got to understand that these things really are not just blog traffic building techniques. These are marketing techniques that work online that thousands of marketers use every day to launch businesses that make millions of dollars. Don't think of this in an isolated viewpoint. These are powerful techniques that have been working for a long time.

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There's no need to reinvent the wheel. Sit down and write yourself a powerful free report. Give it away to your audience in return for their email address or even just in return for a link to your blog. Don't ask for anything if you don't want to. Just put it on your blog and give it away from there and that will mean people will link to your blog. People will go to your blog to find that report and will deliver traffic.

Of course, I obviously recommend you build an email list. We'll talk about that in a moment. The free report has been the most significant tool I've used. Since the *Blog Profits Blueprint*, I've also produced, along with Gideon Shalwick, the *Road Map to Become a Blogger*, which is the report that pretty much launched the Become a Blogger Premium Program.

That was another significant report of a little bit over 70 pages co-written mostly by Gideon and some of it by myself. Again very powerful, had a huge impact, and continues to be downloaded and read every single day. It just keeps spreading for us. We're not doing anything anymore. It's spreading without us needing to put in any effort at all. It just brings traffic and attention to us.

One other report that I've got is the *Membership Site Master Plan* which teaches people how to run membership sites and set up profitable membership sites. Again, another report I put together.

This case is a little bit different. I'm bringing it up because I want you to use it as an example of a way you can write a free report. How I wrote this one was I actually wrote a series of nine blog posts to my blog. Then months later I compiled those blog posts into the report. I made sure those blog posts obviously were related. They were in a sequence of some kind.

It was powerful content for my blog, but then what I did was I strung them together, edited it, added a little bit more to the intro and to the conclusion, put

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some pictures in there – essentially I wrote that report by writing blog posts and then I had a report a few months later. It's a nice way to get double the usage from your content and can get you moving towards producing a free report.

That's the most important part here. It does take some effort. The idea of writing one blog article and then doing it again and again to work towards producing a free report is something I think that you can do. Take that away as a great way to get started. Free reports are a nice start, and I definitely recommend that's the first impact-marketing technique you go for because it's by far been the greatest for me.

You can also try other things such as podcasting. Podcasting is something that I used before I did free reports. It's something I just started doing on my blog because I thought it was fun and I wanted to experience what it was. Podcasting is just audio. Instead of producing written content, you produce audio content.

You should know how to do this already. If you're in the Become a Blogger training program, you've got plenty of videos from Gideon on how to produce your own podcast. As you've gone through some of my other programs, I've also produced content there on how to produce audio, how to record interviews with people. What I'm bringing it up for now is to show you how powerful it can be to deliver traffic to your website.

As a basic example, some of the podcasts I've done have been with some well-known people. For example, I've interviewed Mike Filsaime and Michael Cheney. These are well-known internet marketers. Steven Pavlina is a well-known blogger. I've interviewed the CEO of Aweber, and I've done some podcasts where it's just been me sitting there talking and teaching. It's kind of like what I'm doing now but you only hear the audio, you don't see me.

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Regardless of the method and the medium, as long as you get out there and start producing some audio, that can return to you some significant traffic, whether it's because other bloggers link to the interview you put out there or because someone comes and finds your podcasts, loves audio, goes and downloads all your other podcasts, and just becomes a regular fan of you.

I get emails on a weekly basis from people saying, "Hey Yaro, I've been listening to your podcasts in my car on the way to work. I love what you're doing. Keep it up." That person is a raving fan of what I do. They're on my list. They read my blog. They listen to my podcast and if I try and put something out that they could buy, then I could make some money as well, but what's important is they're engaged. They have a relationship with me. They trust me. Podcasting can be a great impact-marketing tool to start building that trust and that kind of traffic.

Videos, again very similar to podcasting, and again you should know how to do this. Gideon has trained the Become a Blogger students on how to produce video. There's lots of materials we've provided to our coaching clients on how to produce video.

Use those skills you now have and actually put this to use and start putting out some videos. I'm doing it right now. This is not that hard and it doesn't have to be nearly as polished as what we're doing in this presentation for you. It can be just you sitting on a couch somewhere and just talking to a camera. Put that on your blog, through YouTube, and the traffic comes through – all the same things I've been talking about.

If you put it on YouTube, of course, and you get the benefit of actually getting YouTube traffic. There are all kinds of ways to use videos to bring people back to your blog. You can put these videos on different video sharing sites or simply just produce great video content and that will naturally bring people to your website because other people will refer to it. You'll get other bloggers linking to it. You

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may get other mainstream websites linking to it. People will just talk about it in other places on the internet.

You can be proactive with this. You can go find a blogger and say, "Check out this new video I produced. It teaches people how to do this. Maybe your audience will like it." It's a very simple email to write.

It may not work 9 out of 10 times, but if it works one time and that blogger links back to your video, boom! You've got instant traffic, a link, better search results, more traffic coming in, and that's all because you produced one powerful video.

These techniques – free reports, podcasting, and video – are techniques I've used on my blog, all of them. I haven't done them all at once. I've built my way up. I started with podcasting. I then did a free report, and then I started doing video later on. I don't do everything every single day. I release a free report once a year, if that.

I do a podcast maybe every second or third month, and I do videos even less than that. What I've done is I've done this over a period of time. I've built up a nice catalog of powerful content that has just brought in more and more traffic over time.

You need to start doing this today and commit to it so that in the long term, one day you'll be just like me and you'll be saying, "I'm so glad I started podcasting. I've got 20 episodes in my archives. People keep coming to visit my blog because of that and it's just been the foundation for my blog being so successful." That's what I want you to say in a few months from now. Get to work on those things.

One last point on impact marketing. I want to briefly touch on publicity. Publicity is a tool that some people love to use, some don't like to use, and some people

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never get success with, where some people just suddenly get amazing success with. It's never been amazing for me.

I've used publicity. I've written some articles – not written, I've been featured in articles in newspapers and magazines as a way to get some exposure for my website. That's happened usually because I connected with a journalist or they found me or I deliberately went out and found publications and contributed the suggestion that they should cover me in one of their sections.

The traffic as a result of that has been okay. I've never been blown away by it. That being said, there's some amazing case studies out there of people out there who have had instant fame as a result of this, getting one really high profile newspaper or magazine article or radio interview or television story.

It's usually the power of your hook, whatever it is that makes you interesting and unique that will deliver the traffic through this technique. I'm mentioning it because it is worth striving for, especially if you have something unique and special about what you're doing with your blog or your own personal story, and then you can use it as an angle to get publicity from.

I definitely recommend you have a quick reflection and think about yourself and what you're doing and what you're writing about. Is there an angle there? Is it unique? Is it special? Does it capture the imagination of people when you talk about it to them?

It might be worth going out there and speaking to some journalists, because they really are the gatekeepers for this medium. You can do this by hand. This is what I did. I basically went to the newspaper and magazine stores, grabbed copies of every single magazine and newspaper related to my subject area, and just started sending off emails.

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It's a very hit and miss technique, in fact, not necessarily the strongest technique for doing this method of traffic building. Often, getting a press release created and doing some kind of circulation through that can help. Getting some kind of doorway in from a person you know is also very effective. I was introduced to a journalist here in Brisbane, my hometown, who then has been my doorway into media coverage, because she keeps tabs and keeps herself connected with the industry.

If I have something interesting, I'll tell her and see whether she thinks it could be a good angle for publicity. You may look to find someone like that in your local city. What's important though is just be aware that this technique can be excessively powerful when done right, when your story is good. In fact, it can be enough to really put you on the map completely.

There are quite a few stories. You may have heard of a gentleman by the name of Alex Tew from the Million Dollar home page, which is a simple website that was designed to make a million dollars by selling pixels on the website. In fact, you can buy 10 pixels for \$1. By doing that, he would hopefully make a million dollars. That was his plan anyway.

Surprisingly, it worked. What happened was he managed to get mainstream media coverage as a result of this bizarre scenario of trying to make \$1 million dollars by selling pixels on a website. That reacted in a turning point. One journalist covered him, then another journalist got interested, then another and another. All of this mainstream media coverage gave him a ton of attention and because of that he sold out of pixels and he made himself \$1 million dollars.

That's a unique case and there have been lots of copycats who have failed since then, so it's important to note that publicity is not a Holy Grail and doesn't work for most people, but when you have a great story it can be very effective. I recommend you start with those three impact methods I've talked about before:

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free reports, podcasting, and videos. They definitely work for nearly everyone and you just have to put a bit of effort in to get the results.

Publicity is a nice added one you can use when you have a great story and when you feel like going for that very unique style of marketing. It's definitely different, but it is free. These are all free. These all can be very powerful.

Use the ones that really gel well with what you're trying to do and what your blog is about. That's it for this impact-marketing segment. We'll move on to the next section about search engine optimization for your blog.