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Read the following workshop notes clicking to advance the Prezi each time you come to a *

*Take Control Of Your Internet Marketing Workshop

You are here because you probably know quite a bit about technology. In fact you may know so much, you're a little overwhelmed by it. With SEO and linkbuilding and Facebook and Twitter and Google+ and now Pinterest, the Internet and internet marketing is beginning to take over our lives. Today we're going to take back a little control

*Technology is a tool, not a strategy, and in the next 45 minutes we're going to outline a strategy *to help you get into your technology toolbox and get it organized.

Some of those tools may turn out not be essential to get the results you want. Some are needed, but can be used in different ways to get the same or better results.

*Your marketing Goal that should drive everything you do on the internet:

Get information into the hands of your customers that will move them to action – to buy, to sign up, to contact you. That is all.

* “They love me. Now, how do I get them to buy??? This is a question asked by the owner of this business.

Let's take a quick look at the history of marketing – I mean quick.

For years, we've done Spray and Pray marketing. – (*Click through the screens reading the content.)

*With the Internet, we have moved into the era of Inbound Marketing. Using the words our customer is using and being in the place they are searching, we engage with our customer and create a relationship that leads to sales.

*What many tech savvy people are doing is Spraying and Praying technology, and *it's driving them crazy, because unlike traditional spray and pray marketing – print advertising, television etc. you can't create it and forget it. You need to keep going back daily and nurturing it. *It's like having a digital 2 year old!!!

*And, like this guy is discovering, spray and pray technology doesn't work any better than spray and pray traditional advertising. It just takes more time!!!

*Here is the secret sauce I promised you that will change your focus, give you more time for other things, and make you more money.

*It is all about your customer. Your Perfect Customer. *The one we wish we had 100 or 1000 just like.

*The Internet is a TOOL to get you in direct and intimate contact with that Perfect Customer.

The ACTION is to be where your customer is searching online for the products and services you offer.

The KEY is understanding your customer so well, that you are exactly where she is searching online for what you are selling.

*It sounds like being that needle in a haystack, but She is searching for you, and if you use your understanding of her to create your content and select your social media outposts, *you are magnetic, attracting her right to you.

*This is the brilliance of inbound marketing. You don't need to be everywhere, you only have to be where she is searching. You don't have to say everything, you only have to use the words she is using to search for you. I use "she" here because a majority of buyers and influencers of buyers online are women. Especially women in the millennial generation. Some of you know your Perfect Customers are men. Others may think they're men and women. The means your Perfect Customer is probably a woman.

*Okay? You say. How do I do that?

*You focus on what you know about your one, two or at the most 3 perfect Customers. You are a small business. You don't need a million customers to be successful. You need a few hundred or a few thousand. Your products and services don't solve ALL the world's problems, they solve a very targeted number of very specific problems for a focused group of people – your perfect Customers.

*Biondi Sports Therapy grew their business by focusing words and pictures on their website on their 2 Perfect Customers. Active seniors and young athletes.

Today, you will walk out of here with a profile of One Perfect Customer, your primary perfect customer –the one you wish you had 100 or 1000 just like. The one who pays your bills.

*Why are we doing this? Because you know your customers intimately, you rub elbows with them everyday. You know the problems they come to you to solve. – jeans that don't make them look fat, a drill bit to make exactly the right hole, the trip they can check off their bucket list.

Your customers aren't buying your products and services, they are buying solutions to their problems. *You know what those problems are because you hear and see them everyday. You hear the words they use to ask for help everyday. This is what you use to turn your online presence into a great big magnet.

So let's spend a little time profiling that Perfect Customer. First, name this customer. I want you to think of the person who you wish you had 100 or 1000 just like.

*For Chantal of River Dancers Rafting, it was happy mom Linda who was worried that her kids aren't getting enough time in nature, who wants a vacation that doesn't involve technology and makes everyone from her preschooler to her teenager happy, someone who worries that her husband works too hard, who worries that she is losing touch with her family. This woman supports River Dancers and marketing to her has recession proofed Chantal's business.

(Use the included pdf worksheet to complete the exercise, and the included pdf blueprint to extend your usage of this information as you expand your internet marketing.

*How do you use this information?

Here is how Misty Dhillon of Himalayan Outback used it to revolutionize his website. (click through the two examples.)

Here is how Cornerstone uses Facebook, only Facebook, because that is where her customers are, and all she has time for.

*This is the hour-long short course for Taking Control of Your Internet Marketing. I've just opened up the long version this week – because we're in development phase, the price is low – our members' feedback will help us .

The accompanying blueprint covers the basics to get you started taking control and using all the wonderful skill you have online.