

# Opening The Doors of Internet Marketing



# \$100,000

**If you could spend a 100K on  
anything you wanted what would  
it be?**

**Internet Marketing Will Ruin Your  
Business and Will Ruin Your Life!**

**If you let it.**

# **Format For This Hour...**

**30-45 minutes of Marketing  
Lecture**

**Remainder of Time ... Your  
Questions Answered By Me**

# Who I Am... & What I Do...



# **Why You Want To Listen ...**

**I am Not Here to Sell You Anything**

**I am not a Marketing Consultant**

**I have no hidden agenda**

**I just want to stop you from  
making the same mistakes I did**

**And I wanted you to see my shoes**



# Have You Struggled With Internet Marketing?





# **What Have Been Some of Your Top Challenges?**

**Here Have Been A Few Of Mine:**

**Building a Website**

**Facebook, YouTube, Google Adwords,  
Social Media, Search Engine  
Optimization, Getting Traffic, Setting  
Up An Online Shopping Cart**

# I Searched for a Solution ...



# There Wasn't One

**You Had 2 Choices:**

- 1. Pay Through the Nose**
  - 2. Or Learn How To Do It Yourself**
- I Chose the “Do-It-Yourself” Route**

**After \$50,000 in Internet  
Marketing Classes and  
Consultants Here is What I  
Learned ...**

**K.I.S.S.**

# **Here's What I Have Been Able To Do...**

**Get Myself and Others Ranked #1 on  
Google for Major Keywords**

**Generate \$25,000 of sales from my  
website in under 3 months**

**Take a Struggling Company and Create a  
Huge Referral Following On Facebook**

**Here's what I Discovered...**

**They want you to think it is hard!**

# Good News, Bad News ...

**Good News ... It is not hard!**

**Bad News ... You need to learn  
how to market differently!**

**Forget Everything You Know  
About Marketing!**



# IIIII of Internet Marketing

**Identify**

**Initiate**

**Inform**

**Instruct**

**Influence**

**Impact**

# Identify

**Who Do You Want to Reach?**

**The Answer can't be everyone ...**

**You will go BROKE!**

# Initiate

**You Have To Ask Them Out On A  
Date**

**The Pretty Girls/Guys Aren't  
Going to Knock Your Door Down**

# Inform

**Let Them Know That There Are  
Options ... Give Them An  
Overview of Your Industry**

# Instruct

**Move From Informer to Instructor**

**Instructors Are Trusted and  
Considered Smart Resources for  
Information**

# Influence

**The Toughest Part of This  
Framework**

**Become an Influencer & You will  
Control Sales**

# Impact

**Leave Your Mark on the Industry  
Be A Player ... Go Big or Go Home!**

# Most Common Mistakes

**Never Getting Started**

**Using “bad marketing” online**

**Not Serving Customers by**

**Working on Influence and Impact**



**First Thing To Do...**

**Decide to Start Today!**

**Use the Internet Marketing Top  
Ten to Get Started**

# Internet Marketing Top Ten

- 1. Decide to be a Player/Expert**
- 2. Dedicate yourself to Serving your Customers**
- 3. Set up Google Alerts & Master your Topic (Know more about your topic than 99% of all people)**
- 4. Be Bold ...**
- 5. Commit to using the 6 I's in all marketing (on & offline)**

- 6. Get a Website made – By a Professional (productionmonkeys.com ask for Kelli)**
- 7. Create a Facebook Fan Page and Promote it on your Personal Facebook Page**
- 8. Create a YouTube Channel and Promote it with email & Facebook**
- 9. Make Videos and Promote by Posting to YouTube, Facebook and Email**
- 10. Plant 10X the seeds you want to harvest**

# Questions...

**Ask me Anything (related to internet marketing)**

**Don't Ask me if you "look fat in that dress" ... I will tell you.**

# Thank You Very Much...

**Until We Speak Again ... Live Bold, Think  
Outside the Box & Be Your Own Hero!**

**Want to Start a Discussion With Cory?**

**Visit: [www.CoryGeffre.com](http://www.CoryGeffre.com)**

**Email - [cory@corygeffre.com](mailto:cory@corygeffre.com)**

# Internet Marketing Top Ten

1. **Decide to be a Player/Expert**
2. **Dedicate yourself to Serving your Customers**
3. **Set up Google Alerts & Master your Topic (Know more about your topic than 99% of all people)**
4. **Be Bold ...**
5. **Commit to using the 6 I's in all marketing (on & offline)**
6. **Get a Website made – By a Professional (productionmonkeys.com ask for Kellie or call 605-262-5075)**
7. **Be Bold ...Create a Facebook Fan Page and Promote it on your Personal Facebook Page**
8. **Create a YouTube Channel and Promote it with email & Facebook**
9. **Make Videos and Promote by Posting to YouTube, Facebook and Email**
10. **Plant 10X the seeds you want to harvest**

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