5 Easy Ways to Attract
Targeted Website for Free

Over 98% of websites get fewer than 5 visitors each day and a fantastic website without traffic does nothing to build your business. Attracting high-quality website visitors doesn't have to cost a fortune. With the strategies laid out in this workshop, you'll learn inexpensive tactics that will systematically increase the number of targeted internet users who find you online.

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Patrick Schwerdtfeger is the founder of Tactical Execution; a company that leverages progressive marketing strategies to build credibility and exposure for its clients. Patrick is an award winning speaker and has given hundreds of workshops and seminars across the United States and western Canada. He was also an instructor at the 2007 Internet Marketing Conference held in Stockholm, Sweden.

Patrick is the author of "*Make Yourself Useful; Marketing in the 21st Century*". His podcasts have been downloaded over 20,000 times in 27 countries and his articles have been published on literally thousands of different websites. With a diverse background in marketing and finance, Patrick has a gift for explaining complicated subjects in simple language, making his presentations insightful and empowering.

Patrick is the organizer of the Entrepreneur & Small Business Academy, one of the top 50 entrepreneur clubs in the country. The Academy provides Bay Area entrepreneurs with a productive and supportive community where expertise and ideas are shared. Various events are held at least twice each month and all are welcome.

*www.**tactical**execution.com*

The Internet Marketing Process

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Tactical Execution takes a comprehensive component-based approach to internet marketing and works with your company to select the individual components that will work best for your particular circumstances and objectives.

The table below displays the entire process including all 21 individual modules.

Get people to your website … and impress them once they get there.

Drive Traffic									Provide Value							Monetize Trust				
Search Engines			Referral Traffic			Paid Traffic			Benefits			Layout		Interaction		Own the Frame			Expand Frame	
Focus	Content	Links	Plant	Organic	Viral	PPC	Banners	Offline	Educate	Entertain	Testimonials	Design	Path	Clicks	Drip	Confidence	Menu	Categorize	Contribute	Platform
☐ A01	☐ A02	☐ A03	☐ A04	☐ A05	☐ A06	☐ A07	☐ A08	☐ A09	☐ B01	☐ B02	☐ B03	☐ B04	☐ B05	☐ B06	☐ B07	☐ C01	☐ C02	☐ C03	☐ C04	☐ C05

Tactical Execution has written modules for each component above. Different modules work better for different companies and your underlying marketing objectives determine that selection process. Together, we'll isolate the ones that make sense for your circumstances and customize an implementation plan specifically for your company.

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Referral Traffic

Article Marketing
☐ Write 500 to 700-word articles about your area of expertise.
☐ Include a link and a call-to-action in your "About the Author" section.
☐ Post your articles to the top article directories as well as your own site.

☐ Excellent distribution platform: http://www.isnare.com
☐ Most popular article directory: http://www.ezinearticles.com

Notes

Posting on Forums & Blogs
☐ Find popular blogs and forums in your area of expertise.
☐ Set up an account and create an enticing "signature" with a link.
☐ Log on regularly and contribute value to the conversations taking place.

☐ Directory of the largest forums: http://directory.big-boards.com/
☐ Technorati's top 100 blogs: http://www.technorati.com/pop/blogs/

Notes

Posting on Bulletin Boards
☐ Craig's List is the 10th most popular website in the country.
☐ You can also post ads on Yahoo, MySpace, USFreeAds and a host of others.
☐ Resulting traffic is temporary so post your ads on a regular basis.

☐ 10th busiest website in the country: http://www.craigslist.com
☐ Another great site to post ads: http://www.usfreeads.com

Notes

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Blogging Best Practices

Outbound Links = Currency

- ☐ Identify and subscribe to at least 20 popular blogs in your field.
- ☐ Review recent posts on followed blogs BEFORE you post to your own.
- ☐ Reference valuable posts on other blogs as often as possible (& notify them).

- ☐ Excellent RSS reader: http://www.google.com/reader
- ☐ Technorati's top 100 blogs: http://www.technorati.com/pop/blogs/

Notes

Push Value to Your Audience

- ☐ Reference and link to valuable and relevant resources on the internet.
- ☐ Strive to make your blog the gateway to all relevant content found anywhere.
- ☐ Try to incorporate written, audio and especially video content in your posts.

- ☐ Multi-media micro-blogging: http://www.utterz.com
- ☐ Ultimate video portal: http://www.youtube.com

Notes

Leverage Social Media Tools

- ☐ Register your blog with all the major free blog directories.
- ☐ Tag your posts on social bookmarking platforms like Digg and Technorati.
- ☐ Regularly submit your blog posts to online magazine publishers.

- ☐ Premier social blog directory: http://www.blogcatalog.com
- ☐ Awesome magazine portal: http://www.blogcarnival.com

Notes

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Email Drip Campaigns

Develop an Outline
☐ Organize your content so you could deliver a series of lessons or tips.
☐ Draft your installments into a 52 weekly or 100 daily emails.
☐ Specify the value item being delivered in each installment.

☐ Example of an 89-lesson e-course: http://www.publicityhound.com
☐ Example of a 1-year e-course: http://www.mightyventures.com

Notes

Finalize your E-Course
☐ Write out each email in full, ensuring the value item is obvious right away.
☐ Create a title for each installment, referencing the value item enclosed.
☐ Ensure each installment links back to your website for additional resources.

☐ Leading copywriter (free articles): http://www.bly.com
☐ Top article directory (content): http://www.ezinearticles.com

Notes

Automate the Process
☐ Select an appropriate autoresponder platform to administer the program.
☐ Copy & paste your emails into the platform and create your sign-up form.
☐ Put the script into your website so the sign-up form is prominent to visitors.

☐ Industry leading autoresponder: http://www.aweber.com
☐ Best known autoresponder service: http://www.constantcontact.com

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Strategic Online Identity

The Level 6 SOI Boot Camp

Tactical Execution offers an intensive 2-day boot camp designed to put all the theory into practice. The workshop is interactive and implementation oriented. Each attendee will develop a comprehensive action plan.

$695

Day 1 Agenda	Day 2 Agenda
Value Proposition, Customers & Pain Finding Your Target Market Online Identifying Your Online Competition	Cornerstones of an Effective Website Open Source Platforms Overview Value Items, Resource Tools & Path
Morning Coffee Break (10 minutes)	
Keyword Research & Selection Tools 15-25 Word Positioning Statement 30-second Elevator Pitch (75 words)	Incorporating Blog Functionality Blogging Best Practices (applied) Podcasting, Micro-Blogging & YouTube
Lunch Break (50 minutes)	
Pay-Per-Click Campaigns (Adwords) Optimizing Google "Quality Score" Writing Effective PPC Advertisements	Email Lists & Drip Campaigns Building an Autoresponder Program Elements of an Effective Email
Afternoon Break (10 minutes)	
Landing Page Sales Copy & Structure Accumulating & Using Testimonials Own the Frame / Expand the Frame	Online Directories & Inbound Links MySpace, Facebook, LinkedIn & Squidoo Prioritizing & Scheduling Activities

Yes! I would like to sign up for the Level 6 SOI Boot Camp!

Full Name	**Phone**
Email Address	**Fax**
Company Name	**Years in Business**
Billing Street Address	**City, ST, ZIP**
Credit Card Number	**Expiration (MM/YY)**

☐ Check   ☐ VISA   ☐ M/C

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