Your Automated Marketing Portal

Lead With Your Back End

by
STEVE ROSENBAUM

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The Next Logical Step In Your Second Act Career...

Maybe You Really, Really *Just Have To Have* A New Career! Like, Now?

Downsized, **Laid Off**, Replaced, **Job Exported**, Want A New Challenge, **Bored**, Or Fed Up With The Corporate World and it's Insecurities And Uncertainties?
Need An Escape?

Welcome! You're In The Right Space And Place.



Steve Rosenbaum, a.k.a. "The Original Back End Specialist"

Hi, This is Steve Rosenbaum -

If any of the phrases above fit you, then let me assure you you're in the right place. I've been in some of those uncomfortable or downright catastrophic situations and I successfully transitioned to a much better business place.

I now own my own business generating my own income. And I do it all by helping other local business owners in my area. **You can, too.** My partner, Dwight Gelowitz, and I will show you exactly how it's done.

Steve

You Can Become A Trusted Local Offline Funnel Marketing Consultant Now; Start Your New Career With Us.

Go NOW to:

http://offlinefunnelmastery.com

Offline Funnel Mastery

DEDICATION

This book is dedicated to the millions of entrepreneurs worldwide that endlessly search for reliable methods to simplify and improve their business, sales and profitability.

I would especially like to express my endless thanks and love for my members, customers, clients and followers that continually inspire me to light their path and "bring order to the chaos" and confusion of a loud and distracting marketplace.

Finally, a special "Thank You" to my immediate family, Sherri, Danny, Steffani, Bob, Carole, Paul, Chet and Marilyn for their untiring support.

I Love You, All

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This book contains the transcripts from a recent presentation by Steve Rosenbaum to a group of business people that wanted to improve their marketing efforts so that they made more sales and profits. Steve's style is very personal and interactive, so you will note times that he is communicating with the audience to get their feedback and input. Pay special attention to these areas, as there is often "hidden gold" that likely applies to your business as well.

Enjoy!

Systemize Your Business; Automate Your System...

Your Automated Marketing Portal

"Lead With Your Back End"



1. TODAY'S TOPICS

Good morning, everybody. Well, hello. It's Steve Rosenbaum. How is everybody doing today? Everybody hear me okay? Am I coming over loud and clear?

Let's see. I see Joanne on the line. I see Boris. Hi, Boris. I see John and Keith. Hey, there's Nancy just checking in right now. Daniel, Adrian, list goes on. Jeffrey says he hears me fine. Beautiful, beautiful.

All right, hey, we're going to have a lot of fun this morning. This is one of my favorite, favorite talks to give, what I call my "automated marketing portal." And what this about is

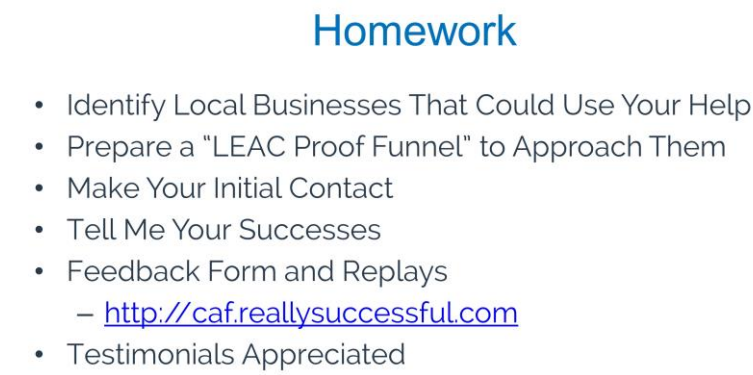
about having that online presence that begins the whole funnel process that we talk about so much.

Now we're going to pick up a little bit where we left off a couple of weeks ago. You might remember that we did a lot about credibility building, right? Who was here for that session on credibility building? I you were, go head and say yes, and if not, say no.

Okay, we got yes, yes, and no. A few no's, we're almost 50-50. Well what you can do is go back to the member area where you will find the recording of that session. It was really, really good.

Now today, we're going to build upon that. So you'll see some references back to that session. And again, you can go back there for more detail about what I'm talking, but today we're going to take this one step further. All right? What this is all about is to know and understand a couple of things. We want you to come across as the expert that you are. We want you to have a lot of credibility. We want you to have a lot of authority. We want people to see you indifferent places so that they engage with you and start the

process what I like to call tipping that first domino, right?



So let's talk about that today. So let's begin like we always do by talking about our homework from last week. This is what you should have been doing last week to get ready for this week. Last week, we showed you how to identify local businesses that could use your help, and we talked about preparing that LEAC proof funnel approach to that. All right?

Give me a big yes again if you completed these steps. I'd love to hear from somebody who's done that. Tell me something about it so we can share. And then after that we're going to, of course, make our initial contact. Then

we're going to talk about successes. I want you to tell me your successes. Let me know what's going on.

Now in our Facebook group, I see a lot of people. I see Keith. I wish Keith were here right now. He's not here this morning. He had another commitment, okay. But in the Facebook group, Keith has documented there everything that he's doing, and he's having lots of successes.

Let's see. There was Brian who has just recently closed a $2,500 – no it's $1,500 down plus $1,000 a month that he closed utilizing these same techniques that we're teaching here. All right. And then I saw that John just got somebody for $750 a month.

So there are the techniques that we're talking about here. And we showed you how to identify those businesses and how to go out and get them. So you've been telling me about those successes. I'm thrilled to hear them. You can join up with me in my Facebook group, and you could see more about that and hook up with the people that are having the successes and see exactly what they're doing.

Michael asked, "What's the Facebook group?" Let me put it in the chat here. Hang on a second, Michael. Http:// – we'll give you my short link – zaplink.us/bbbfbg. If you are not members of my Facebook group, you got to go do that right now because this is where those folks are there talking about the successes.

Randy has even been putting a journal up. He's keeping a journal of everything that he's doing and sharing it with everybody. So you could see his successes. You could see what works, what doesn't work. You could swipe what works and obvious, don't swipe what doesn't work, right? Although you need to do some testing for yourself.

So that was last week's homework. Let's talk about what we're going to cover today.



Today, we are going to first start with a review from what I said a few weeks ago. That credibility session, we're going show you what I'm talking about when I say, "Be everywhere."

Then I want to talk about a very important concept called your "home base". And I'm seeing more and more examples of people and businesses and companies that aren't covering their home base, and they're leaving themselves exposed. And some of them are really frankly just getting killed because of it. And I'll tell you more about that, of course, today.

Then we want to go over – hold on a second here. This one is old. Review last week's mind map is from last week.

I'm sorry, folks. I didn't change this part of the slide. So let's talk about just your home base, and then we'll take it from there. I'm sorry. Something happened and that slide didn't get saved.



2. BE EVERYWHERE

Let's start with be everywhere. A few weeks ago we did a credibility session, and I showed you these are just a few of the places of where I leave what I call "virtual breadcrumbs" where people are going to find me. I like to reach out to people and get interviewed. This is why I was interviewed on a blog called the "automation blog" by a company called Fuzed app, and they interviewed me as one of their experts.

Does that give you credibility when somebody will interview you on their podcast? You're their guest on a podcast about a subject. Does that give you credibility?

Yeah, exactly right. And you can do this.

And by the way, when you go back and watch the session on credibility building, I even show you where to find people that are looking for guests. There are people looking for guests every single day, and you will find people that are looking for guests that are experts on a topic that you are comfortable with.

If you don't think you're an expert on something, I disagree with you. All right? Everybody's an expert on something. And when you see what people are looking for, one of these days something's going to jump out and you say, "Wow, I can be the expert on that." And you can.

Books. If you don't have a book, you need to write a book, folks. It's never been easier, it's never been simpler and the benefits are still huge. Now I was even part of a big book where I was just one chapter. All I had to do was write one chapter and get included in this book called "So, What Do You Do?" by New York Times best-seller Joel Comm. And the subtitle here says, "Interviews with the 40 geniuses next door." Now how nice is it to be included in a New York

Times best-selling author's book as one of the 40 geniuses? That's nice, right? You can find these opportunities that are out there. And now Joel is out there promoting this book side by side with me.

Now I'm not showing you this stuff to brag. I'm showing you these are the virtual breadcrumbs that you leave. This is iTunes, folks, this is iTunes. This is my podcast. Very simple to have a podcast these days.

Now I'm showing you all these for a reason. And again, make sure you go back and watch in detail the session on credibility building.

I do speaking engagements. I do Google Hangouts. This is my Amazon book page. I've got three books now. I'm about to put several more up there. This is one of my big things for this year, is that I'm going to keep adding more and more books to my Amazon author list.

And then finally, here's where I got interviewed by the Wall Street Journal. Do you know how hard it was to get interviewed by the Wall Street Journal? You know how this

happened? Anybody want to take a guess how this happened?

That's exactly right. I reached out to them and said I've got a story to tell. And they said, "Yeah, we'd love to write a story about that." And they did.

Now all this takes a little effort, folks. I don't want to tell you that it's easy although individually, there's nothing hard. And it takes time. This doesn't happen overnight, but begin the process right now.

But here's the reason why we do this. You see, everybody's always asking me how do I find leads. Guess what? I don't look for leads. And today, I'm going to show you how to leverage all this so that you get exponential results. The single biggest question I'm asked every single week. Every single week I am asked, "How do I find leads? Where do I go to find leads?"

Let me tell you a little secret, folks. I do very little lead generation. I do very little going out and looking for leads. You know why? Nancy hit the nail on the head. They find

me. They find me.

Now I know as you sit here, folks, and I'm here at the front of the room and telling you about all these things and I look like I got all these stuff together and I got a well-oiled machine. I do. And I'm showing you exactly how to do that. But in the grand scheme of things, am I famous? I'm far from it. I'm a pimple on a pimple on a pimple. All right? But there's enough opportunity out there that if you do these things and people look and you come up, it gives off a whole lot of credibility, and it should. I know what I'm talking about and I can help these businesses. So I'm not pulling the wool over their eyes. I'm just making sure that wherever they're going to look, they're going to find me.

Bill says, "Why not buy paid traffic?" I've got no problem with buying paid traffic. And I didn't say that I don't, but I did say that I don't put a whole lot of effort into that, into lead generation. What I will tell you about buying paid traffic, Bill, is if you're going to buy paid traffic, make sure you got your back end in place.

For instance, I am going to buy paid traffic. And you know

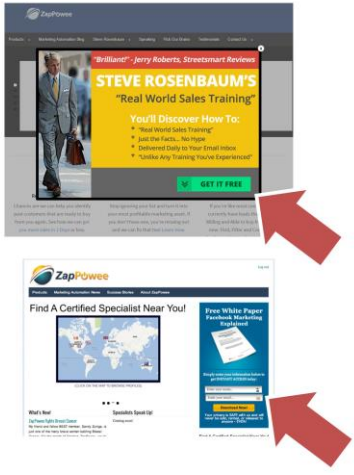
what I'm going to buy paid traffic for? This, my iTunes podcast. I'm going to drive people to my iTunes podcast because it's going to get them engaged week after week after week, because iTunes is a big market place and the more people I have listening to my podcast the more popular it's going to get and it's going to give me those exponential results.

You know what's deeply woven into my podcast? Any ideas what's deeply woven into my podcast? When people listen to my podcast, what do you think I'm telling them? Nancy says my website. It's more than that, Nancy. It's my entire funnel.

My podcast is about my story, my story that a lot of people are interested, my story about getting fired from my job, my story about having to create my second act, about having to become successful all over again, about getting scared when I got fired, about what was I going to do, how I was going to make income, to going out there and trying some things, some things that work, some things that didn't work. It's a very powerful story that people relate to, and they really, really like it.

And then guess what I do in telling my story? I give them examples. I give them an example of the mind map I created that got me my first consulting job. You think that people are interested in, "Hey, what did it look like, that mind map that you showed that company that hired you? What did that look like?" You think people are interested in that? Of course, they are. And so what do they have to do to get that mind map? That's exactly right. They have to give me their email address, right? So it take them from being a passive listener to a podcast and it gets them to go take action and start interacting and engaging with me. Remember that word, "engaging".





Now, so this is what I mean by be everywhere. But the secret of being everywhere is that you want to point back to your home base. This is exactly what I'm talking about. You want to point back to dominoes that tip your funnel. Now I've got a lot of dominoes that tip my funnel. This happens to be a very old website that needs updating. It looks dated but it's still there and it still gets me leads every single day because when people look for Steve Rosenbaum, they find SteveRosenbaum.com, and I say, "sales and marketing tips in your inbox," and people fill that out, right there, it's above the fold.

Frankly, as I said this is old and dated, and I could do a better job, and I will do a better job. What I want you to see is that everywhere somebody engages with me, the very first thing or something very prominent is going to begin the process. Tip that domino. So the whole reason – let me go back here – the whole reason that I do all these things is it points somewhere. And when you go to one of the places that it points, you have to engage with me.

If you go to my website ZapPowee.com, this is going to pop up. And it says, "Get rain maker for free." They click

that and it takes them to a big opt-in form. If they go here if they're looking for a certified specialist near you, they see a big thing that says, "free white paper Facebook marketing explained," fill this out. All right?

So the point of the matter is there are lots of places that I'm capturing people. So when I say be everywhere, the whole reason of being everywhere is to go back here. In my book, in this book, So, What Do You Do – hang on a second; I got a copy of it right here I think. I'm going to turn to my chapter and I want to read you. At the very bottom, this is what it says. So I write a chapter. My chapter is called "The Perfect Storm".

And by the way, who would like to listen to my chapter? Anybody would like to – not right now – but would you like a link to listen to my chapter called "The Perfect Sales Storm"? Anybody? If you're asking me a link. Yeah? All right. Hang on a second. Let me give you this. I think this is it. I'm doing this from memory. I'm improvising here, folks. I'm doing this from memory. Let me type in this link and let's see if it works. Zaplink.us/storm I think is what it is. Let's click on this.

So here it is. The four ingredients necessary to close a sale every time. This is me reading my chapter of the book. And it gives you a couple of links for you to go buy it on Amazon. Now if you go buy it Amazon and you read my chapter called "The Perfect Sales Storm," at the very end I get to give a little about the author bio. And my bio says – let me read this to you quickly – it says, "Steve Rosenbaum is an entrepreneur, author, business advisor, product developer, leader that inspires and mentors tens of thousands of businesses and professionals worldwide to get more sales and improve their bottom line. Regarded as the original back end specialist, Steve founded ZapPowee and created the first back end specialist certification program with the core mission of teaching others his skills so that they could help businesses in their area survive and thrive. A true win-win that addresses two of the biggest problems facing our economy today."

Now get this, this is the important one. "Steve has a special gift just for So, What Do You Do readers. Claim your free gift at Zaplink.us/swdyd." And then I tell people my Facebook link so they could like me on Facebook.

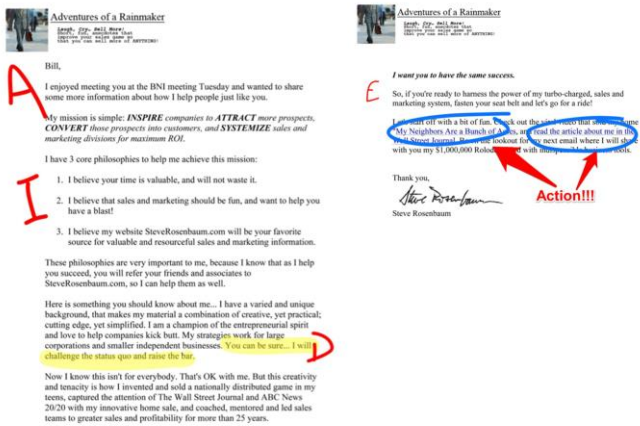
So even in my book, what do I do? I say, "I have a free gift

for you. Go claim your free gift." Now when they claim that free gift, they get in my funnel that is, you know, is very deep and very engaging. That's true with every single thing I do. Every single one of these things that you saw on this screen – let me go back to my presentation here, the whole purpose of these things is to get them back to my headquarters. All right? This is my home turf that I control. Now whenever anybody gets into my funnel, when they tip that first domino, I send them immediately a welcome email, but it's a very special welcome email. It's not like all others. Every single piece of correspondence that I send out is made to engage people, it's made – if you follow me, you know this – what are the two things that I do with all of my systems? What are the two big things to do with my system that I teach you to do with your system?

Anise, I will answer that question, where do I find in the previous slide of webinar replays? I will show that to you. I already did show it, and I'll show it again before the end of today.

That's right. Kenneth says, "Filter and engage." That's very close. I'm talking about filter and nurture, but you're on

target, all right. Filter and nurture.



3. AIDEA FORMULA

So I want to filter. So here's how I filter. Here's a sample of one of my follow-up emails. Now I tailored this for a different presentation that I gave to a group of people about a BNI networking group.

Is anybody here in a BNI networking group or meet ups? Does anybody do networking here? Chamber of Commerce, Better Business Bureau, any of those things? Okay, got a few people doing it. Right?

Well this is how I – if and when I do networking and I

haven't done it in a while – this is the type of follow up that I would send out. Now who has ever heard of the AIDA formula, right? Attention, interest, desire and action? Have you heard of that? It's a formula for writing messages, and it works. Attention, interest, desire, action. I added an E in here. So mine is actually AIDEA – action, interest, desire, and E is for engage, and action.

Now let me read this to you very quickly. But the most important thing I want you to know is that embedded here are always going to be links. And the whole letter is driven so that people that pay attention to this they want to click on one of these links. What am I looking for? I'm filtering right? What am I looking for?

Yeah, I'm filtering for the people that click the links, right? You think that everybody reads every word that I write? You think everybody clicks the link? The answer, of course, is no. But if I look for the people that do, I know who's engaged, right? So let me read this to you quick.

"Bill, I enjoyed meeting you at the BNI meeting Tuesday and wanted to share some more information about how I

help people just like you.

"My mission is simple: inspire companies to attract more prospects, convert those prospects into customers, and systemize sales and marketing divisions for maximum ROI.
"I have three core philosophies to help me achieve this mission:
"I believe your time is valuable and will not waste it." That's number one.

Number two, "I believe that sales and marketing should be fun and want to help you have a blast!

Number three, "I believe my website SteveRosenbaum.com will be your favorite source for valuable and resourceful sales and marketing information," a good start.

"These philosophies are very important to me because I know that as I help you succeed, you will refer your friends and associates to SteveRosenbaum.com so I can help them as well."

What am I doing here, folks? What am I doing with that

sentence right there? I'm setting expectations. My expectations are I know that as I help you succeed, you will refer your friends and associates to SteveRosenbaum.com. I'm implanting that seed that I want him to share it. Subliminally he's going to remember.

Also, what else is embedded in this statement? Pretty powerful. Anybody catch it?

"These philosophies are very important to me because I know that as I help you succeed, you will refer your friends and associates to SteveRosenbaum.com." Referrals later, right? Why would he want to make that referral for me? Did I do something for him? "I know that as I help you succeed," I'm helping him succeed first, right? What do we call this? Reciprocity? That's exactly right. Reciprocity. It's embedded right in here. I'm telling him right now. I'm helping you. I'm helping you succeed. So you need to do something for me, which is share. It's very powerful.

"Here is something you should know about me … I have a varied and unique background, that I make my material a combination of creative yet practical; cutting edge yet

simplified. I am a champion of the entrepreneurial spirit and love to help companies kick butt. My strategies work for large corporations and smaller independent businesses. You can sure I will challenge the status quo and raise the bar." I'm trying to, write D for desire. There's actually another D here. That's not what I intended.

What else am I doing with this statement? If I told you I'm a marketing consultant that really wants to help you, is that a statement that other marketing consultants can make? So what's this? This is differentiation. I'm being very specific about why I'm unique, why I'm different than anybody else. There's nobody else who's going to say quite what I say here, and that differentiates me.

"Now I know this isn't for everyone. That's okay with me. But this creativity and tenacity is how I invented and sold a nationally distributed game in my teens, captured attention of the Wall Street Journal and ABC News 20/20 with my innovative home sale, and coached, mentored and led sales teams to greater sales and profitability for more than 25 years.

So, “I want you to have the same success.

“And if you're ready to harness the power of my turbo-charged sales and marketing system, fasten your seat belt and let's go for a ride!

“I'll start off with a bit of fun. Check out the viral video that sold my home called 'My Neighbors Are a Bunch of Asses,' and read the articles about me in the Wall Street Journal.” And then “be on the look out for the next email where I will share with you my million-dollar Rolodex” and something “indispensable business tools.”

Now folks, give me your feedback about that letter. What do you think about that? And what are you getting from it that will help you? I showed that to you because I want to inspire you how you can do things for yourself. Tell me what you would take from that email to do for yourself.

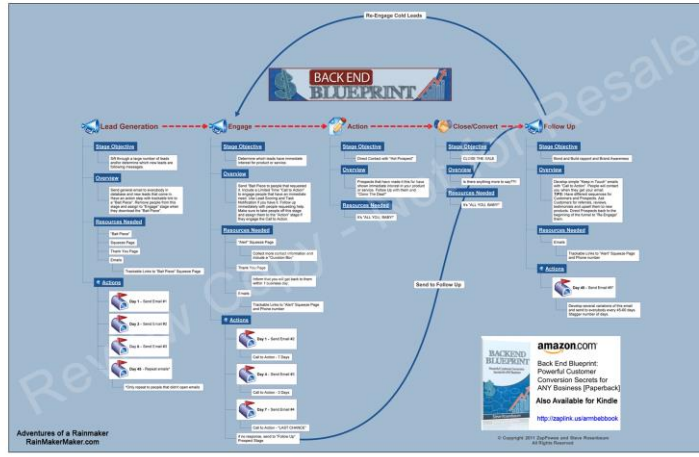
Liz says it's excellent. Steven says it's good, it's well set up. It flows. Everything is meant to engage and bring you from one paragraph to the next and then finally lead you here to take action.

Now I know I, you know, I would sent this letter out to a lot of people that I would meet, and I have slightly different versions of it depending if maybe – I would send a similar email if I was just meeting somebody for the first time or if they maybe found me on a website. But I'm not looking at how many emails go out. I'm looking at how many people click on the links. Not even how many people click on the links, just specifically who clicked on that link. Yes, Kenneth says, "You sold your home to a person who understood that your neighbors were a bunch of asses?" Kenneth, I got three offers on my video in one day from that video – I'm sorry. I got three offers on my home in one day from that video. Someday I'll tell that story too. But you could Google me on the Wall Street Journal and you'll be able to read that story. And I wrote a book about it called "The Big Bad Home Sale," which right now is I need to redo that and put it up on Amazon because it's out of print right now and it needs to be updated. But let's not get too lost here.

The bottom line is, everything that I'm showing you is here is how everything is linked together. Put those

breadcrumbs out there where people see you and they get intrigued by what you do and it shows off your expert status.

Nancy said this was intimidating. Don't let it be. You can do each and everything on here especially if you go back and watch those replays.



Now, so here's a whole idea, folks. Everything you do begins to process. You hear me say all the time, tipping that first domino. Now, by now all of you should be familiar with this. This is my black and blue print. I show it just

about every single week, all right? That means that you should be familiar with it. And if not, you need to be.

And come on, somebody tell me my acronym here for my back and blue print. Show me that you're learning. What's my acronym here? There we go. Everybody. LEAC, L-E-A-C. Lead generation, engage, action, closing and converting. So this is an important process, and everything we do is following this process.



4. YOUR HOME BASE

Now let me show you something else. This is very, very important. This is where a lot of people get it wrong. And frankly, I was meeting with a business just this week that didn't understand something. He was getting it wrong. What you need to have is you need to have a home base. Your home base is in the center here. I call it your "blog". And the reason I call it your "blog" is because I think the best thing to have is a Word Press website on a domain that you own and that you control. I'm not talking about the WordPress.org or, you know, the one where you don't own it. I'm talking about have your own domain and have your own Word Press site and make this your home base.

Make it the center of your universe.

And then everything out here are satellites that revolve around it, and I listed some. This is not exclusive. This is just ideas. Facebook, Twitter, LinkedIn, YouTube, articles and guest posts and Pinterest. And these, having all these weave a web for you. And what you can do is you can link things. You could put up something on Facebook and link it to Twitter and vice versa. And every time you post something on your blog, it goes out to all these places. And this becomes a web of its own. You have your own web. Forget about the world wide web. You need to have your own web. And the reality is I probably didn't draw this correctly. These arrows, all these arrows need to be going both ways, because on Twitter, you could post back to Facebook and LinkedIn back to Twitter and so forth. And you blog points to LinkedIn, but your LinkedIn could point to your blog so you've got everything linked intricately.

I have a friend, James Maduk, and he calls us a hub and spoke system. In fact, he probably taught it to me for the first time. And he's right on base. This is a hub and spoke

system. Now, mind you, everything...Let's go back again. Everything here, these are just more satellites because all of this drives people back to my home base. My home base is my blog that I own and I control. See, I know a guy named Jonathan who built a huge presence on Facebook. And what Jonathan didn't do is what I tell people to do all the time, but maybe Jonathan didn't follow me or maybe Jonathan just didn't listen to me. I tell people all the time, when you meet somebody on Facebook, you have to engage them, capture them, and make contact with them off of Facebook because you don't own anything on Facebook.

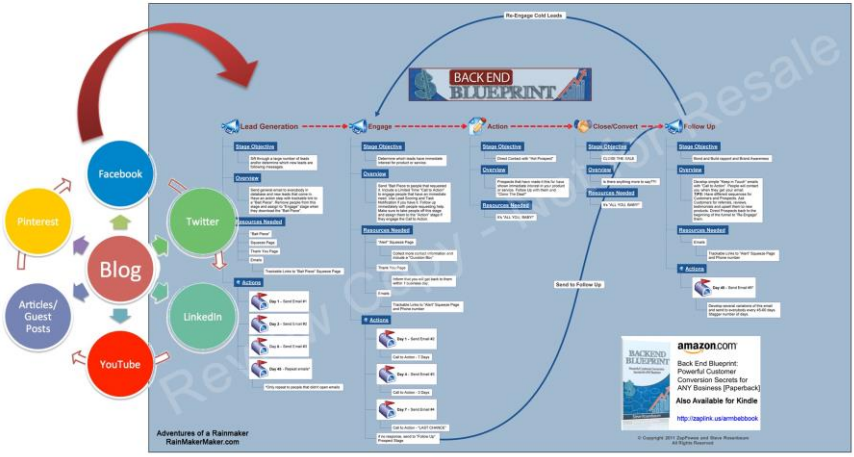
Unfortunately, when Jonathan built a group with 55,000 members, he woke up one morning only to find that Facebook has shut his group down. Facebook has shut his group down, 55,000 members gone in a blink of an eye. Now, if every member is worth, let's say, a dollar a month, did you think he's monetizing? And he was. That was $55,000 a month worth of income gone in a blink of an eye. Does that make any of you noxious? It makes me noxious. I know the story. And every time I tell it, it makes me more noxious. Does that scare any of you? Because see,

when you build a huge Facebook presence, understand that can happen. You don't own anything on Facebook or Twitter or LinkedIn or YouTube or on other people's blogs if you're an article guest post. Or on Pinterest or any of these. You don't own any of that. That's why you need to make sure that all of that drives people back here and that you capture them.

Nancy says, "The same thing happens on YouTube all the time." Yes, Nancy, and it happened to me. I've already told you several times. I've spoken about that article in the Wall Street Journal. Here's what I didn't tell you about that article in the Wall Street Journal. The Wall Street Journal pointed to my videos on YouTube. Well, here's the problem about my big success with that. You know what, what's the big problem with the fact that I was very successful selling homes online? You think that that might upset people. Who do you think that would upset? Who got mad at me about that? Yeah, Nancy, exactly right, realtors. Realtors got very upset at me. I was a phony. I was an impostor. Why? Because I wasn't one of them.

Are realtors a big, powerful group with a lot of money and

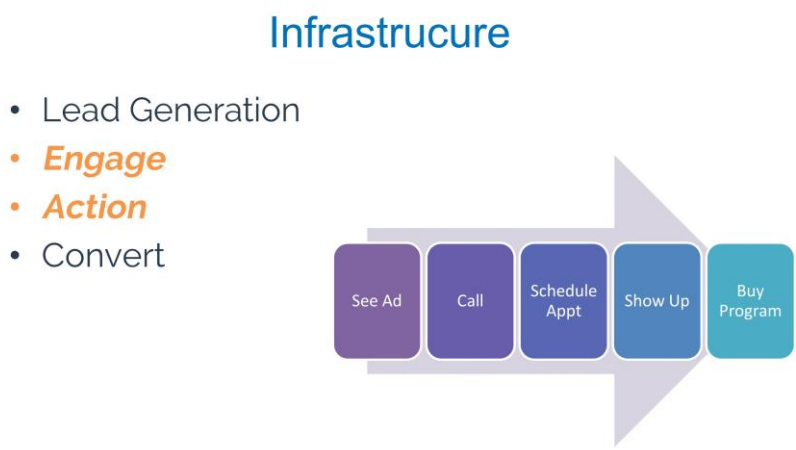
a lot of people? Yeah. Well, a bunch of them contacted YouTube and said I was a fraud. Heck of a fraud. I mean, I sold my home. How was that a fraud? I did something. It worked. So on my...You can go read the article about Wall Street Journal right now. And it's going to have a link to my video on YouTube. You click those links and it says, "Taken down for a copyright violation." My own content, me speaking into a camera with my words accusing me of copyright violation, all right? By the very definition, that's wrong. Anyways, did YouTube contact me for my version of story? The answer, of course, is no. Now, fortunately, every single thing that I do drives people back to my home base. So even though today those links are dead links, they still get engaged in my Web. What do you think? Is this important and valuable stuff? What do you think? Awesome, thank you. Kenneth, Nancy, Joan, Steve, and KC, Neil, everybody's liked it. Perfect. I like it. Thank you.



So now, take this image and put that on top of my backend blueprint. Now, when I said I don't engage in lead generation, you know maybe that wasn't entirely accurate. I do lead generation all the time. This is my lead generation. My Web, X, is my lead generation. What I don't have to do is I don't have to proactively go out looking for leads. Somebody said at the beginning, "Leads find you." It's exactly right. The leads find me because my Web creates all these virtual breadcrumbs that all lead back to my blog and start this process. Is this a real well moment for people? Does this illustration give you clarity of how to set things up for yourself? People give me wows with the big capital letters. What does Mark say here? I got here late, but there's one thing that's worth making it. Mark, I'm glad

you're here and you'll be able to catch up.

And I told you that I want to show you how to set up your own system. And this is what it's all about. Awesome, Mark, I like that. Mark says, "I've done this Web and didn't even realize it." Well, I like that, Mark. You know, intuition is very important, all right? Now, when you can see it, maybe it's going to highlight some areas where you could even deepen that Web. Good for you, Mark. Liz asks, "Does my blog encourage opt-in to capture their email addresses?" Liz, every single time, absolutely, positively. So they go there and they're always going to be encouraged because getting your eyeballs is the hard part. Now, when I get their eyeballs, I want to make sure that they're in my funnel in that process.



5. INFRASTRUCTURE

Last week, I showed you something else. Last week, we talked about can't fail marketing campaigns. And specifically, I showed you this right here. This element came from a slide last week. And anybody remember? I talked to you about a business owner who was advertising. And his advertisement said something the effect of call the office now. So he went straight from seeing the ad to try and to get people to buy the program. And he converted it about six percent. And now, we're focusing on other 94 percent of the people that are dropping out of the process somewhere along the line.

For instance, what I said to him was this, if you're converting at six percent, meaning six percent of the people that make inquiries buy the program or you're converting it six percent and you're failing 94 percent of time. And here's what that means, some people are senior ad but never calling your office. Some people are calling your office but never schedule an appointment. Some people are scheduling an appointment but never showing up. Some people are showing up, but they're not buying the program. Add these things up and add them to 94 percent because that's where you're failing to make the conversions, right? And those are the reasons why.

Now, in regards to my LEAC proof follow system right here, L-E-A-C, what everybody focuses on is a focus on...I'm having trouble here, folks. Come on, there we go. He's focusing on an ad that says call now to buy the program. He's focusing on lead generation and conversion. He's skipping all these parts in between. These are the parts that engage and get people to take action.

This is where most businesses get it wrong. They focus on lead generation and conversion only. They don't focus on

the middle stages. And the middle stages are your highest opportunities for improvement because you got 94 percent of the people there that at least have been exposed to you. They at least have shown some interest. You try to filter right away, but he didn't nurture the remaining 94 percent. This is where your opportunity is, folks. I'm talking about for you and maybe even more important if you to help businesses understand that the way to do this is to get these lead generation and conversion things in place, but always focus on improving, engaging, and action. This is where your opportunity to grow sales quickly lies. And this is where a lot of people miss it. Does that make sense, everybody?



How are we doing on time? We're doing okay. I think we're on time. All right. Michael, now, you had to go back and watch last week's. "Nurture the other 94, how?" We talked about that last week. Now, let's talk about that infrastructure we need to have in place. When I say this...Now, this may be review for a lot of folks, but maybe it's new for you. When I talk about an infrastructure, you need to have your own domain. You need to control your own domain. Now, I was talking with a business owner and he went out and had several domains that he was building a presence for, marketing consultant. You know was smart enough for him to set up a hub and spoke system, but he wasn't entirely honest with the business owner.

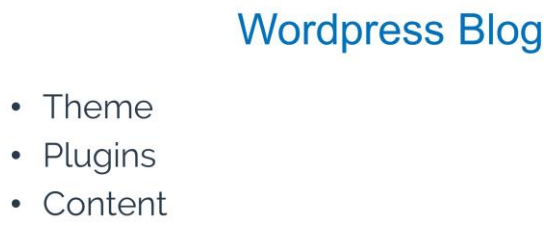
And that marketing consultant went out and bought all these domains and he bought it in his own account. The marketing consultant bought his domains in his own account. Meaning, my business owner does not control those domains. Here, he's been investing a marketing to build a domain that he doesn't even own and control. Now mind you, I talk about in some of my talks, I talk about a concept of being the landlord instead of being a renter.

And I talk about how marketing consultants can do this. It's okay for you to own domains that are popular and rent them out to businesses. That's okay, but you have to be honest and upfront about it. And I don't feel that that was the case here. My business owner didn't realize that. He didn't realize. He thought he owned something that he didn't own. All he got to do is do a whois search and find out that domain was owned by the marketing consultant. In this business, he spent thousands and thousands and thousands of dollars to drive traffic to a domain that he ultimately didn't control.

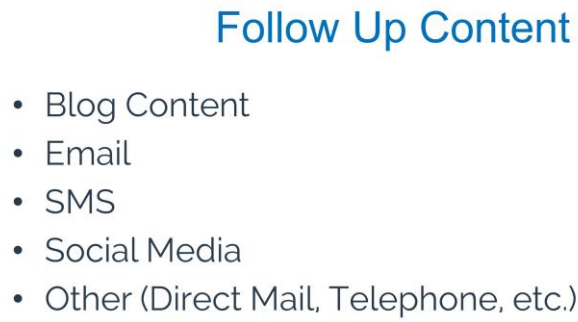
On the flipside, you need to do that same thing for yourself. You need to make sure you own your domain. Don't build your huge presence alone on Facebook and YouTube and LinkedIn and Pinterest. Don't misquote me on this, folks. I'm not telling you, don't use Facebook or YouTube or Pinterest or Twitter. I'm not saying that. I'm saying use them to find people but immediately take them off there to your own domain and your own system that you control. Am I clear on that?

Now, after that, of course, you need to have your own

hosting account and then to me, a WordPress blog. I don't see any reason to do anything except a WordPress site. I said WordPress blog, WordPress site, whatever the case is. I'm just talking about use WordPress. I don't see any reason to use anything but. And then, you need to have follow-up content in place. And together, this all formulates that automated marketing portal that I showed you. That was that diagram that I showed you. I should've put on the screen also.



Now, I mean WordPress site, of course, you probably all know this. You need a theme. You need plug-ins and you need content. All right, we all know that.



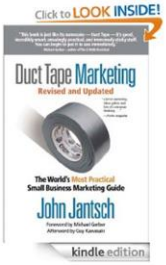
6. ALL ABOUT CONTENT

Now, let's talk about content, follow-up content. This is where everybody gets hung up. Everybody is afraid of the content. Would you like me to make content easy for you? Would you like me to show you how to do it very, very, very easily? Here's how we do it. First of all, we're going to repurpose it in a lot of ways. We're going to generate blog content. And then, from that, we're going to use that same content. And we're going to generate emails, SMS messaging, social media, and even other types like direct mail and telephone. Understand that one piece of content can be carved up into all these different things.

Let's use my podcast called Rainmaker. Hey, guess what? If I release an episode of Rainmaker, guess what, from that one episode, of course, I take that and I generate blog content from it. Then, I send out an email that says, "Hey, there's a new episode of Rainmaker. Click here to listen to it." I could also send out a text message about that. I could also send out social media, right? I could post about it on Twitter, on Facebook, on Google Plus, LinkedIn. And if I so wanted to, I could send out a postcard that says, "Go listen to Rainmaker," or I can have people call on the phone. So what I'm saying here is that content can be repurposed in many different ways and it needs to be so understand that. One piece of content goes a long, long, long way.

Now, I've got a system in place where when I generate content, I have a team that helps me. And they take that content and they convert it into all these different things for me. And I do outsource that. So I don't mind telling you two things. Number one that they do do that. Number two that one of the biggest mistakes I made my business was trying to do this all myself. Outsource it, folks. Find people. It's easy enough to do it. And the monetization that

you generate from getting this done is going to more than pay for it. But you can do it.



Blog Content

- Pages (DTM Marketing Kit)
  - About (Gut Wrenching/Interesting Story)
  - Why Us (Difference Summary)?
  - Ideal Client ("Hey! That's Me!")
  - Services

Now, let's talk about the content for the pages of your website. I'm a big fan of John Jantsch and Duct Tape Marketing. Is everybody familiar with John Jantsch, Duct Tape Marketing? I would suggest...If you don't own this book, I would suggest you buy it today, get the Kindle version. You download to your computer; download to your iPad, your telephone, whatever. And it's not expensive.

Specifically, John talks about creating an About Me page,

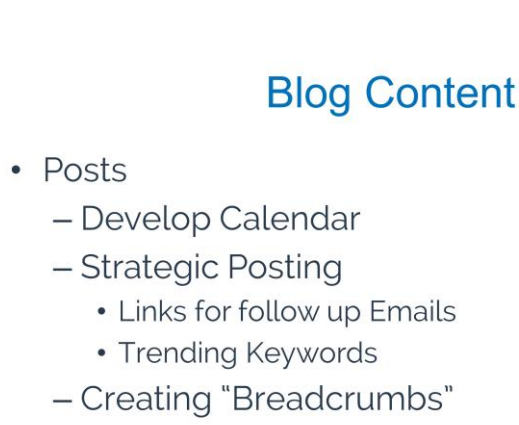
what he calls a gut-wrenching or interesting story. What do you think my Rainmaker series is, right, gut-wrenching or interesting story? Create a Why Us page, a different summary. Remember my letter, I showed, "Hey, how am I different than everybody else?" Ideal client so you want people to read. They say, "Have a page called My Ideal Client." And they read that and you would want to set the impression of people said they read and said, "Hey, that's me. I'm the ideal client for this guy so he can work with me," all right? And then, of course, you want to describe your services.

Now, in Duct Tape Market, it's been a while since I picked the book, but I believe it's chapter five. John talks about putting together an information pack. And he talks about doing this in a folder, right? Hard copy, old-fashioned way. But he talks about all these different things. He says, "You usually have a page about the About Us page. You usually have a page about the Why Us, the ideal client and services."

What I want to tell you is that this inspired a lot of how I generated my content to my website. So I think if you buy

Duct Tape Marketing today, download it. And if you do nothing but read chapter five and create these pieces for your website, it's going to improve your presence dramatically. Now, how is that for an easy and specific tip? Jerome says, "John did a multi-day video presentation on Duct Tape Marketing available at creativelive.com." I don't mind referring John. John is awesome. Follow him. He's got a great blog, too.

Kenneth says, "Doing it yourself is like carrying a great big grizzly bear on your back and trying to run a sprint." Yeah, Kenneth, that's one good way to put it, for sure. He's talking about...We're talking about doing all that content yourself. Now, let's talk about the blog content. Specifically, this is why I'm talking about for pages. The pages. Have pages talking about the stuff.



You're also going to have blog content. You're going to have posts, all right? Now, here's a simple way to make sure you do this and do it well because understand that the more you do, the more you get this host out there, this content out there, they're acting as those very virtual breadcrumbs that I showed you before. Mark, you may have asked, but maybe it was Michael asked, "What's the simplest way to write a book?" And I said go back and watch something I said two weeks ago or whatever. But I guess it's appropriate for sum it up for you here and tell you that if you write a blog post and you discipline yourself to do this consistently on a regular basis, your book is going to write itself. This is how I do it. This is how my books come about. I make an outline of what I want to

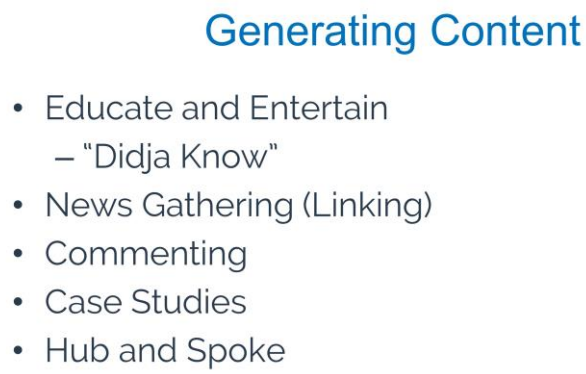
write about. And then, I do it one blog post at a time and it gets me all that online virtual breadcrumb strategy or people find me. Then, at the end, I have a book. So that's number one.

So develop a calendar and stick to that calendar. And then, you need to some strategic posting where you have links for follow-up emails and trending keywords. What do I mean by this? I mean that look at keywords that people are searching for. Somebody know about Google Trends? Yes, no? Do I need to show you about Google Trends? Lot of people say yes. Some people say no so let me just show you real quick and then do a slash trends. This is telling you trending searches right now, Drake, Stephanie Mosley, Green Bay Packers was trending on YouTube. Now, if you dig little deeper...

Let's just talk about...I don't know. Let's talk about marketing. Let's talk about something besides marketing. Let's talk about email marketing. Now, this shows you a basic graph trend on email marketing, but now I'll go down here at email marketing software and click here where it says Rising. Look at this, Breakout, Google Email

Marketing. So if you wanted to write a blog post about email marketing. Well, here's a little tip for you, folks. The term Google Email Marketing is a breakout trend. Maybe I should write a post today called Google Email Marketing for Your Business.

Now, what does that mean? I have written the blog post yet so I don't know. But I'll probably come up with three to five bullet points that I want to make to prove my point, Google Email Marketing for Business. And I'll know that is going to help my SEO. It helps my SEO, then people will find a way back, right? So that's Google Trends. Now, let's go back to my slideshow presentation and you've heard me. I said this a million times. All of this together is what I mean by creating breadcrumbs.



7. EDUCATE AND ENTERTAIN

Here's those easy ways to generate content. First of all, I always talk about educate and entertain. In fact, in my LEAC proof funnel system, E is for engagement, and really there's three Es that I talk about. Engagement is one of them. Educating and entertain are the others. Because when you educate and entertain, that's how you engage people. That's what I do all the time. Today, I'm educating you. Hopefully, I'm even being a little entertaining. Sometimes, I do it the other way around. I entertain and I also educate. Again, Rainmaker is mostly about entertaining, but in doing so, I educate. And because of that, people are engaged. Does that make sense?

Now, did you know the friend of mine named Mike Stewart...Maybe you know Mike Stewart. He's a marketer. He's very successful. He's down at Atlanta. And he does a lot with audio and also with the video. He makes his videos for his clients. By the way, Mike's got a very successful business. One of the things he does is just with an iPad. With nothing more than an iPad, he goes to his clients. And he has his clients make Didja Know videos. That's what he calls them. He calls them Didja Know videos. And they're educating and they're entertaining.

So Mike's got one client who is a pest control company. So he goes and he interviews this guy about pest control. And he literally holds his iPad and lets his pest control client answer questions. So he might say, "Did you know here's some facts about spiders? And did you know why spiders are actually good to have around your house? Did you know that spiders can actually help you in this way? But did you know that these are the spiders you don't want around your house?" Okay. These are the ones that you want to call us to get rid of right away.

So imagine that. Would that be educating and entertaining?

Would people want to watch that? Could you make these Didja Know videos? If you are a marketing consultant as many of you are, you guys tell me right now. Tell me the name of a Didja Know video that you could make right now for one of your clients? Let's read that list. Tell me. Come on, folks. I'm waiting for some answers. Tell me a Didja Know video you'd like to make today about the information that you know even if it doesn't relate to marketing.

Keith says, "Snow removal on houses." Keith, you live in Buffalo. That's a great answer. By the way, Keith, I want to watch that video. Keith, you probably know about ice damming, right, since you're talking about snow removal on houses. I had ice damming on a house in Chicago that completely destroyed by house, brand new house, and things started leaking like a sift because of ice damming. Joan says, "Did you know that you could eat for your health?" Wow, Joan, I didn't know that. I mean, I always feel like when I eat, it's not healthy so yeah; I need to know how to eat for my health.

Did you know that you could be shut down from your

merchant account if you process too many orders too quickly? Julian, that's is fascinating. Did you know how you can attract a lot of past clients? I love that Eva. Past client reactivation is huge. You can get your registrar ringing on a hurry. "Did you know how to build a log house," asks KC. Well, that's interesting, too. Did you know how wireless improves student grades? Carlo, that is cool. I have no idea, but that's interesting. Liz says, "Did you know if you exercise for 12 minutes, you could lose weight fast?" I thought you had to walk for an hour three times a week, Liz. That's fascinating. I'm very interested in that. Did you know that painting in cold weather will not last? I did not know that. Did you know the best way to find a homebuilder? You guys are awesome.

Now, that's one, two, three, four, five, six, seven, eight, nine, ten. In less than two minutes, we have come up with ten subjects that we could make a Didja Know video about. Now, if we made a digital video, did you know that each of those videos, of course, would be a blog post? And did you know that from each of those videos in blog post, we could write an email, of course, that says, "Hey, did you know that just exercising 12 minutes can help you lose weight

fast? I'll show you how. Click on this link." Would that be a good email? I mean, that email was no more than or over 13 words, right? Is that a powerful email, 12 or 13 words? Was that a good email? Damn right, it's a good email. Did you know that raising your heart rate for 30 seconds is better than a 45-minute workout? Wow, Bev, what an awesome idea for a video or a blog post or a chapter in a book.

You guys have proven to me. I think many of you earlier in the conversation we're looking at that screen in disbelief and not thinking that you are an expert about anything. And yet here, I did a throw that out to you and each of you have shown me that you're an expert on something. Did you know that frogs go back to the same dam to breathe? I did not know that. Did you know that 30-second cold shower burns fat?

You know what, it looks we're...Did you know we're going to do this all day long? But I love it. Congratulations, everybody, so you're engaged and you can do the exact same thing. So now, let's move on. This all about generating content, we just proved that we can generate

content fast. Just think about ten Didja Know videos and posts that you could write about. And if you know your business, you know what these are. These are the things that people are asking the question that most.

Now, let's move on, though. Did you know that you do not have to generate your own content? We can do what's called news gathering or linking to stories. And when we find those stories, we can comment on those stories, but sometimes provides back links for us. And one of my favorite types of stories to go out and find and link back to...We're running a little late today, but that's okay. It's okay by me. I hope it's okay by you, but we are getting towards the end. So you can comment on those stories.

My favorite types of stories are case studies. I like case studies because I use them to prove my point. See, I'm an expert on past client reactivation, past customer reactivation, past patient reactivation. That means I'm an expert in bringing past people, customers back to a business, do business again.

And I can cite examples how I've helped. But I can go out

and I can find other examples of people that have done successful campaigns. And I'm doing that to prove the point the businesses will benefit by bringing past customers back. It doesn't even have to be my success story. I could just say to a business, "Look, it's really important and you can get quick sales by bringing past customers back into a business." Here's how a restaurant in Raleigh, North Carolina did it. When do you like to do the same thing for your business? It doesn't even have to be my case study. You see that? I'm just showing a business of why it's important and then telling them, "And by the way, I could do that for you because I can and you can, too." And when you do it and you lay it out in that hub and spoke system that I talked to you about. This one, it provides all those virtual breadcrumbs that lead back to your funnel.



8. FEEDLY, BUFFER APP, EVERNOTE

Now, I'm going to pick up the pace here, but I want to show you some things. And you're going to want to pay attention because this is where you can find content and find content fast. Is everybody familiar with RSS Feeds? Type yes if you are. Type no if you don't know about RSS Feeds. We've got yeses and no's all over the boards. All right, so RSS Feeds. RSS stands for Really Simple Syndication, all right?

Understand the worldwide web is all about syndication, right? You know what, if you want to read news, you probably go to...maybe go to CNN, maybe go to Fox

News, maybe go to Google News or AP News or Yahoo News. You do know that those people are not writing all of their own content, right? You do know that, right? They're syndicating the content. And lot of times, they're using what are called RSS Feeds, which then again stands for Really Simple Syndication. But most blogs always have an RSS Feed.

Now, here's something that you should know about, something called...I use Feedly. There are several tools for this. But there's a tool that I use called Feedly. And Feedly looks like this. Well, let me open up another window so you could see what it looks like. Here's what I'm talking about, folks. There you go. So Fox News, lot of word, a lot of these stories from Fox News. Of course, Fox didn't write all these stories.

Now, let's go to Feedly. Feedly is a way for you to find information you're interested in. And they're showing you could do this on all your different platforms so I've got Feedly on my phone. I've got it on my iPad. And I've got it on all my computers and you just start reading. When you start reading, this is what it looks like. I customize Feedly.

And anytime I want, I could go here and read. These are articles that are going to interest me.

How do I know they interest me? Because when I find a blog, I subscribe to the Feed in Feedly. These are all blogs that I read and I monitor. Now, I've got several hundred blogs here. How long will it take me to read all these blogs, to go all these different websites and read all these blogs? It will take forever. But what I do several times a day is I open up my Feedly account and I look for...I just scroll down here and I look for something. Let's see. Build It? By Niche Media, Know How to Increase Your Conversion Just in Google Analytics. That was a good one. Let's find another one. Don't Keep A Secret - How To Get More Referrals by Bill Cates, How to Curate Content Like A Pro. There we go. This is a good one. I like this even better. Five Ways Digital Marketing Will Change in the Coming Year. So I could read this.

Now, what I've effectively done...This comes from small business trends website. What I'm effectively doing is searching through thousands and thousands and thousands of different websites to find what I want. But these are all

websites that I've subscribed to so I know that they're interesting, but let's go back and let's just...I can even search on a topic so understand that I'm already filtering the Web for just stuff that I know that I like.

So number one, I'm using filters also. Let's go back with your email marketing again. Let's type in email marketing. Let's then enter. Here we go. Now, I'm getting specific content out there about email marketing right here. Business to Consumer Content Marketing Trends: Key Findings From The 2015 Study. Right there, folks.

If I want to write a blog post about what businesses can expect in 2015 and I want to cite some examples, I just found it right there. So I could scroll through here to look for articles. I could search through here. What you need to know is that you build Feedly, when you find a site that you like, don't bookmark it. Take it and copy it into Feedly. I could add content. I probably already have.

I told you about Duct Tape Marketing, but let's just go there. It's right here. I go to ducttapemarketing.com and I go to their blog. Now, I copy his Web address here. Look

what John does because John is smart. Hey, look at it. Did you see how many places John's trying to get me to subscribe here? Then, you saw the pop-up come up? So you could see how a pro does it? Duct Tape Marketing Live Chat. He's trying to engage you in all these different ways, but I got distracted here, just showing you how a pro does it.

Now, I'm going to copy his web address. I'm going to go to Feedly and I'm going to build the add content. And I'm going to paste that right here. Now, he's showing me the site so I could select this site. And this is asking me if I want to add it to Feedly. And when I do that, it becomes of the sites.

You know, typically, if I sit down in the morning, have a cup of money, or at lunch if I'm grabbing a sandwich, I open up my iPad and I open up Feedly and I look at articles. So first of all, this helps me right away find content. Now, when I get that content, guess what? I can take it and use it for research if I want to write my own article, but you know what else I can do? I can share this with my audience. And when I share it, at least it gets me in

front of them on different platforms.

Let me show you what I'm talking about. Let's go back to this article I showed you before. Let's go back if I could find it. Go back to my Home. And we typed in email marketing and it was this one right here. Now, I'm going to use Feedly in conjunction with something called Buffer App. Has anybody ever heard of Buffer App? I'll put this up here. Have you ever heard of Buffer App? Watch what happens. I've got an account with something called Buffer App. And it's built into Feedly. I can go here and I could say this article put it on Buffer App. And it's linked to my account.

Now, look what Buffer App is going to do. Buffer App is going to post it on my Facebook account, my Twitter account, my Facebook page, my LinkedIn page, and another Facebook page. And my account doesn't allow me, but if I want to pay more money...I don't think I pay any money for this. If I want to pay money, then I could add Google Plus and a few more. So I'm going to add this to my queue, adding it to Buffer.

Now, here's the cool thing about Buffer. Buffer schedules things out. Because what I can do...That's why it's called Buffer. I could go out here over lunch and I could find ten articles. And I could go buffer, buffer, buffer, buffer, all right? But it's not going to do it all at the same time so I'm just spamming everybody all at once. I've told Buffer to post it certain times during the day, five or six different times during the day. And so it's buffering all that and building up a whole file of stuff that automatically, those different times, it's going to put out another article. And when it puts out an article, it looks like this. I did one just to show you.

Let's go to my Facebook page. Right here, Steve Rosenbaum via Buffer. Starbucks Offers Pumpkin Spice Latte Early, But There's A Twist. So it's putting this out there and it's spacing them out. Now, at the same time, it's also doing it on my LinkedIn profile and on my Twitter profile and so what I'm doing is I'm putting things out there, all these digital breadcrumbs. And because they're all linked to me, I'm getting some social benefit out of it.

Now, Buffer is not the same as Who Tweet. They're

different services and I haven't used Who Tweet in a while. Who Tweet's another one so if you use Who Tweet, great. Now, I also use something called Evernote. Does anybody use Evernote? Are you familiar with Evernote? So Evernote is another service that I use. Evernote is fantastic because it's a great way to make notes that are available everywhere.

Now, let me pull up my Evernote account. So I've got a notebook here. I had got this link that anytime I put a Buffer article out there; I capture that article into my Evernote account. And so here I have hundreds of articles that I have buffered. Now, I don't need to take the time to read each and every one of them. I scheme them to see if they're interesting. And if so, then I'll buffer them and if I think my audience will be interested in them. But if I ever want a record of every article that I've ever buffered, it's all here in Evernote then go here and I can scheme through this. So look, How Engagement Affects Email Deliverability, phenomenal.

So now, if I'm looking for something I want to write a blog post about, now might be the time for me to go back and

read this again. This is something I buffered back on July 31st, 2014. Now, if I ever want to go back and say, "Okay, let's see what that article says again," I've got a record of that. And I can go back and see that article. So it's very easy for me at all times. If I ever don't know what to write about, all I have to do is go to one of these places. I go to Evernote and look at all these different articles.

These are all articles that at some point in time I found interesting. I don't have to remember them all. I just need to remember to go back to Evernote and scheme through these. And if I ever have writers block, do you think this is going to help free up my writers block? Kenneth says, "Oh, I like that." See, Michelle asked, "If I really hate writing, is it as effective to use a video blog rather than a blog?" And the answer is yes. But I guess it would be a good idea to self-host my videos rather than posting to YouTube exclusively. The answer to everything you ask about is yes.

Now, what I might add to that, Michelle, is maybe what you might do is have somebody transcribe that video because you do miss out on some SEO. And despite our searching, they're not quite good enough yet to really be

able to mind the spoken word. But if you transcribe it and then take that video, put it on your blog with the transcription below, and you're golden. You're golden. You're going to get a lot of keyword and link juice out of that, lot of SEO juice out of that. And you said, "But host it and don't put it on YouTube." I understand why you're saying that. I'm not saying ignore YouTube. I'm saying don't build an exclusive presence on YouTube. It's okay to be on YouTube. There's a lot of people searching YouTube every day. But when you're on YouTube, make sure you're driving them back to your blog.

What you might do...By the way, get to know annotations on YouTube. What you might do is put a video post on YouTube and put an annotation that links back to your blog. And maybe on your video blog, you're referring to a list, if it's about wine tasting, five things to know about wine tasting. So you do your video blog about wine tasting. You talk about these five things. You say, "By the way, if you like to download the list, click on this link to go back to my website and download the list." And of course, doing so, you're asking for the email address or you're asking them to subscribe so you know about future videos. Just

use it to get people to go forward.

Now, Mark asked, "How did I connect between Buffer and Evernote?" Great question, great question. I'm using a service called If This Then That. It's a couple great services out there that do this type of thing. If This Then That, ifttt.com. This is one and another one is called Zapier. I'm not going to go into detail here, but bookmark both of these. Take a screenshot here, zapier.com, Z-A-P-I-E-R and If This Then That, ifttt.

What both of these programs do, they're very, very, very, very similar, is they allow you to make connection. So If This Then That literally is if something is updated in Buffer, then add a record to your Evernote. And they build those connections and those links for you. They're fascinating, fascinating programs because they each have hundreds of different connections that you could make things happen and link it. So if something happens in one program, you can make something happen in another program.

Now, Mark since you're on the subject, type this, ifttt

recipes, 101 best ifttt recipes, 11 top ifttt recipes to activate now, 35 useful ifttt recipes. This is exactly how I found how to connect Evernote and Buffer. So one is ifttt.com and the other is Zapier, Z-A-P-I-E-R. They use API connections. That's why API is in the middle of that word.

That's a little technical, but I told you I was going to show you how to set this stuff up. And when you leverage this stuff up, now the work that you do, it's like getting on top of a mountain with a megaphone. See, just putting a blog post up isn't enough. But when you do these things, this is like getting on a mountain with that megaphone. Everybody's asking me. Let me copy these links into the chat box. Everybody's asking me that. Here's Zapier is in the chat box right now and ifttt is in the chat box right now. It's short for If This Then That, ifttt.

Let's wind down this presentation for the day. We've gone super long, but I told you we'd have fun today. Have we had fun today? Did I deliver all my promise? That's always so important. I want to make sure I delivered all my promise. Caching, awesome. Yes, you did, very nice.

My Facebook group is this one right here. It's in conjunction with my inside membership group. Hang on a second here. Where is it? Right here. There it is. I run a membership group called Offline Funnel Mastery. And I do this with my buddy, Dwight Gelowitz. And this is our Facebook group, but frankly, I'll invite you all to be members of the Facebook group.

Hey, Shelton, there you are, buddy. Good to see you. I got lots of people joining just from today. Thank you. A lot of you are recognized from the call right here. I will invite you to be a member of the Facebook group.

Now, the Facebook group is not Offline Funnel Mastery. This is a paid membership group, Offline Funnel Mastery. And right now, we are closed I think. I might be wrong. There are some links here. If you want to take a look at it, you can. I thought it was closed. It might not be.

But anyways, I do invite you all. Keep the conversation going here. I mentioned to you Keith. If you take a look here, let me find Keith for you. Right here, Keith Jenkins. Keith has been posting a journal and keeping it up on his

successes. So here it is, Journal of Building My Business. He's opening this up to everybody. It's remarkable what he's doing. And you could go there and you could look at this journal. He's telling you exactly what he's doing.

Let's see where was Brian. Let's see if I could find Brian Culley. Let's find Brian Culley. Was it here? Here, Brian Culley. Listen to Brian. I love this taking action. Okay. So I had a meeting with an existing client today. I shared a screenshot of one of the slides from Steve Rosenbaum showed us during the Offline Funnel Mastery Webinar. So he took a screenshot just one of something that I showed, just like you have lots of screenshots today. And he said, "Talked about his business generating over thousand leads a year closing around 200 of them and doing nothing with the 800 leftovers. Each deal generates an average of $6,000 in profit for him so the numbers worked very easily. So he's agreed to pay me 1500-dollar setup and a thousand dollars per week to implement the backend system."

So you follow these folks. He took a slide. He took a screenshot of a picture there in a webinar, showed it to a business. The business gave him $1500 down and a

thousand dollars a month. Now, look at what Brian says next, "I have no idea what to do next. I've not even started the training. Any guidance from members will be very helpful."

Also, he asked me, yadda, yadda, yadda so I replied. I said, "I'm laughing so hard that I'm crying. Way to go, Brian. Come on, folks. Let's hear from your thoughts." This one I'm now with 22 different responses of people starting to help Brian. So that's what we do in our group. If you say a thousand dollars a week, Nancy, I think it was a thousand dollars a month. I don't want to mislead. Thousand dollars per month. I don't want to mislead. That's still excellent, isn't it?

So the bottom line is this is what we do over in this group so come and join. Be a part of it. This is how we keep things going forward. Folks, I've enjoyed this super, super long session today but an awesome one. And I thank you very much. What can I tell you? Come join us over in my Facebook group, be active. Know that we're here to help you. Everybody have a wonderful day. Thank you for being here today and thanks for being so engaged in helping me

with all those questions. I really do appreciate it. Bye. Have a great week. We'll talk to you later. Let's go out there and make some success happen. Help those businesses. They're counting on you.

ABOUT THE AUTHOR



Steve Rosenbaum, is an entrepreneur, author, business advisor, product developer, and leader that inspires and mentors tens of thousands businesses and professionals worldwide to get more sales and improve their bottom line.

Regarded as "The Original" Back End Specialist, Steve founded ZapPowee and created the first Back End Specialist Certification program with the core mission of teaching others his skills so that they could help local businesses in their area survive and thrive ; a true "Win-Win" that addresses two of the biggest problems facing our economy today.

Steve has a special gift, just for “So What Do You Do” readers! Claim your free gift at http://zaplink.us/swdyd!

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Steve Rosenbaum, a.k.a. "The Original Back End Specialist"

Hi, This is Steve Rosenbaum -

If any of the phrases above fit you, then let me assure you you're in the right place. I've been in some of those uncomfortable or downright catastrophic situations and I successfully transitioned to a much better business place.

I now own my own business generating my own income. And I do it all by helping other local business owners in my area. **You can, too.** My partner, Dwight Gelowitz, and I will show you exactly how it's done.

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