



## Marketing Online How To V2

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### How to Create a Super Productive Work Schedule

Do you know how many hours you work each week and what that equates to in terms of hourly value? While it's not a great business model to trade your time for money, when you can identify areas of high productivity, you can leverage that into more profits. Hopefully, you can leverage it into more time too.

#### A Self-Assessment

The first step to creating a super productive work schedule requires an honest self-assessment. Because most people tend to over, or under, estimate their time and productivity it's important to skip the guess work. The goal is to accurately assess how long certain tasks take you to complete. For example, maybe you believe you only spend an hour a day on email. However, the intermittent checks from your phone and laptop may actually add up to several hours.

The first step therefor is to track your time for about a week. This can feel tedious but stick with it. When you start a task or project, note the time you start and the time you finish. At the end of the day, tally it all up. Also consider tracking the income from profit generating tasks. For example, checking email doesn't generate any income but working on and delivering a client project or a coaching session both result in payment.

#### Identify Your Moods

Pay attention to your moods throughout the week. For example, maybe you start each week feeling motivated and productive. By the end of the week it's all you can do is get dressed. This is important information. It means that you probably shouldn't schedule

important tasks on Friday. In fact, maybe take the entire day off.

### Busy Times

Pay attention to your month. For example, at the end of the month are you busy with client deadlines? Do you have contractors delivering items at the beginning of the month? It makes sense to look at how your month generally flows.

### Pulling it All Together

You now have a grocery list of information. What to do with it? Identify the productive times of your week, the slow times of your month, and how you feel during the week. When do you feel most productive?

All of the information you've gathered creates a framework. You can see when you have the potential to be productive and when life is likely to get in the way. Set aside the best productivity times for your most important work. And don't forget to take some time off to stay productive and happy.

## **How to Design a Creative Workspace**

The space you work in has a dramatic effect on your creativity and your productivity. As an entrepreneur both of those factors are important. Yet most business owners and marketers focus more on creating a productive workspace than a creative one. Creativity is the fuel of a profitable business. It doesn't matter if you're creating content, products, or systems – imagination and innovation are the foundation of success. Design a creative workspace and prosper. Here's how:

### Identify the Good and the Bad, Then Wipe the Slate Clean

It's often more difficult to tweak an environment to meet your needs than to create one from the ground up. So, identify what works for you and what doesn't work for you then prepare yourself to start from scratch.

For example, maybe your desk faces a wall and the wall works for you because you can post ideas and inspiration on the board. However it may also not work for you because it faces the wall and you don't have a window or an ability to see people coming and going.

### Grab a Scratch Pad and Make a List of Things that Inspire

Step away from your office or workspace and start making a list of the things that make you smile or feel inspired. Do you love the color red, anything related to golf and hip hop music? Don't restrict your list, feel free to write down anything and everything that comes to mind. Second, regardless of your artistic skills, start sketching your ideal

layout. Strive to include space for some of the items on your list. For example, if you love music than create a place for it in your office.

## Gather Your Tools

What do you need in your space to facilitate creativity? Do you need a stockpile of post it notes and a cork board? Do you need a doodle pad and a handful of colored pencils? Are you inspired by people and quotes? Then you'll need the ability to hang meaningful pictures and quotes in your space. If you are a water person then you might want a desktop fountain. Gather your notebooks and supplies that you need to take advantage of creative moments and to push through the blocks.

Pull it all together. Begin to rebuild your space with creativity in mind. Your space doesn't need to make sense to anyone else but you. Maybe you get rid of your desk and you use a shelf for your laptop. Standing is supposed to facilitate creativity and productivity. Maybe you cover one wall with plants or pictures your children colored. Your space should make you happy and inspire you to feel comfortable spending time inside your imagination. You'll be amazed at the power of a creative workspace.

## How to Get More from Twitter

Are you on Twitter? Many marketers do have a profile. Unfortunately, they don't use it well or they don't use it consistently. It's understandable. Twitter is a difficult social media site to master. It feels like you have to consistently be active on it to achieve any level of traffic and sales. If you can't "Tweet" 24 hours a day, consider using the following tips and ideas to help you get more from this extremely popular social media site.

### Vine

Instead of relying on links to your blog or sales pages, consider creating a Vine video. Content is still what it's all about and a Vine video is a unique form of content to consider. It's a six second looping video. You can get creative with it and have some fun or you can publish a snippet of value.

For example, a retailer might show a collection of people using their products. A service provider can provide a useful tip while juggling. You don't have to be silly to gain attention on Vine. Straight forward information is always appreciated too.

### Promoted Tweets

Twitter recently launched promoted Tweets. It's their form of paid advertising. You essentially bid on keywords and create an ad/Tweet geared toward that audience. You can also choose to segment your audience by region or area. Choose the tweets that have received the most recent activity and promote them. Like many other pay per click

programs, you set your daily budget. You can also grow your followers with promoted accounts.

## Network with the Movers and Shakers

It's easy to connect with thousands of people on Twitter. You can build your following pretty darn quickly. Unfortunately, many of your followers are simply looking for a follow back. They're not prospects. If you want to build an audience that fits your niche, follow the people who are leaders in your industry. For example, if you're a dog trainer you might follow Cesar Millan. Own a fitness blog? Then maybe you'd follow Olympic athletes.

Keep in mind that building a following and achieving results with Twitter is about sharing, connecting, and providing value. While you can't be on Twitter all day, you can set aside time to connect each day. Comment on relevant tweets. Share, connect, and build your audience by following and interacting with relevant industry people. Twitter can be a useful business building tool when you approach it with clarity and a strategy.

## How to Justify Raising Your Rates

How much money are you making from your business? How hard are you working for that money? Are you trading dollars for hours? These are all important questions to ask yourself and most often they lead to one important decision. It's time to raise your rates.

Unfortunately many business owners struggle with this concept. They fear that raising their prices will make them lose money rather than make it. This is a mindset problem and one that needs to be overcome. The first person you need to be able to convince about a rate increase is you.

### #1 Your Ideal Customer

Who is your ideal customer? Is it someone who wants to get the world handed to them for less than a dollar? You know who those people are and you've probably dealt with them in your business. They're not much fun to work with. They nickel and dime you at every opportunity and complain often. Raising your rates will automatically weed out these people for you. You won't have to deal with cheapskates anymore. That doesn't mean your new customers won't want to get great value for their money. There's a difference between wanting good service and products versus being cheap. Raising your rates helps you attract your ideal customer.

### #2 You'll Make More Money

Many business owners fall into the trap of essentially working for free. When you break

down how much you earn on an annual basis and the amount of work you actually put into that year, you might be astonished. If you work 40 hours a week and earn \$50,000, you're only making \$24/hour. Let's face it, many business owners put much more time than that into their business and make less. Calculate what your time is worth and then charge accordingly. You're supposed to make money when you own a business. It's a good thing.

### #3 You'll Stand Above Your Competition

When comparing services or products, people naturally assume that the higher priced item is better – even when it isn't. Of course, your product or service is better than your competition's. Price competitively by charging more. Don't worry that you're more expensive than them, you're better and your customers appreciate that.

You are a proud business owner who takes great pride in your products and services. Do yourself a favor and raise your rates. Once you're convinced the rate increase is justifiable, your customers will be an easy sell.

## **How to Market On Instagram**

Instagram grew in popularity in 2011 and then did a bit of a downslide in 2012. Last year, it surged ahead and experienced tremendous growth. Many believe this growth is due to the increased demand for visual content. Pinterest, Vine, and other visual content tools also experienced tremendous growth.

This presents visual content marketers with a fantastic opportunity. Instagram has a huge audience and users can access it via iOS, Android, and via the web. This makes it a highly functional site for most users and an opportunity for marketers.

### Tell Your Story

You've heard the cliché, a picture is worth a 1000 words? Well it can be a useful way to tell a story, your story. Share images that are both relevant to your business and fun. For example, a business coach might share inspirational and motivational pictures as well as fun pictures with their clients. A fitness coach could create an entire story about their business by sharing photos of their client's progress overtime.

### User Generated Content

Today most everyone has a camera on their phone. Ask them to get involved by submitting photos to you to post. You can create a contest centered on a business related theme. It's a wonderful way to create engagement with your business and create an abundance of relevant content. You can also have people use a specific hashtag with their photos. Then the photos become searchable and optimized.

## Promote

Did you just launch a new product or service? Take a photo of it and include a promotion in the description. This rewards viewers for taking the time to view your content. It also helps you track your efforts. By sending viewers to a specific link you can gather data on click throughs and sales.

## Not Sure What to Photograph?

Take photos of your events. You can even include screen shots so if the majority of your events are online, that's fine. Take photos of your products as well. It's more difficult to photograph services. However, you can get your customers involved and take photos with them.

Retailers find that Instagram works well to promote their new products. Keep in mind that when people sign up for a service, they're signing up to work with a particular person or brand. You can use Instagram to help communicate your unique personality and attract clients and customers.

Visual content is on the rise and Instagram is a powerful tool. Embrace the medium, include relevant and interesting descriptions with your photos, and share them on your social media sites to maximize the results.

## **How to Relax Before a Presentation**

Whether you're speaking in public or you're hosting a webinar, giving a presentation can be nerve wracking. Yet the more calm, cool, and collected you are, the better the presentation. It can be quite distracting for your audience if you're visibly nervous. The goal is to present your information in the most authentic and credible way possible. Show them the real you, the one that knows what you're talking about and is confident in your information.

### Exercise First

Exercising is an excellent method for burning off nervous energy. It requires focus and attention so you'll be able to take your mind off of your pending presentation. Additionally, exercise releases endorphins which create a state of calm. You'll be ready to present your information with a clear head and a calm body.

### Friendly Conversation

Before your presentation, enjoy a friendly conversation with someone. It might be a family member or a friend or it could be someone in your audience. Friendly conversation reminds you that you're speaking with people and that you're human. If

there's laughter in your conversation, all the better. Laughter also releases feel good hormones that put you in a positive and more relaxed mindset.

### Be Prepared

Preparation is key. There's nothing that causes anxiety like losing your way during a presentation or forgetting what you want to say. Create note cards or use visual cues like a PowerPoint presentation to help you stay on track. Practice your presentation several times before you present.

### Be Ready to Ad Lib

While preparation is helpful, too much preparation and an attempt to memorize your speech can be detrimental. Be prepared to make changes along the way. When you're comfortable with the material, this gives you some freedom to create new material as you're speaking. For example, you might share a personal story or stop to answer questions. Demonstrating that you can go with the flow helps your audience connect with you and believe that you are a credible source of information.

### Remember that it's About Your Audience

One of the reasons that giving a presentation is so anxiety ridden is that you're worried about how you'll be perceived. However, when you remember that the goal is to give your audience the best information and experience possible, your focus shifts. You're better able to make them a priority and relax a little bit.

All types of presentations can help you build a strong and credible business. Learning to relax before presentations strengthens the power of the presentation and helps you take advantage of more presentation opportunities.

## **How to Start a Visual Content Marketing Campaign**

Visual content hit its stride last year. With Vine, Instagram, Pinterest, and Visual.ly growing more than 100% last year, it's no surprise that content marketing became a primary focus for many business owners. There are no signs of it stopping or slowing down. If you haven't capitalized on visual marketing, it's time to start a visual marketing campaign.

### #1 Identify Your First Site

Where do the majority of your prospects hang out? For example, are they on Pinterest or perhaps they're sharing Instagram photos on Facebook. Take some time to research your audience and identify the most popular form of sharing and viewing visual content.



## #2 Get Comfortable with Your Format

There are many different visual formats to consider. You can create long or short video. You can create infographics or images. You can also take and share photos. You don't have to choose just one format. However, when you're getting started with a new marketing tactic, it's important to be comfortable enough with it that you can do it well. Additionally, you'll want to think about the site you're focusing on. For example, if your users are on Pinterest then Vine videos may be your format of choice.

## #3 Create Goals

What do you want to achieve with your visual content? For example, you might want people to share and embed an infographic to drive traffic to your site. Or you might want to motivate sales by creating a "how to" video. You can also build an email list or any number of other content marketing goals.

## #4 Integrate and Schedule It

Add visual content marketing into your overall content marketing strategy. Take a look at how your visual content can support your written content and vice versa. For example, a fitness blogger might focus on blogging about supplements and then create an infographic about the daily nutritional intake of the average person.

Schedule both the creation and the publication of your content. If you normally create your weekly blog posts at the beginning of the month then you'll want to budget time for visual content creation as well.

## #5 Get Help

If you're not a graphic designer and struggle with that skillset, know that you're not alone. The good news is that there are skilled specialists who can help you. Your virtual assistant or ghostwriter may be of assistance. It's important that your visual content is just as spectacular as your written content.

Visual content is a fun way to attract your prospects and to keep them interested and engaged. It's more often shared and can be a useful tool to build your business.

## **How to Track Your Time, the Old Fashioned Way**

In this day and age we're all attached to our digital devices. We communicate with the, we use them to schedule appointments and we often strive to budget our finances and track our time with them too. Yet many people are not digital people.

It's okay to prefer pen and paper or to keep a three ring binder with your budget rather than to use a mobile application. You don't have to go digital and in fact you shouldn't

if it's not intuitive. If you try to use digital means to track your time and to stay productive and you're not following through and actually using the systems, then consider the fact that you may be a pen and paper person. Learn how to track your time the old fashioned way and regain control over your schedule.

### Get a Calendar

The first step is to find a calendar system that you like. For example, there are day planners or weekly planners. You might prefer to use a combined system where you use Google calendar for example and then you print out your day and keep each day in a three ring binder. The system you create isn't important. What is important is that it supports you. You want to be able to schedule your daily tasks so that you can systematically tend to them.

### Create a System

When will you schedule your days? For example, some people recommend scheduling your entire upcoming week on Sunday evening. Other's recommend scheduling your day the night before. Create a system that supports you to stay on top of your tasks. You might consider how you prefer to start or end your day. Do you like to start each day knowing exactly what you need to do or do you like time to plan your day each morning? If you're not sure, experiment with a few different tactics.

### Follow Through

The last step is to actually track your time. When you begin a task, note the time on your calendar. When you finish, note the time as well. At the end of the day, week, and month evaluate how much time you spend on particular tasks. This will help you create a more productive schedule. It will also help you identify where you may be losing time. As a business owner, this is powerful information.

Digital time tracking tools are wonderful, if you use them. There's no shame in not being a digital person or not fully embracing every single application available to you. Focus on what works for you and create systems that support your success.

## **How to use Friends+ Me**

One of the predictions for 2014 is that there will be more tools created to help business owners gain more control over their social media marketing. For example Hootsuite helps manage several Twitter accounts, schedule posts, and track analytics. Friends+ Me is a new tool for Google+ users.

What Does Friends+ Me Do? What Makes it Different?

Friends+ Me automatically shares content published on Google+ to your other social

media networks. It connects with Twitter as well as Facebook business pages, groups and personal profiles. It also connects with LinkedIn profiles, groups and pages as well as Tumblr public pages and private blogs. What's significant about Friend+ Me is that it allows you to selectively publish and share on a variety of sites. For example, if you publish content on Google+ and you want to share it on Facebook but not Twitter, you can control that.

Image control and link tracking. Friends+ Me also allows you to include images with your Twitter posts and link tracking. It does take a little time to set up. However, once you have all of your networks connected, it's super easy to use.

### Step #1 Visit Friend+ Me and Register

If you have a Google account then you likely have a Google+ account. If not, then you'll need to get a Google+ account. Visit <https://plus.google.com/> and follow the directions to create your account. Then visit and click on the "Get Started" button. You'll then see a long list of what the application would like to do including access your account and viewing basic information. If the terms look okay to you, go ahead and accept them by clicking on the appropriate button.

### Step #2 Source and Destination

The next step is to establish your source and destination networks. Your source network will automatically be Google+. Click on the plus symbol next to "Destination" and you'll be taken to a page with Facebook, Twitter, LinkedIn and Tumblr buttons. Choose one and click. For example, you might choose the Facebook "Add a Page" button if you have a business page on Facebook that you want to connect.

### Step #3 Hashtags

You can then add control hashtags. This means that when Google+ takes your content and shares it on your other social networking sites, it will add the chosen hashtags to the post. This makes your content more searchable and usually generates better results.

Once you're set up, you can start posting in Google+. Your content will be shared across the networks you've chosen. It's a wonderful tool to help you make the most of your time and control the time you spend marketing on social media.

## **How to Use Social Media to Gain Leads and Build Your Audience**

The path to profits is paved with qualified leads. The marketing goal for most every business is to identify and reach out to prospects. From advertising and content marketing to social media, every marketing tactic can help you build your audience. Let's take a look specifically at how to use social media to accomplish this goal.

## Chat it Up

Most social media sites including Twitter and Facebook offer users the ability to host scheduled conversations. On Facebook you can use the Events feature to accomplish this. On Twitter it's called "Twitter Chats." Google+ calls them "hangouts." The ability to have a scheduled conversation about a particular industry related topic can prove invaluable.

You can tag the conversations. Some media sites allow you to invite people to attend. Hosting a conversation, chat, or event isn't the only option. You can also attend these conversations and provide comments, interaction, and feedback. It's a great way to get involved and to build your community.

## Group Mentality

Another feature amongst many social media sites including LinkedIn and Facebook, is the ability to create groups. This helps you isolate people who are engaged and interested in your topic. By joining the group, they're practically prequalified leads. Additionally, you can join groups related to your niche and participate in conversations and discussions. You can publicly address questions that others pose in the group. You can also reach out to individuals via private or direct message and offer assistance. Remember, right now you're not selling. You're merely trying to bring people into your community.

## Webinars and Online Learning

Finally, you can use social media sites to host or to publish webinars and provide online learning opportunities. For example, you can use Facebook to host an event or to promote the event. Make the learning opportunity free and include a call to action to help bring your audience into your community. For example, ask them to give you an email so you can send them additional materials. Google Hangouts allows you to publish live streaming video. You can host a live event and then also make the event available via YouTube to attract later prospects.

Social media provides a wealth of opportunity to connect with your audience and to generate leads. The foundation of any lead generation strategy is to know your audience and to provide them with the value and information they seek. Social media provides an excellent medium to accomplish that goal.

## **Marketing Online Resources**

[Affiliate Marketing Training With Affilorama](#) - Top Affiliate Marketing Training Portal.

[CB Engine](#) - Find Top Affiliate Products That Convert.

[Simplyplr.com](#) - Internets Best PLR Content And Article Marketing Provider

[\*\*Blogging With John Chow\*\*](#) - Learn From a Pro.

[\*\*Social Marketing Tribe\*\*](#) - #1 Resource For Ongoing Social Media Training. 100+ Hours Of Training On Topics Like: Facebook, LinkedIn, Twitter, Youtube, Email / Digital Marketing.

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