

InfusionPedia

MARCH 2010



DOUBLE Stuffed

**Agenda, Bios,
Maps & MORE...**

The Complete InfusionCon Directory

Enlightened **PAGE 34** Employment

"As your business grows, the chance and the necessity to hire additional help will come up."

**BREAKING
THROUGH**

The Content Mindblock

PAGE 31

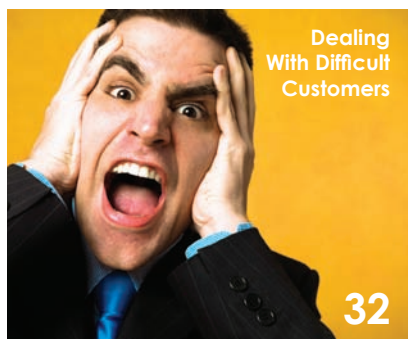
INCLUDED:
Feedback Sheets

InfusionCon **2X**
START SEEING DOUBLE

Who Will Be The Next Infusionsoft **Ultimate Marketer?**

Cast Your Vote on Thursday, March 11th at 1:00 PM





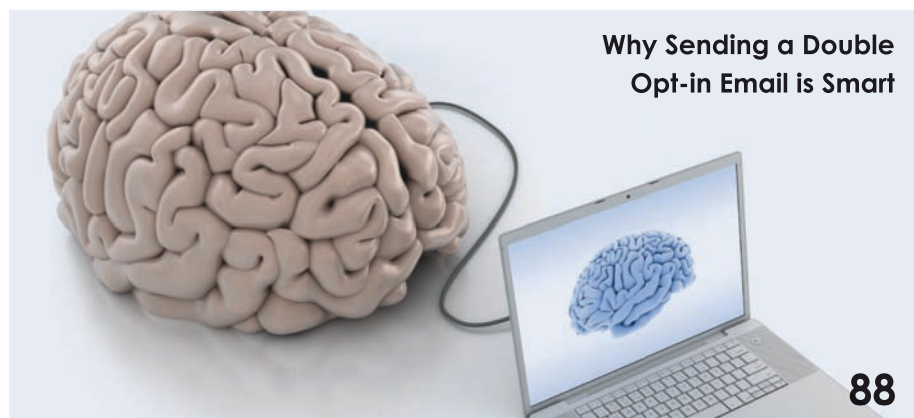
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DOUBLE FACTS:

- The **largest chicken egg** ever laid weighed a pound and had a **double yolk and shell**.
- The **tiger** can carry an object **twice it's body weight** up a ten foot fence.



DOUBLE FACTS:

- There are **two London bridges**...one in **London** and the other in **Lake Havasu City, Arizona**.
- Istanbul, Turkey is the only city in the world located on **two continents** – **Europe** and **Asia**.



MAIN OFFICE:

Mailing Address: Infusionsoft
2065 W. Obispo Avenue, Suite 103
Gilbert, Arizona 85233

Website: www.infusionsoft.com

Phone: 866.800.0004

Fax: 480.391.8177

SALES:

Phone: 866.800.0004 ext 1

Fax: 480.385.7650

Email: sales@infusionsoft.com

SUPPORT CENTER:

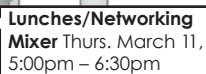
Phone: 866.800.0004 ext 2

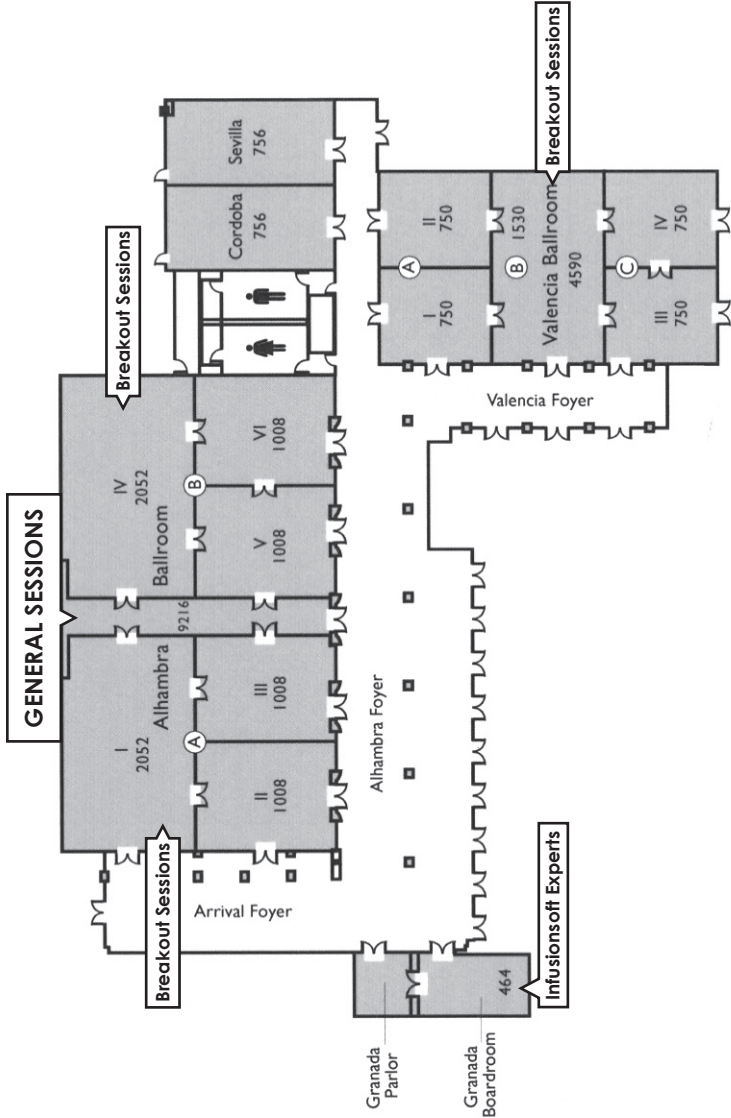
Hours:	Sat. & Sun.	Closed
	Mon. – Thurs.	6:00 am – 5:00 pm
	Fri.	6:00 am – 3:00 pm
		(Arizona Time Zone)

FOR ONLINE QUESTIONS OR CONCERNS:

visit help.infusionsoft.com or

within your application **click on Help** in the upper right corner and select **Take me to my Support Center**.





With over 1,000 InfusionCon attendees, this is easily the largest event we've ever hosted! In order to meet everybody's needs, you will find a combination of beginning Infusionsoft, Intermediate Infusionsoft and marketing classes.

Day 1 – Wednesday, March 10th

06:00 PM – 08:00 PM	Welcome Reception	
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Day 2 – Thursday, March 11th

08:00 AM – 08:30 AM	Welcome	
08:40 AM – 09:30 AM	Keynote: John Assaraf – <i>Mastering the Inner Game of Business Success and Wealth</i>	
09:30 AM – 10:00 AM	Break	
10:00 AM – 10:50 AM	Infusionsoft 101: Understanding the Basics (Beginners)	Infusionsoft 202: Identifying Your System of Automation
11:00 AM – 11:50 AM	30 Days or Less: Defining Your Infusionsoft Goals (Beginners)	
12:00 PM – 01:00 PM	Lunch – Provided by Infusionsoft	
01:00 PM – 02:30 PM	Ultimate Marketer Presentation	
02:30 PM – 03:00 PM	Break	
03:00 PM – 03:50 PM	Workshop: Implementing Your Infusionsoft Goals (Beginners)	Maximize Your ROI: Tracking, Reporting and Analyzing
04:00 PM – 04:50 PM	Basic Email Marketing: Writing Emails that Get Results (Beginners)	The API: Integrating with Infusionsoft
05:00 PM – 06:30 PM	Networking Mixer	
07:00 PM – 08:00 PM	Keynote: John Carlton – <i>Getting More People on Your List and Closing the Sale</i>	
08:00 PM – 09:00 PM	Keynote: David Fagan – <i>Making Your Business Rain Profits through the Law of Multiplication</i>	
		Advanced Email Marketing: Staying in the Inbox
		Internet Advertising: Driving Website Traffic (with Derek Miner of Orangesoda)

Day 3 – Friday, March 12th

08:00 AM – 08:50 AM	Keynote: Harry Dent – Economic Forecasting for Asset Protection and Growth		
09:00 AM – 09:30 AM	Ultimate Marketer Award Presentation		
09:30 AM – 10:00 AM	Break		
10:00 AM – 10:50 AM	Supercharge Your Website: Leveraging Your Site to Attract Prospects (Beginners)	CRM Automation: Making Human Tasks Easier	Collect the Cash: Using Infusionsoft to Automate Your Billing and Collections
11:00 AM – 11:50 AM	Fill the Funnel: Beginner Tips for Generating and Capturing Leads (Beginners)	Sell Stuff Online: Using Infusionsoft to Increase Your Online Revenue	Grow Through Partners: Developing Relationships for Faster Growth
12:00 PM – 01:00 PM	Lunch – Provided by Infusionsoft		
01:00 PM – 01:30 PM	Strategy Planning: Creating a Plan for Optimal Growth		
01:30 PM – 02:20 PM	Marketing Panel: Experts Dishing on What Works	Women Entrepreneurs: Defining Your Success	
02:30 PM – 03:20 PM	SEO: Using Keywords to Boost Your Rankings (with Scott Willoughby of SEOMoz)	Social Media: Networking online to Increase Awareness (with Anita Campbell of SmallBizTrends.com)	
03:30 PM – 04:00 PM	Clate and Scott: Building a Culture of Success		
04:00 PM – 06:00 PM	DOUBLE Power Hours with Infusionsoft employees		

DAY 1 – WEDNESDAY, MARCH 10TH

6:00 PM – 8:00 PM

Welcome Reception

DAY 2 – THURSDAY, MARCH 11TH

8:00 AM – 8:30 AM

Welcome

8:40 AM – 9:30 AM

Keynote: John Assaraf – *Mastering the Inner Game of Business Success and Wealth*

In the world of business, it's not just what and who you know that determines your success, it's what you consistently think and do right. Learn key elements of business success during this extraordinary presentation.

9:30 AM – 10:00 AM

Break

10:00 AM – 10:50 AM

Your choice of the following sessions:

Infusionsoft 101: Understanding the Basics (Beginner Class)

During this class, we'll demonstrate how you should be thinking about your Infusionsoft application and we'll discuss marketing concepts that work for EVERY business regardless of industry. (Attend this class if you are new or unfamiliar with Infusionsoft.)

Infusionsoft 202: Identifying Your System of Automation

When you're building your sales funnel, you should always be thinking about what happens next. In this class, you will learn how to build a system of automation that leads your prospects and customers through the entire sales cycle.

11:00 AM – 11:50 AM

Your choice of the following sessions:

30 Days or Less: Defining Your Infusionsoft Goals (Beginners)

This class is a high-level overview of your key business challenges. Let us reveal how to (conceptually) follow-up with the right message and overcome business roadblocks. You will also get an in-depth view of the Infusionsoft features.

Workshop: Building Your System of Automation

Bring your laptops, because in this class, we'll teach you how to build high-level sequences and plans into your business.

12:00 PM – 1:00 PM

Lunch – Provided by Infusionsoft

1:00 PM – 2:30 PM

Ultimate Marketer Presentations

We'll invite our Ultimate Marketer candidates to get on stage and show why they deserve the title. Watch carefully, because you'll be voting for the winner!

2:30 PM – 3:00 PM**Break**

3:00 PM – 3:50 PM**Your choice of the following sessions:****Workshop: Implementing Your Infusionsoft Goals (Beginners)**

This is definitely a laptop class. After seeing all the things that CAN be done in Infusionsoft, our experts are going to help you implement them into your Infusionsoft app. In other words, you'll be fixing your follow-up on the spot!

Maximize Your ROI: Tracking, Reporting and Analyzing

Learn how to use reporting, Google analytics, tracking tools and more to get the best view into your business. We'll give you ideas on how to increase your marketing ROI.

Advanced Email Marketing: Staying Welcome in the Inbox

Even phenomenal marketers need help getting their messages read. This class will teach you the strategies for getting past SPAM filters, creating a responsive list, developing positive relationships, and building your business with Email Marketing 2.0.

4:00 PM – 4:50 PM**Your choice of the following sessions:****Basic Email Marketing: Writing Emails that Get Results (Beginners)**

In this class, you'll be given the step-by-step checklist for getting your emails created, loaded, and sent.

The API: Integrating with Infusionsoft

This advanced class is a chance for us to reveal the "really cool stuff" we've been doing with Infusionsoft. Plus, we'll teach you the best way to navigate and integrate the API.

Internet Advertising: Using PPC to Drive Website Traffic

This class will provide you with tips and tricks for advertising online without going broke! This class will be taught by Derek Miner of OrangeSoda.

5:00 PM – 6:30 PM**Networking Mixer**

7:00 PM – 8:00 PM**Keynote: John Carlton – *Getting More People on Your List and Closing the Sale***

Discover a step-by-step approach to closing the sale with John Carlton's *The Simple Writing System*. Learn how to establish credibility and position yourself in the market.

8:00 PM – 9:00 PM**Keynote: David Fagan – *Making Your Business Rain Profits through the Law of Multiplication***

DAY 3 – FRIDAY, MARCH 12TH

8:00 AM – 8:50 AM

Keynote: Harry Dent – *Economic Forecasting for Asset Protection and Growth*

Gain remarkable economic insights as Harry Dent introduces “The Dent Method,” a systematic way to predict consumer spending patterns.

9:00 AM – 9:30 AM

Ultimate Marketer Award Presentation

During this presentation, our Ultimate Marketer contestants will be invited back on stage. There, one lucky winner will be given the “Ultimate” title and the \$6,000 travel voucher.

9:30 AM – 10:00 AM

Break

10:00 AM – 10:50 AM

Your choice of the following sessions:

Supercharge Your Website: Leveraging Your Site to Attract Prospects

(Beginners) We'll review the website “checklist” with you. Then, our presenter will select a few of YOUR websites to “dissect” on stage.

CRM Automation: Making Human Tasks Easier

This class shows you how to save time with task completion scenarios, note templates, action sets, and more!

Collect the Cash: Using Infusionsoft to Automate Your Billing and Collections

If you're fighting to collect the cash that is rightfully yours, then you need this presentation. Our finance team will reveal the sequences, tasks, and actions you can use to automatically collect money from your customers without a collections agency.

11:00 AM – 11:50 AM

Your choice of the following sessions:

Fill the Funnel: Beginner Tips for Generating and Capturing Leads (Beginners)

This is a two part class that discusses 1) ideas for sending leads to your website and 2) ways to capture those leads once they get there. Discover all the lead generation tools Infusionsoft and our customers are using to get new leads.

Sell Stuff Online: Using Infusionsoft to Increase Your Online Revenue

This class revolves around sales. Learn when to up-sell and cross sell, when to use the shopping cart versus a salesform, and what strategies will improve your online selling.

Grow Through Partners: Developing Relationships for Faster Growth

If you're not using partners to grow your business, you're missing out on a big opportunity. Come to this class to learn about affiliate programs, networking strategies, “best practices” for managing partners, and more!

12:00 PM – 1:00 PM

Lunch – Provided by Infusionsoft

1:00 PM – 1:30 PM

Strategy Planning: Creating a Plan for Optimal Growth

Not sure what you should be working towards to grow your business? You're probably aware that you need a business plan, but are you unsure of where to start? Look no further. Our special guest, Tyler Norton, of Strategic Link (www.strategiclink.net) will point you in the right direction to get your business on track.

1:30 PM – 2:20 PM

Your choice of the following sessions:

Marketing Panel: Experts Dishing on What Works

This is an open forum so bring questions with you. We have put together a group of marketing savvy people to help you figure out what works and what doesn't.

Women Entrepreneurs: Defining Your Success

We want to encourage and recognize the efforts of our female customers. And to do that, we've put together a panel of spectacular female entrepreneurs who are anxious to discuss your concerns, ideas, and successes.

2:30 PM – 3:20 PM

Your choice of the following sessions:

SEO: Using Keywords to Boost Your Rankings

Taught by guest presenter Scott Willoughby of SEOmoz, this class will teach you the strategies for boosting your page rankings and getting more attention from the search engines.

Social Media: Networking online to Increase Awareness

This class, taught by Anita Campbell, will give you insights into the social media world. Come to this class to learn about blogs, Facebook, Twitter and more. And maybe you'll learn the answer to the "all-important" question...is it tweeted or twotted?

3:30 PM – 4:00 PM

Clate and Scott: Building a Culture of Success

Alright, we have to brag a little...working at Infusionsoft is awesome! During a panel discussion, you'll get a chance to ask Clate and Scott what they've done to grow their business and successfully employ 140 people.

4:00 PM – 6:00 PM

DOUBLE Power Hours

During the "Power" Hours, we'll have nearly all of our employees ready to help you with your specific Infusionsoft and small business questions. Network with other guests or get the dedicated assistance of an Infusionsoft employee.



JOHN CARLTON

John Carlton has been a legendary copywriter for nearly 25 years, and is considered the most referred to copywriter on the web. He is the author of *Kick-Ass Copywriting Secrets of a Marketing Rebel*, *The Simple Writing System* and the must read blog **www.john-carlton.com**. He is the owner of the "Stable of Copywriters" program, which connects business owners with recommended freelance writers. A teacher of writing sales messages for businesses, John remains one of the ONLY writing teachers who personally reviews ads as part of his coaching programs.



DAVID T. FAGAN

CEO, Guerrilla Marketing

David Fagan is a true Rainmaker. Some people refer to him as an Icon Builder. Whether it's working with Inc 500 Infusionsoft or as CEO of Guerrilla Marketing, Mr. Fagan knows the sales activities and has attributes needed to bring major opportunities, accounts, and profitable relationships to an organization. He has shared the stage with Dan Kennedy, Mark Victor Hansen, Michael Gerber, and Jay Conrad Levinson to name a few. His recent books include *Secrets of Peak Performers* with Dan Kennedy and *Guerrilla Rainmakers* with Jay Conrad Levinson.



JOHN ASSARAF

Founder and CEO, OneCoach

John Assaraf is a New York Times bestselling author, lecturer, and consultant.

His expertise for achieving the psychology and strategies for success in life and business has landed him on Larry King Live, Anderson Cooper 360, The Donny Deutsch Show, Ellen DeGeneres and numerous radio and print media worldwide.

John was a featured expert in the movie "The Secret", and appeared in the PBS special "Quest for Success" with the Dalai Lama and Richard Branson.

In the past 25 years, he has grown four multimillion dollar companies including one of the fastest and most successful IPO's in NASDAQ history.

John's current company OneCoach has helped over 5000 small business owners' move towards achieving their business goals. John is committed to helping individuals and companies achieve their personal and business visions.



HARRY S. DENT JR.

Founder & President, H.S. Dent Foundation

Harry S. Dent, Jr. is the Founder and President of the H. S. Dent Foundation, a non-profit organization whose mission is "Helping People Understand Change". Using exciting new research, Mr. Dent offers unprecedented and refreshingly understandable tools for seeing the key economic trends that will affect your life, your business, and your investments.

Mr. Dent is also a best-selling author. In his book *The Great Boom Ahead*, published in 1992, Mr. Dent stood virtually alone in accurately forecasting the unanticipated boom of the 1990s and the continued expansion into this decade. Today he continues to educate audiences about his predictions for the next great depression.

Mr. Dent has been the CEO of several entrepreneurial growth companies. He has appeared on "Good Morning America", PBS, CNBC, CNN/FN, and has been featured in *Barron's*, *Investor's Business Daily*, *Entrepreneur*, *Fortune*, *Success*, *US News and World Report*, *Business Week*, *The Wall Street Journal*, *American Demographics*, *Gentlemen's Quarterly* and *Omni*.



ANITA CAMPBELL

Editor, Small Business Trends

A respected speaker and emerging trends resource, Ms. Campbell's expertise has been noted or her opinion quoted in the Wall Street Journal, New York Times, U.S. News and World Report, and more.

Her popular website, <http://smallbiztrends.com>, is regularly noted as a rich informational resource.



DEREK O. MINER

EVP and Co-founder, OrangeSoda

Co-Founder Derek O. Miner is EVP of OrangeSoda.com, an internet marketing company dedicated to helping local, professional businesses succeed online. Derek's areas of expertise include strategic partnerships, marketing distribution, partner management, product design and implementation, structuring strategic relationships, and building start-ups. Derek has a passion for the local businesses: helping grow their customer base through the most targeted and feedback-oriented marketing solution on earth.



SCOTT WILLOUGHBY

Director of Business Development, SEOmoz

Scott Willoughby joined SEOmoz in 2006 after previously working in feature film development and political campaign management. Since then, he has directed their marketing efforts – including creation and management of email and affiliate marketing programs – as well as spearheaded key consulting and promotional partnerships, and produced their popular video content. SEOmoz continues to be the number one resource hub and on-demand software solution for the search marketing industry.



CLATE MASK

Chief Executive Officer (CEO) and Co-founder

Clate loves to turn small businesses into big businesses. His decades of experience with paper routes, door-to-door sales and start-up ventures give him the courage to think big. His economics, MBA and law degrees give him the formal training to turn that fire into a successful, revolutionary company.

A year before finishing grad school, Clate was bitten by the technology bug. He began working for a dot com start-up called North Sky. He wrote the business plan and helped to build and sell the company to About.com. Then, it was time for Clate to get in on the equity game, so he joined Infusionsoft and set out to build the company to be the leading provider of Automated Follow-up Marketing solutions for small businesses.

When Clate isn't working to build Infusionsoft, he loves to spend time with his gorgeous wife and six great kids. Clate loves to play golf (he shot his first hole-in-one on June 14, 2006!), basketball, softball and racquetball – and don't even get him started about ping pong.



SCOTT MARTINEAU

Founder and Vice President of Product Development

Scott's dream is to revolutionize the way small businesses grow. To him, this means every person who has the entrepreneurial spark will have access to the tools they need to turn their spark into a raging fire of success.

Scott graduated from ASU with a Computer Information Systems degree, but credits most of his technical knowledge to the Internet and his business and marketing knowledge to good books, great mentors (like Michael Gerber, Dan Kennedy, Pat Sullivan, etc.), and through screwing up a bunch of things.

Outside of work, Scott is a family man. With six children he and his beautiful wife Ande have their hands full. They love to take the kids out to eat and on vacations to the west coast or to the mountains to escape the heat.

Be sure to look for Clate and Scott's new book Conquer the Chaos coming to bookstores May 2010.



MIKE EFFINGER

Chief Financial Officer (CFO)

Mike is responsible for the company's accounting and financial operations. He works with the rest of the management team and stakeholders to strategically grow the business.

He has over 20 years of financial management experience in technology, manufacturing and service companies. Prior to Infusionsoft, Mike worked as CFO and as EVP of Corporate Development at the international online marketing company iCrossing, Inc. He also served as the CFO and Senior Vice President for Sunshine Media Inc. Mike has a BBA degree from the University of Wisconsin-Eau Claire, and an MBA from Marquette University. He is CPA licensed in Wisconsin.

Outside of work, Mike enjoys spending time with his wife and two sons, golf, running, outdoor activities and riding his Harley-Davidson motorcycle.



MARC CHESLEY

Vice President of Development and Technology

Marc received a Bachelor of Arts in Philosophy from Arizona State University, and graduated Summa Cum Laude. Marc received his Juris Doctor with honors, from Brigham Young University.

Prior to joining Infusionsoft, Marc held executive positions in several technology companies that include: President of Discount Computer Services, Inc., Executive Vice President and General Counsel of Modulus Investments, LLC, Director of Technology, WinForce Technologies, Inc. and General Counsel of IT Partners, Inc. Marc's entrepreneurial roots combined with his legal expertise and technical experience make him uniquely qualified to help lead Infusionsoft to success.

Outside of work, Marc enjoys spending time with his wife and four daughters. He also enjoys playing and collecting guitars, swimming, skiing and reading.



DAVE LEE

Vice President of Business Development

Dave Lee is a veteran with web-based software (SaaS) and has been using the Internet since 1988 when he first logged on with a Prodigy account to check the Lake Tahoe ski report each night. Dave embodies entrepreneurial spirit and has always hated the inefficiencies of large corporations. At one point, he was so fed up with the lack of entrepreneurial drive and dealing with 'red tape' that Dave ventured off to form his own software business.

His prior decade working in technology & software companies combined with an entrepreneurial spirit, political science & MBA degrees, and his love of marketing, sales, & working with people make Dave a powerful contributor on the Infusionsoft executive team.

Outside of work, Dave loves spending time with his family, lives to snow ski, and enjoys world travel and reading.



JOANNE RAVIELLI

Vice President of Customer Service and Support

A visionary leader with over 20 years experience in the contact center industry, JoAnne brings a wealth of knowledge and a proven track record in building strong service foundations centered around you, our customers. JoAnne's past accomplishments include building Technical Support, Training and Professional Services from the ground-up and scaling customer service organizations around the globe. JoAnne is a strong customer advocate. Her mantra says it all... "Customer Service is not a department, it is a shared philosophy."

When JoAnne is not talking to our customers or digging into data (she admits to being a data-head), JoAnne spends her time running her animal rescue organization for pot-belly pigs and coatimundi.



ADAM ROSS

Vice President of Sales and Alliances

A proven leader with deep software industry roots, Adam Ross leads Infusionsoft's overall revenue initiatives. Prior to Infusionsoft, Ross was the Vice President of Channel for NetSuite Inc. As a result of his leadership, the Americas Channel division significantly increased revenue and increased the number of VAR's selling the NetSuite product line. Prior to NetSuite, Ross served as National Sales Director for Best Software's CRM division.

When he's not helping Infusionsoft's sales team, Adam enjoys spending all of his time with his beautiful wife and 3 awesome kids. The Ross family is hard pressed to be found indoors, they love to camp, hike, fish and explore the wonderful lands that Arizona has to offer.

Another one of Adam's true loves are his boots, so much so that he is known to all Infusionites as "boots"!



TYLER GARNs

Vice President of Marketing

With a degree in human biology, Tyler has always been a scientist at heart. He has a natural ability to break down complex problems and provide simple solutions.

His first exposure to Internet marketing was during the booming 90's when he was still in college and working full-time for an Internet startup in Utah. Later he spent over 5 years as a legalized drug-lord selling pharmaceuticals. That sales training is where Tyler picked up his focus on "benefits selling" and "benefits marketing".

Tyler started at Infusionsoft during the middle of 2007 and has grown Infusionsoft's lead generation from 300 leads per month to over 15,000. He's also a die-hard surfer (getting parched in the AZ desert), husband to the most amazing wife in the world, and father to 3 beautiful boys.



KATHY SACKS

Vice President of Communications

Kathy Sacks' marketing career spans over 15 years, having served on all sides of the marketing, journalism and PR desk. Most recently, she founded Sacks PR, a boutique public relations firm. Prior to that, Kathy led marketing and communications for the Arizona Technology Council. Before that, she co-owned bizAZ magazine, one of the leading business magazines in Arizona serving as Editor-in-Chief. She later co-founded bizSanDiego, a business magazine and online resource.

Entrepreneurialism runs deep for Kathy Sacks. Her parents came to the US from communist Hungary with \$20 in their pocket and little education. They went on to build a highly successful contracting business. Kathy was the first in her family to earn a college education.



ERIC MARTINEAU

Chief Software Architect

Eric Martineau wrote his first software application when he was 8 years old, sometime shortly after he attended his first and only computer camp.

Eric is an entrepreneur at heart. Once he realized he could tell a computer what to do and it would obey, he was hooked. Working side-by-side with Scott, he helped to mastermind Infusionsoft, the leading follow-up engine in the industry.

While not geeking out, Eric, his wife Beth, and their two sons love going to concerts, hanging out, going on walks, playing video games, basketball, and riding four-wheelers.

Eric's "cool" talents are music and sports. He has played the piano for 20 years, the guitar for 12 years, and played prep basketball through high school.



BRAD MARTINEAU

Director of Marketing

As the former director of Product Management, Brad really understands the power of Infusionsoft. He thinks it's great to work with small business owners and help them make a positive impact on their businesses.



RYAN PETERSON

Email Systems

Ryan is an expert on email deliverability and likes to help customers email market more intelligently. He also enjoys seeing marketers use Infusionsoft to build positive relationships with their contacts.



CINDY EAGAR

Affiliate Program Manager

In her role as the Affiliate Program Manager, Cindy has contributed significantly to the growth of Infusionsoft by transforming our affiliate programs into highly productive lead generation engines.



REBECCA SPRYNCZYNATYK

Partner Marketing Manager

Rebecca has rightfully earned her "rockstar" status around the Infusionsoft offices because she's the master of taking on enormous marketing projects, breaking them down into executable steps and reaping amazing results.



COREY THOMAS

Technical Account Manager

If there was a bat-phone for complicated and crazy ideas about how to use Infusionsoft, Corey would be the one answering calls. Corey has consulted the likes of Michael Gerber, Stompernet, Frank Kern, The Tony Robbins Group, Bob Proctor and more on how to get the most out of Infusionsoft.



STEPHANIE FLEMING

Copywriter

When it comes to marketing and sales, the RIGHT words are critical to your success. A self-proclaimed word-nerd, Stephanie loves helping small business owners understand "the whole copywriting thing."



JORDAN HATCH

Tier II Support Rep

The tenth employee at Infusionsoft, Jordan's done it all, seen it all, and worked with just about everyone. From one-on-one consultations to Mastermind Webinars, Jordan has a sneaky way of getting involved in EVERYTHING. "Don't underestimate the sneakiness, Sir!"



CORY HODNETT

Special Ops

As a former "Sales Rep" Cory was unsatisfied with one-to-one selling. His new focus is using every opportunity (webinars, websites, training events, etc.) to close multiple sales at once. When it comes to a "one-to-many" sales approach, Chuck Norris has nothing on this guy!



TJ LORENZEN

Customer Life-Cycle Manager

As one of the first Infusionsoft employees, T.J. has been involved in support, implementation, training, and now product management. T.J. has directly helped close to 800 small business owners grow their businesses.



DONNA SNEED

eCommerce Product Manager

Because she was tired of eCommerce being the blacksheep of Infusionsoft, Donna moved into product development. By focusing on eCommerce specifically, Donna has helped make the Infusionsoft features more robust.

Thanks so much for attending InfusionCon 2010! Every year we do our best to make this event bigger, better, and more beneficial to you.

This year, we selected classes based on what you told us you wanted to learn. We changed the venue to better accommodate our growing customer base. And, we've designed the agenda to give you the most value.

In other words...this conference is about you. And we need your feedback to make next year an even more spectacular event. At the back of the "Pedia" you will find **comment response cards**. Please take a minute to fill them out and return them to me or the Infusionsoft employees at the Help/Registration desk.

If you have other comments after the event, or if you would like to be a sponsor at next year's event, feel free to contact the InfusionCon team at **infusioncon@infusionsoft.com**

Nicole Shoots
Event and Project Coordinator



DOUBLE FACTS:

- **Double Stuf Oreo cookies** made their debut in 1975 (the original Oreo was created in 1912.)
- The restaurant chain **Big Boy** claims to have been the first to sell a **double hamburger**. (Wendy's takes credit for being the first to offer three patties.)



DOUBLE FACTS:

- There are approximately **100 million twins** in the world.
- The original **Dubble Bubble gum** came with a comic strip that featured **twin brothers Dub and Bub**.





Infusionsoft Lingo List 2010

Over the last year, we've made a LOT of changes. And some of our words and phrases have changed, too. So here is your glossary to some of the Infusionsoft terms you'll hear during the conference:

Action Sequences: now called actions sets.

Action Sets: automated processes that happen when a specific event occurs.

Actions: trigger automatic processes in Infusionsoft allowing you to perform a series of actions whenever a specific event occurs.

Activity History Templates or Note Templates: time-saving templates for attaching notes to a contact record.

Affiliate: a person who promotes and sells your products and/or services for a fee.

API (Application Programming Interface): allows you to integrate existing tools and applications with Infusionsoft using a secure connection.

The "App": otherwise known as application, refers to the software, may be used when discussing your individual Infusionsoft account.

Campaigns: includes all the Infusionsoft features (templates, actions, links, etc.) you need to complete a marketing goal (such as "reactivating old customers").

Campaign Merge Fields: allow you to instantly add data to your emails based on contact records or customized information.

CMAC or Certified Marketing Automation Coach: local "feet-on-the-street" experts that generate and educate leads.

CRM (Customer Relationship Management): a term to describe software similar to Infusionsoft (but Infusionsoft provides so much more).

Custom Fields: the unique information you gather/add to the records of your contacts.

Opt-Out Links: allow you to effectively manage the people that do not want to receive your email correspondence.

Follow-up Failure: losing or not staying in continuous touch with your customers and prospects.

Follow-up Sequences: multi-step, potentially multi-media, sequences for keeping in contact with your prospects and customers.

Fulfillment List: allow you to automate communication with an outside vendor for your direct mail pieces or order fulfillment

Fulfillment Report: a report sent to a fulfillment house for processing and which specify which products or subscription programs you would like to include.

Fusebox: your Infusionsoft resource center, complete with articles, videos, and more (found at www.help.infusionsoft.com).

Getting Started Checklist: the progress meter in your application letting you know the status of your setup.

ICC or Infusionsoft Certified Consultant: individuals now known as CMACs.

Ideas Portal: the place to let us know what you would like to see changed, added to, or removed from Infusionsoft (found at <http://ideas.infusionsoft.com>).

“Infusiasm”: the feeling you have when you understand how powerful Infusionsoft is.

Leadsource: the specific method or source through which you acquire new prospects.

New User Guide: walks you through setting up and using your application.

Non-marketable Email Status:

When adding a person into Infusionsoft, you must confirm you have permission to email. Infusionsoft will not send emails to any addresses that have a status of non-marketable.

Queued Fulfillment List: allows you to automate communication with an outside fulfillment vendor based on the frequency or time/day you choose.

Resource Directory: the best place to find extra assistance with your business (found at www.infusionsoft.com/directory). This will soon change and become “The Marketplace.”

Round Robin: manages the distribution of contact records to assigned owners.

System Labels: allow you to change the names of existing fields.

Tags: marketing labels for segmenting your contact lists.

Task Completion Scenerio: a pre-scheduled set of actions that run based on the specific outcome of a situation.

Template Library: where all email, fax, direct mail, postcard and voice broadcast templates are stored.

Trackable Link: a link within an email that, when clicked, runs a predetermined set of actions and allows you to further segment your contacts.

Triggers: a set of specified actions that run as a result of movement from one stage to the next.

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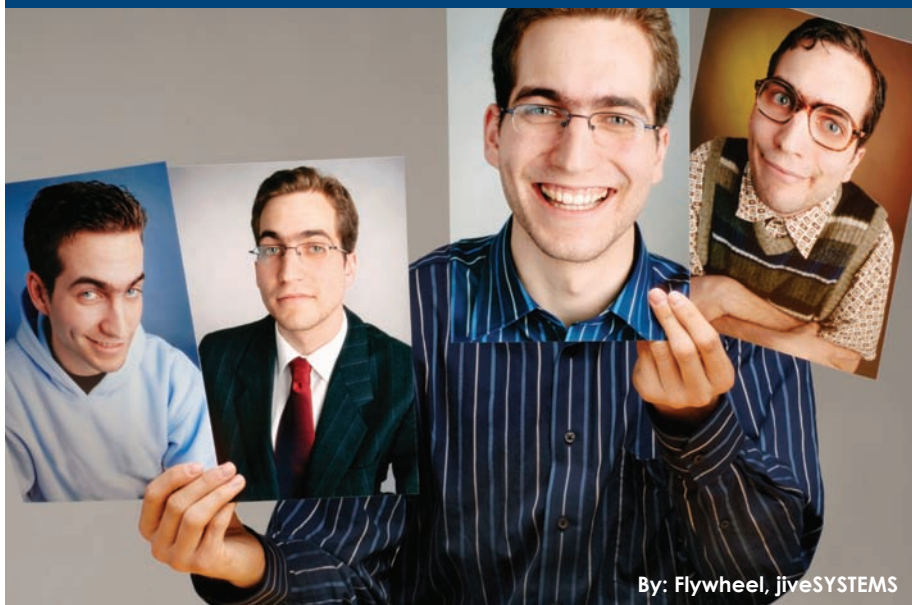
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Personality Profiling 101:

How to Increase ROI without Spending a Dime



By: Flywheel, jiveSYSTEMS

If you are looking for tricks for increasing your ROI, you won't have to look as far as you may think. In fact, if your company currently has 200 or more prospects on its list, there are litany of easy ways to generate more business by making little adjustments to the systems you already have in place. Small changes that you can make that will yield big returns.

Start by tracing each of your lead generation funnels back to the point of sale. If you have several, focus on the ones that have the greatest number of leads running through them. By putting yourself in a cold prospect's shoes and navigating through the tunnels that lead back to your order forms, you will gain the perspective you need to make the appropriate adjustments that will increase your ROI. Usually, the areas where the most leads are being lost are the conversion points (e.g. free test drive or demo landing pages). Adding a video to your free trial pages and demo registration pages is a surefire way to improve the number of names you capture, but you still have to turn them into sales.

Why not start by getting to know your visitors/prospects a little better? Personality profiling is a massively underutilized method for improving the way you and your company communicate with both your prospects and members.

Here are the four primary ways you can identify someone's personality.

DRIVER – Dominant. Their element is fire. They're direct, a leader, decisive, they dominate and get things done. **Powerful.** If a driver was an animal, they'd be a bear. If they were a shape, they'd be a triangle because it's the pointiest, most angular, and most aggressive two-dimensional shape you can have. If a driver were playing a video game, he'd be the barbarian, the tank, or the warrior.

EXPRESSIVE – Social, chatty, a story teller, spirited, excited, romantic. They'll promise the world, because that's the friendly thing to do. Gets along well with others. These people are

the entertainers. Element - air. **Popular.** Animal – Monkey. If they were a shape, they'd be a squiggle because of their jovial and jumpy nature. If they were a video game character, they'd play the buffer, the dps, the agility, or the spy.

AMIALE – Laid back. Easy going, nonchalant, relaxed, neutral, spiritual. **Peaceful.** Element – Water. Shape – Circle, because in the world of 2 dimensions, circle is God. If they were an animal, they'd be a dolphin. If they were playing a video game, they'd play the healer, the witch doctor, or the priest.

ANALYTICAL – The mental person. Think, assess, make lists, evaluate, analyze. Element – Earth. **Perfect.** If an analytical person were



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an animal, he'd be an owl. If they were a shape, they'd be a square because a square has four perfect, equal angles. If an analytical person were playing a video game, he'd be an engineer, a support character, or a sniper.

Summary: A driver likes it “my way”, an expressive likes it “the fun way”, an amiable likes it “the easy way”, and an analytical likes it “the right way”.

Everyone embodies all of these characteristics, however most everyone can be narrowed

down to the two that they most exhibit.

None of these types are inherently good or bad. They each have their upsides and downsides. These classifications are for observing and chronicling our customers.

This classification system is another simple yet effective trick for increasing your ROI. Armed with this information and insight you will be better equipped to understand, relate to, and most importantly interact with your prospects and customers. ■

TAKE ACTION AND IMPLEMENT

1. Create eight tags in Infusionsoft – two sets one for each of the four personality types. One set is for the dominant characteristic, the other for the second most.
2. Establish a protocol to update contact records after every call.
3. If you have a list of warm leads that you have spoken with a couple of times, aim to tag everyone in it. Now, instead of sending one marketing email, send four, one geared toward each dominant personality type.
4. Leverage these tags whenever you call or interact with someone.
5. Get creative and find a way to leverage this simple and easy to implement strategy in every area of your business.
6. Watch your sales skyrocket!

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REVEALED: The Fastest Route to Increase Your Profits and Lock Out Your Competition



You may not agree with everything in *Rich Dad, Poor Dad*, *The Secret*, *The 4-Hour Work Week*, *The E-Myth* or any of the other bestsellers of our time, however, one thing is fact:

THESE BOOKS ALL LAUNCHED MULTI-MILLION-DOLLAR BUSINESSES FOR THEIR AUTHORS

A BOOK IS THE SINGLE BIGGEST THING YOU CAN DO TO:

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- Increase your profits. Associations and organizations inside and outside of your profession hire authors all the time to speak to their members. You can now be on their short-list of speakers and trainers.
- Reach more people. There are only so many hours in a day, and while we'd all like to spend many of them educating clients and potential prospects about what we do and how we can help, there simply aren't enough hours in a day to effectively explain your knowledge to everyone who asks about your area of expertise. Let your book do it for you.
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Enlightened Employment

By Clate Mask
CEO and Co-Founder of Infusionsoft



When I speak with other entrepreneurs, the topic of employees seems to frequently come up. Recently, a business owner I know got under my skin. Every time a discussion about employment came up, this man had something negative to say.

Usually, it was along the lines of:

"My employees are so foolish. I can't trust any of them to get it right."

"Don't you hate it when you have to do the job you're paying someone else to do for you?"

"Well, I'm at it again. I had to fire the last nit-wit and now I need to hire someone else for the position. I hope this one is a lot smarter than the last two."

One day, I got fed up with this man's constant complaining and said, "Would you listen to yourself? Every week it's the

same old thing. Your employees have screwed up, and you have to go in and save them. You're constantly hiring and firing and can never seem to find anyone competent enough to work for you. I have 130 employees who are absolutely incredible. *Have you ever stopped to think that the problem might be you?"*

I realize that was a bold statement. But it's something I feel passionately about.

As your business grows, the chance and the necessity to hire additional help will come up. Even though you have Infusionsoft, eventually you'll want and need to add more people to your organization. And it's awesome, because hiring employees to help you manage the business will help you find more time, make more money, and free you up to be the entrepreneur you always

wanted to be. But far too often business owners get caught up in their fears.

MANY BUSINESS OWNERS:

1. Have a problem

letting go. If you are struggling with the idea of taking on employees, then you need to ask yourself one little thing:

“...am I willing to let go of what I’m doing?”

You have a process in your head. You have a way you like to have things done. You know that if you complete a task, it's done and it's done right. Bringing in employees means you've got to let them move in on your way of doing things. And for many entrepreneurs, that's just way too much to deal with. They'd rather take on everything themselves rather than risk letting an employee come in and screw things up.

Well, if your business can be compromised by an employee mistake, then you have a much bigger problem than whether or not you want to hire people.

2. See Employees as a necessary

evil. Many entrepreneurs have a negative opinion about employees in general. Perhaps they had a bad experience or two. Maybe they've listened to others gripe about employees. Whatever the case, they never see employees as anything more than a necessary evil.

When you wander around with such a negative mindset, what

you believe is sure to come true. Yes, there are some bad employees out there. We've had a few. But thinking that everyone who walks through your door is bound to screw up your business is hardly the right mental attitude to take.

What you feel is what you will find. No matter how many individuals you decide to hire and fire.

3. Are Afraid of Making Payroll.

Entrepreneurship is tough enough without having to worry about other people. As a solopreneur, the only individuals you worried about were you and your family. Add an employee, and now you, your family, your employee, and your employee's family are all dependant on the success of your company. Daunting, isn't it?

I understand. There were times when we didn't make payroll. But you know what? We got through. Despite a few really bad months, things always came together later. And so will you.

If any of these reflect your feelings, then I'd like to make a little suggestion: *have some faith.* Over the years, we've learned that individuals are far more capable than they may at first appear. If you never give your employees a chance to excel, they won't. But if you learn to put your faith and trust in the people you hire, you will see that most of them step up to the challenge. ■

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How to Answer THE
Most Important Question:

Why Should I Buy from You?

By Sam Henrie
President and Founder, Wheatmark



Demonstrable expertise is what drives customers to open their wallets and buy things from you. Nothing establishes your position as an expert more than authoring a book.

About a year ago, near the beginning of the economic downturn, I was speaking with an attorney who published a book on estate planning with

The book brought him more leads, turned more leads into genuine prospects, and converted more prospects into clients, because people wanted the expert “who wrote the book on the subject” to do their estate planning.

So, why should people buy from you? Because you wrote the book about their problem.

“Nothing establishes your position as an expert more than authoring a book.”

Wheatmark. He told me that as soon as the recession started two areas of his business dried up virtually overnight: entity formation and construction law. **“Thank goodness for the book,”** he said, “because the increase in estate planning work more than makes up for the lost entity formation and construction law work.”



How does having a book help your sales? **Here's the logic:**

1. To get a sustainable level of sales in your small business

you need to be **exceptionally good** at marketing. (You already know this. That's why you are here at InfusionCon.)

2. To be **exceptionally good** at marketing you need to be **exceptionally good** at convincing potential customers that your products or services can solve their problems.
3. To be **exceptionally good** at convincing potential customers that your products or services can solve their problems, **you must be perceived as an expert in your field.**
4. To be **perceived as an expert in your field** you need to **present proof of your expertise** to potential customers in an

array of forms – from consulting sessions to speaking gigs to articles and books.

5. Of all these forms, **the book is the ultimate showcase for your expertise** because it demonstrates your comprehensive knowledge of your subject and your dedication to it.

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Dealing With **DIFFICULT** Customers

By: Beverly Arden
Owner, Virtual Marketiers
Infusionsoft Certified Marketing Automation Coach



This is a true story based on a conversation that took place several years ago:

"This is Mike, Manager of Store #XXXX, and I have a customer here who is insisting on a refund."

"Well, what's the problem? Give her a refund."

"Well, sir... I just can't justify it this time. You see...she came in, bought a 32" color TV and wanted it put in the trunk of her car to avoid delivery charges. The trunk was partially open, but we secured it properly, and she left. About 2 hours later, she came back and demanded her money back. She'd stopped by another store on the way home, and when she came out, someone had stolen the TV. Now, she wants us to give her a refund."

For the first time in this company's young history, they refused a customer a refund and broke their policy, "100% Satisfaction Guaranteed."

Does this sound familiar to you? As a small business owner, you either have or will deal with a customer who is not happy and is demanding to be satisfied. Hopefully, you have a clearly stated policy for handling customer complaints and it is clear to your staff when they have the flexibility to bend policies in order to create a customer for life.

Whether you are a brick-and-mortar or an Internet provider of goods and services, your customers have a definite perception of your business

because of **their experiences** – right or wrong - with it. **When speaking with others about your business, they might say:**

- Who?
- Well, I didn't hate it... wait, who are we talking about?
- Can you believe they shipped the wrong product??? They only sell one!
- *zzzzzzzzzzzz*
- I didn't even know widgets came in that color till they told me! Yea!
- Outstanding service! Even remembered my name. (This from Zenph Rachmaninoffensershork)

You get the idea. For better or worse, **you have been labeled.**

Dealing with a difficult customer

is a special opportunity for you to gain a customer for life and a sustained referral source. Many entrepreneurs do not see the value in the complaints they receive. Especially, if it's a little prize wrapped up in an angry, unreasonable, demanding package. Don't let your defensiveness make you fail to understand the real issue at stake. You need to determine a resolution based on the "big picture."

From a tactical standpoint, the best way to determine what's reasonable is to **let the customer talk**, and **you do a lot of listening**. This tactic allows the customer to vent all they want to without having to battle your defensiveness – which will most likely exacerbate the situation and will never be helpful or

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good for your business. While you listen, sometimes, you might be able to figure out quite easily how to handle the situation. For example, the customer ordered a blue widget and received a red one instead. That's an easy one. The company was at fault and should make it right. And you need to let the customer tell you why it was of particular inconvenience that the blue one meant they didn't have that perfect birthday gift. When you listen, you can often tell that a customer is not really as angry with you as they may be with something else in their day or life. What an opportunity to permanently create a bond with your customer!

Once, a resident walked into the manager's office of an apartment complex and was

rude and angry that he had been assessed a 10% late fee on his rent. The manager was very calm but stuck to the policy of the company, refusing to give the resident a break by allowing a one day late rent payment.

You might think, "Ok, I understand that. The resident did himself in by being angry and rude."

Two weeks later, another resident came in with the same problem, and because this resident was much more pleasant, her late fee was refunded.

The manager didn't see the opportunity to resolve the first resident's issue and create goodwill and a bond for a pleasant future – even if she didn't know he'd lost an expected promotion that left him

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depressed and irritable.

Do you know how many customer complaints you receive? What are the trends? Is there a specific area or person's customer service skills that needs to be improved? Don't lose business to the black hole where prospects and repeat business disappear and never come back. The good and bad is that for every one complaint you get, there could be three unhappy customers you will never hear from again but they never tell you why.

Taking a survey frequently and keeping track of unsolicited feedback are good ways to measure customer satisfaction. It is in your best interest to determine if there are trends or patterns to complaints. A good

perception in the market can compel repeat business, even when you may not be the low-cost leader. It's **YOU** many times they are buying.

The bottom line is this: Always put your personal feelings about a complaint aside – even if you are dealing with the most unreasonable, angry, unlovable, unlikeable voice or email you can imagine. It's often only a moment in time that you are dealing with this from a person who may otherwise become your best referral source and repeat customer. ■

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What if you built the best website ever and...

**nobody
came?**

By: Christie Turley
Principal, Thrive Marketing

An online advertising agency is an important and integral portion of your website efforts. Without a knowledgeable online advertising agency, there are many wrong turns and pitfalls you may not even be aware of, and **following 9 simple rules can make a lot of difference in getting the right people on your website.**

An online advertising agency can make sure your efforts pay off

Your website is important to your business but if it is not optimized for search engines, or worse still, is improperly optimized, then your efforts for having a strong, selling website have been compromised. **By carefully selecting an online advertising agency, you can make your website assist you in your sales efforts, twenty-four hours a day, and seven days a week.** Your online advertising agency will guide you through the process, but in the meantime, here are 9 of many guidelines you can consider as primary rules you want to watch out for.

9 Rules for Ensuring Website Efforts Pay Off

Rule #1: Engage SEO experts in a timely fashion

Whatever your place is in the process of building your website, do not wait too long to employ Search Engine Optimization expertise. Whether you are starting a new website or re-

dressng an older one, **SEO is a primary consideration and should be engaged right at the outset.** If you do not, you are losing valuable opportunities for your potential customers to find you easily so they can purchase your goods or services.

Rule # 2: Don't presume all online advertising agency skills are the same

Good online marketing can make your company more profitable than you may imagine. Choosing an online advertising agency service provider is serious

want to portray. Check the keyword in the proper software (such as keyworddiscovery.com or wordtracker.com) to assure you will have visibility coupled with realistic expectations of making a difference to the search results.

“Always select keywords that will optimize your website for specific, relevant, and sales-oriented searches.”

and, like everything else, they come in varying levels of quality and knowledge. You should take it upon yourself to **do a lot of research and ask questions of the companies you are considering.**

Rule #3: Be an active participant in the process

Intend to **stay engaged in the search engine optimizing process.** The simple reason is you want to continue the efforts at placing proper keywords on the internet so the goods and services on which you depend for your success remain at the forefront.

Rule #4: Targeting wrong keywords

Proper keywords, as well as proper keyword usage is at the forefront of any Search Engine Optimization effort. For example, if you are an attorney in Washington, D.C., do not expect much from your efforts if they are led with the keyword “lawyer.” Be specific about what it is you

Likewise, using keywords that are effective, but off-target for your business, buys you no new customers. **Always select keywords that will optimize your website for specific, relevant, and sales-oriented searches.**

Rule #5: Too few and too many keyword repetitions

Too few keywords and you get skipped in the search engines. **Too many and the search engine sees your site as spam, and you still get skipped.** There is a standard for use somewhere between three or four and seven or eight and it varies from time-to-time.

Rule #6: Know how to use meta tags

It might surprise you to learn that many who are experienced at putting together websites do not even use the *meta tags*, of which there are three that are vital.

The **meta title** is a place where your keyword needs to reside. It appears on your finished website

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in the top browser border or tab and is searched for by all search engines.

Don't try to make the title do too much; it is a temptation to jam all your keywords there. That is not effective. Also, do not have the same title, such as your company's name, on all pages. It serves no purpose for search engine optimization.

Second, the **meta description**, also embedded in the HTML code, will appear in the search engine under your listing header. If you do not supply one, part of your website copy will appear there at random – or not. You need to compose this copy carefully, with keywords – from your keyword research in mind – as **it is the first impression the searcher gets** for your company. It also needs to contain prominently the keyword you are using – preferably as the first word(s).

Third, your keyword(s) themselves should be listed in the HTML as **meta keywords**. This, too, is easy to overlook.

Rule #7: Don't put key elements in graphics, Flash, or JavaScript

Using keywords, company names, and other vital information in graphics, Flash, or JavaScript makes them invisible to the spider-crawling of the search engine. They may look really spiffy, but they will not do you any good. At the very least, have an alternate HTML version on the site so the search engines can see it and index it.

Rule #8: Don't have multiple domain names feeding your homepage

When the search engine finds them, it will consider your content "duplicate" and, in all likelihood, it will eliminate it from the search results. That would be a disaster and may be a result that is quite the opposite from what you intended by having multiple domain names.

Rule #9: Expect results

There are many, many such rules to be followed in order to make your website a success. We view these as being among the most important. By following a few rules to guide your success, you and **your online advertising agency can work wonders at gaining first-class visibility for your website**. Whether you are selling goods or services, a properly optimized website puts dollars in your pockets. ■

Christie Turley is a CMAC and Principal of Thrive Marketing (**www.ThriveMarketing.net**), an AMA award-winning, full-service marketing agency. Thrive Marketing specializes in helping companies gain market share quickly through sales-driven Web Design, Interactive Marketing (SEO & Social Media), Infusionsoft Strategy, and Brand Identity.

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BREAKING THROUGH

the Content Mind Block

By Stephanie Fleming
Copywriter, Infusionsoft



As Infusionsoft's copywriter, the question I hear the most is: **how do you come up with all of your content?**

For many people, sitting down to write is terrifying. They might be brilliant at selling, running a business, and generating new ideas for a company. But when it comes to writing emails, letters, faxes, postcards, and/or webpages, they freeze.

What should they write? What if they don't have anything to say? What do their prospects and customers want to hear from them? It's terrifying...unless, you know the secret for breaking through the content mind block.

Here's the thing: you do not have to be an experienced copywriter to think of interesting content. You are an expert in your industry. You know more about your services and/or products than 98% of the population. And any information you're willing to share is going to be appreciated. The trick is deciding how to impart your knowledge to build relationships of trust with your

prospects and customers.

Here are a few powerful tips for instantly coming up with things to say:

1. Just write what's on your mind.

Prospects and customers love to see business owners "being real." They want to know you're human just like everyone else. And they want to know what you're thinking.

If you're a chocolate shop owner, thinking about a new product, share that thought with your contacts. **For example, you might write:**

I've been thinking about a new creation. It would start with our trademark, milk chocolate recipe, a healthy serving of peanuts and a handful of dried cranberries. Perhaps I'd top it with a sprinkling of coconut and wrap it in pink foil. What do you think?

This email wins on three counts. One, it reminds chocolate lovers of all their favorite recipes. Two, it asks the opinion of the target

market...and most people love that. Three, it lets your contacts see and understand you.

2. Write about a relevant experience you had that day.

On one of my lunch breaks, I noted a ridiculous advertisement. Once I got back to work, I wrote about the ad I'd seen, came up with several what-not-to-do advertising tips, and included the article in our monthly newsletter. It was one of the easiest articles I'd ever written.

What mistakes have you seen in your industry? What article did you read today? Who did you have a conversation with? Write some tips or ideas for your prospects and customers based on one of today's experiences.

For example:

Today I received a coupon in the mail. This coupon entitled me to 1 cent off a value meal at a fast food place. And the coupon expires next week. It makes me wonder if I'm offering too good a deal with the buy one, get one free promotion we're running right now.

Why is this a winner? One, it's interesting. Two, it might make your contacts laugh. Three, it reminds your contacts of your promotion without being pushy.

3. Look up articles online. Get in the habit of reading online for at least 15 minutes every day. Find blogs, forums and articles that relate to your industry. By doing this, you will stay up-to-date with high interest topics, and you'll be



The advertisement for Infused Systems features a green and white color scheme. At the top left is the 'INFUSED SYSTEMS' logo, which includes a stylized green leaf icon. To the right of the logo is the tagline 'OUR CLIENTS GET MORE INFUSED!!!' in a blue, hand-drawn font. Below the logo, there are five sections, each with a bold heading and descriptive text. A large, light green arrow points from the left side of the ad towards the right, passing behind the text. In the bottom right corner, there is a white starburst shape containing text. The overall layout is clean and professional, with a focus on the benefits of the company's services.

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-Alex Charfen, Distressed Property Institute

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more prepared to write.

If I were in the health industry, I would have noticed an article on MSN.com today entitled "The 7 Symptoms Men Should Not Ignore." In all honesty, the 7 signs were so obvious that I found the article ridiculous. But that doesn't stop you from writing about the "Three Symptoms Men Rarely Notice." [For example:](#)

You already know that if you have chest pain, shortness of breath, or extreme bleeding, you need to get to a hospital...fast! But what about those signs you don't notice? How often are you overlooking symptoms that could mean the difference between life and death?

Had I not read the article, I would never have thought of this topic. But it could have a great tie-in to natural products and foods. And anyone experiencing those three symptoms will thank you for your expert opinions.

Don't get caught up believing every email and letter needs to be an amazing, insightful work of art. Sure, there are some things that need to be written really well to increase your ROI. But your follow-up sequences can be easy-to-write, simple pieces that just keep you connected. Have fun with it. You'll be surprised how often those off-the-cuff messages translate into sales.

On the other hand, a blank screen rarely converts prospects to buyers. So get writing. You've got things to say, so say 'em! ■



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EMAIL MARKETING 2.0



Being CHEAPER at the expense of QUALITY is

EXPENSIVE

Christie Turley
Principal, Thrive Marketing

Although we often forget the difference – even marketers, who of all people should know better – we often succumb to the idea that the cheapest offer is the way to go; **it is not**. Doing something cheaply at the expense of quality did not enter American marketing from American business ideals; it came to us in the post-World War II boom of business abroad as third-world companies flocked to fill the American markets with cheaper alternatives to its own products. But, foreign marketers didn't bring on this obsession with cheap products; we did that to ourselves.

When is it okay to take a pricing strategy of cheaper?

It is NEVER okay, unless you are Wal-Mart or one of the very few businesses who can be assured of always being at the bottom.

So what does it mean to maintain a marketing position to be cheaper? Cheaper is where you have to go when you are not a very good marketer. **Cheaper is not a good marketing/pricing strategy** as it

only has appeal in the very short term. Even *free* cannot last very long as an appeal to customers against seeking a position to enhance one's market share.

If you find yourself competing on price alone, **you will never win. Someone will always find a way to do it cheaper.** That leaves out customer loyalty, too, because when you build a customer base based on price alone, then your customers will only remain your customers as long as you maintain the cheapest price.

Sometimes, being cheaper is actually funny.

Jeff Foxworthy, in one of his routines, explains his reaction when he saw a billboard touting the **“Cheapest Lasik Surgery in Town!”** Funny, but also creepy. The idea of taking your eyes under the knife by the one who will do it the cheapest is not one that would have much appeal to most of us. Yet, it is out there. A quick search on an internet search engine would confirm that such advertising is prevalent and intermixed with those promoting quality, safety and accuracy.

“We know that buying the cheapest product is often not the best idea...”

We often go shopping for the hottest new item but want to get it for the cheapest possible price. Entire industries are based on providing the cheapest product possible. But we all know how it feels when we have to return the new can opener, or combo VCR/DVD player because it just didn't hold up or didn't work in the first place. **We know that buying the cheapest product is often not the best idea** but we all seem to forget that while we are shopping and making the purchase commitment.

Why do some industries

seem to live on being the cheapest?

Some insurance companies often use cheapest as an exclusive marketing feature.

Many of us comparison shop the insurance company sites on the internet to see if we can get a better deal on insurance. There is always a market for cheapest insurance. There are two types of insurance purchasers: those who are shopping for the cheapest rate because they have to have insurance and don't like spending any more than they have to. And there are those who ask friends and acquaintances for the ones with the best service because disaster has already struck and they found out the cheapest insurance was the next best thing to having no insurance at all. **Shopping for the cheapest insurance seems like a good idea until you discover that when you need the insurance, the benefits were not provided.**

Quality is the opposite of cheap.

The job of marketing, for any product or service, is to **persuade the consumer that the quality derived from a product will meet or surpass** the intended goals at a justified price.

In health care manufacturing, for example, being the cheapest is not the goal; being the most effective and consistent is – quality. Even at several dollars a day, a medical solution using a pharmaceutical product is more



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often preferable to a surgical procedure, especially if the risk of life is great for the surgery. A medical device which can run a process at several times the next best product's best rate is worth far more than just the difference in manufacturing costs plus a normal profit margin. In such cases, there is a price elasticity that can allow a manufacturer to recover its developmental costs, increase profitability, and make it possible to get ahead on the developmental costs of future products. If such a product can reduce operating costs and operator time, it is worth far more to the customer than the incremental difference in manufacturing costs.

In a business-to-business enterprise, how do you sell quality?

Website managers strive to keep websites fresh and click-through rates high for their customers. At some point, click-through inquiries can be factored against sales.

- Let's say you have a website that earns about one sale per 100 inquiries. Now, let's say you hire a firm who re-dresses your website and the result is you now get two sales per 100 inquiries. **Good decision? Maybe.**
- What if you turned down an offer to re-dress your website from a firm who guaranteed to **quadruple your traffic and their cost was just twice the amount of the one you hired. Is it a**

good decision now?

Such things happen and the missing element in the negotiation was simply a lack of sensitivity to the **quality of services rendered for the price quoted.**

You want to have your customer value you and your company as much as you value them and theirs. Many small firms are made up of former senior executives - people of experience - who have chosen to form new organizations to stay close to customers and close to quality. These companies have made conscious audience and pricing decisions that allow them to remain small yet profitable, servicing a clientele that has a healthy respect for what quality that company can add to profitability. That, of course, is true for both client and servicing company. The prime goal of such a service company would be to be selective about their clientele. The clientele should be made up of companies who appreciate the importance of quality and are convinced that the difference in the quality makes all other efforts more efficient.

“The quality of your company needs to be in EVERYTHING you do.”

The quality of your company needs to be in everything you do from the presentation of your office, to your customer service, and ultimately in the quality of your product, service, or consultancy.

The true heart of American culture.

Cheaper is not better. **Better quality is better.** Although the American way seems to be the desire for something cheaper, the **heart of the American culture desires a better product and better productivity.** That is the true competitive spirit. We all enjoy the fruits of our collective labor when we can be proud of the efficiency and quality of our products and services. ■

Christie Turley is a CMAC and Principal of Thrive Marketing (www.ThriveMarketing.net), an AMA award-winning, full-service marketing agency. Thrive Marketing specializes in helping companies gain market share quickly through sales-driven Web Design, Interactive Marketing (SEO & Social Media), Infusionsoft Strategy, and Brand Identity.

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“Un-Stuck & On-Track”:

How you can double your sales AND work less!



By Mike Searls, CEO
Success Training Systems

Let's get real. I want to share some disturbing facts with you..and let you know what you can do about them.

Fact #1:

The truth is that 95% of companies never reach \$1 million in sales. And, 98% never reach \$10 million in sales.

Fact #2:

Another obvious fact is that we are in the midst of, or coming out of, a deep recession. Some predict a prolonged recovery. It could take years to get back to where we were (economically) just two years ago. And, this won't likely be the last recession we experience in our working careers.

Fact #3:

The economy of our parents' generation is over, way over! We are experiencing the most

dramatic changes in 60 years. This is not a phase or a trend, but a new way of life!

Business owners fall short today because of a variety of reasons.

Fact #4:

The single greatest mistake business owners make today is not adapting or changing. You will know if this applies to you because you will feel a sense of being “stuck” and probably

“Business owners fall short today because of a variety of reasons.”

not knowing exactly what to do about it.

You are likely to fail in your entrepreneurial quest if you continue to do the same things that brought you to this point. **If you want dramatic results in 2010 you have three options:**

1. Win the lottery
2. Do Nothing
3. Get a plan

Now for some **GOOD news**. Did you know that 17 of the Dow 30 companies were started during a recession or depression? In fact, I built a company (did over \$100 million in a few years) that I had started during a major recession. I was still able to sell that company and retire at the fairly young age of 47.

Here's a basic outline of how YOU can get your business unstuck and grow like a rock star:

1. Face the facts
2. Be willing to do something about it: attack or you will be attacked
3. No weak links in your business – turn over every rock
4. Learn new methods/ strategies/tactics
5. Implement like crazy
6. Automate everything
7. You must do things DIFFERENTLY
8. Seek help from someone

who has been there, done it, and is still doing it. (That's my personal mission.)

The bottom line is that in order to double your sales and be able to actually work less; you will have to re-invent your business....as well as **YOURSELF**.

The market is wide open and waiting for you!

“The market is wide open and waiting for you!”

Yes, you can take market share while everyone else is on their heels.

To find out how, visit me at **www.successtrainingsystems.com**.

There you will find additional resources for being successful in today's economy. In my “Ultimate Entrepreneur” product line, I share the time-tested strategies that generated over \$100 million in sales, made me an independent millionaire, and landed me on the *Inc* 500 list. And with my revolutionary product, you'll learn everything you need to be successful in today's economy! ■

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Spam...

Not the Lunchmeat: Perception vs. Reality

By: Marianne Franco
Technical Training Coordinator, Infusionsoft



Think you're not a spammer?

You just might be according to some. To those of us who are familiar with the classic Monty Python "Spam" sketch, the mere mention of the word SPAM brings to mind the classic and hilarious surreal tribute to the slimy lunchmeat.

All of us know that the email variety of Spam, does not generate such enthusiasm, vigor and comedy. It only causes pain. Spam has been the subject of many an article, YouTube parody and such, and when most of us think of email spam, we are reminded of the ridiculously random and incoherent messages that are dumped in our inboxes.

I recently received an email in my inbox with the subject line:

"Single? Lonely? Find Your Sole Mate Today!"

What's wrong with this subject line? I know that I never signed up for any promotion to find a "sole" mate. (What is a "sole" mate anyway?) Because of the obvious inept grasp of the English Language, and the fact that the service pushed on me is nothing I remember asking for, this email will be deposited right into my bulk folder via the Spam button. My perception is clear: **SPAM ALERT! Danger! Danger!**

Let's take a look at another example:

Jeff is looking for information about dog boarding services in his city. He finds a few places online, subscribes to newsletters

and promotions, and even calls a few of them. **One year later, he receives an email with the subject line:**

“Recreational Resort Last Minute Labor Day Specials!”

Jeff does not recognize the sender, and the subject gives the appearance of spam, so he sends it to the junk folder in his email. Jeff perceived this email to be malicious, when in reality it was one of the vendors that Jeff contacted while he was looking for dog boarding services. He did not remember this vendor and had not heard from them in a year. Jeff signed up for a newsletter from this vendor, and by all accounts, the vendor is not spamming. Jeff is a contact in a database of people that have opted-in for newsletters and promotions, and this particular dog daycare was playing by the rules, as they should. Now this dog daycare vendor will have a “mark” against them because of careless email marketing practices. We know this vendor was NOT intentionally trying to spam Jeff or others, but rather let them know of an upcoming special for Labor Day. Their perception of Jeff may be that he is “lazy” or “difficult”, when in reality; they need to make a few changes.

- Instead of waiting a year to send Jeff a promotional email, he should have received newsletters at least once a month from Willie's Dog Daycare. **Always be in front**

of your prospects!

- The subject line of the email could have displayed: *“Willie's Dog Daycare: Last Minute Labor Day Special!”* without an exclamation point (!).
- The email should have come from an email account that belongs on a “Willie's Dog Daycare” domain, not an AOL or Yahoo account that appears to be personal.
- After 12 months of not sending the recipient any emails, the email address should have just been discarded as a best practice to reduce complaints. Even with a steady sending history, permission to email goes stale after approximately 6 months, so you can understand why Jeff may have reported spam for this very reason.
- Another option would be to send Jeff direct mail, asking him to visit the website so he could opt-in again.

If the above suggestions were applied by this vendor initially, Jeff probably would not have perceived the email as spam.

In a survey done by Marketing Sherpa (Email Marketing Benchmark Guide 2008) 21% of all respondents questioned “said they use the ‘report spam’ button to unsubscribe, even though the email is not technically spam”.

It is possible to reduce those complaints, by ensuring you have a clear understanding of the perceptions and expectations of your customers and prospects. ■



How To Make Sure Your Internet Marketing Doesn't SUCK!

By: Teddy Garcia, President, Cybermedia Marketing

Your business needs an **Integrated Internet Information Marketing System** that will drive a flood of visitors to your site, convert those visitors into prospects and ultimately turn those prospects into customers.

In order to accomplish this, you first need to make sure that prospects can find you all over the Internet - on search engines, social media sites like Facebook and Twitter, video sites like YouTube and Viddler and in hundreds of other relevant places like forums and business directories.

The fact of the matter is, if your business is not listed on page 1 of Google and the other major search engines then **you essentially don't exist**.

Which means you just lost an opportunity at acquiring a new customer to a competitor.

By the same token, if a new visitor comes to your site and does not find a clear and **compelling call to action** that motivates them to join your mailing list or make a purchase, then that visitor essentially has very little value to you.

When they do join your list however, it's critical that you have the proper **"motion-sensor" follow-up** systems in place to consistently advance the prospect towards a buying decision by delivering a consistent and automated series of valuable and relevant content.

Likewise, buyers need to be nurtured and incentivized to continue along your marketing



ascension ladder towards more expensive products and services.

Finally you'll want access to sophisticated testing and **measurement tools and dashboards** that will let you quickly and easily determine what's working the best. If you don't know what's working and what's not then you are essentially flying blind and missing out on opportunities to make simple changes that can have dramatic effects on your bottom line results.

In order to accomplish these objectives, you need to conduct the following:

#1 Determine which keywords visitors to your site are most likely to enter into a search engine

when searching for your products or services. You can check your analytics tool and server logs or just use Google's free keyword research tool for this: <https://adwords.google.com/select/KeywordToolExternal>

#2 Once you have a list of keywords relevant to your business, you'll want to **identify all the terms that you don't have a page 1 ranking for on Google.**

You can also analyze your rankings on Yahoo and Bing as time allows. You can just do this manually in a spreadsheet or use a tool like Market Samurai.

#3 You'll then want to **setup a Google Adwords pay-per-click campaign in order to test those unranked keywords** to determine how well they will



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actually convert. You have to remember that just because a term gets a lot of searches doesn't necessarily mean it will always generate the most leads. Pay per click is the fastest way to determine which terms you should focus your SEO efforts on.

#4 Now obviously the page you send these visitors to is going to have a dramatic effect on your results. *Your home page is almost never the best place to send new visitors.* You should **set up a dedicated landing page and use compelling direct response sales copy and an enticing offer** (a report, a case study, a video, free consultation, etc...) to motivate visitors to enter their email address and join your mailing list.

#5 After they've joined your list, you should **present them with an opportunity to purchase your product or service**. If they accept this offer, they should also be presented with a series of **"upsell"** and **"downsell"** offers in order to leverage their current buying mindset and maximize the total value of the transaction.

You could also send them to a survey instead of a product offer to further qualify them if most people don't buy your products right away.

#6 If they choose not to buy right away, you still have their email address. It is crucial to put them into an automated Email campaign commonly known as a "Gauntlet series" so that you can **develop a relationship and**

build trust with them as well as remain top of mind when they do become ready to buy. This is where Infusionsoft is invaluable when it is configured and integrated with your website correctly.

#7 Once you've reached this point, use split-testing to identify the best converting combination of keywords, ad copy and landing page elements. Then, you can begin a search engine optimization and social media marketing campaign to **drive free traffic** to the website.

Finally make sure you continually test, monitor and refine every element of your campaign as needed in order to **maximize your results** and surpass your goals.

Obviously it takes a lot of time and some expert knowledge to configure all of this to work correctly. As the business owner, your time is probably much better spent working on other areas of the business so you should probably seek out a professional consultant with lots of Infusionsoft programming experience to help you.

As an Internet expert, I have over 13 years of experience helping business owners build Internet marketing plans and websites that don't "suck." Visit me at **www.InfoMarketingSystem.com** to learn more about my custom-built, Infusionsoft integrated, done-for-you solutions. ■

www.InfoMarketingSystem.com

Top 5 TIP

to Running a Successful Affiliate Promotion



By: Cindy Eager
Affiliate Manager, Infusionsoft

Whether you're just getting your affiliate program off the ground or you're simply looking to give it a jump-start, running a creative and innovative promotion can give your program a big boost.

Like any successful, long-term partnership, your affiliate program needs to be a win-win situation. It must be mutually rewarding for both your business and for the affiliate. In managing

Last year, we ran a highly successful Twitter contest. Our goal was to encourage our affiliates to re-engage with us as well as increase the number of leads they sent our way.

Upon announcing the promotion, we emailed our affiliates several sample tweets with their affiliate code already merged in. Affiliates were welcome to simply copy and

“ **The most successful promotions are the simplest ones.** ”

Infusionsoft's affiliate program, I've discovered that the best strategy is to put yourself in the affiliates' shoes. Ask yourself, *"If I were an affiliate, what would I want?...And what would I need to be successful?"*

paste the tweets provided, or they could get creative and come up with their own. The only rule was that they needed to include "#infusionsoft" in their tweet so that we could properly track each affiliates' activity.

The contest wrapped up after a couple of weeks. We then randomly selected five tweets, giving those “tweeters” a \$100 gift card.

The contest was wildly popular and resulted in more exposure to our business, more engaged affiliates and more leads for our sales team. We had over 600

more Twitter interactions than any normal two-week period. Even though the contest ran for two weeks, the spike in affiliate activity did not drop once the contest was over. We continued to reap the benefits for many weeks following.

You, too, can grow your business with an affiliate promotion! ■

Top 5 Tips to Running a Successful Affiliate Promotion:

1. Be clear. Before you even begin, clearly define your objectives. What do you want to achieve through the promotion? Once you have that established, be sure to provide your affiliates with clearly outlined guidelines and rules.

2. Provide killer resources. Give your affiliates what they need in order to succeed. Depending on your promotion, that may include banner ads, landing pages, sample tweets or blog posts, etc.

3. Make it super easy. Your affiliates are busy. They may even have other businesses vying for their attention, talent and resources. They’ll be most likely to engage in your program if you do the leg work for them. Make things as easy as possible, such as emailing them html code with their affiliate code already merged in.

4. Be there. Undoubtedly, your affiliates will have questions. Make yourself available and be helpful.

5. Make ‘em an offer they can’t refuse. Sometimes your affiliates just need a little nudging (aka “bribery”). Remember to look at things through **THEIR** eyes and make it a win-win. When deciding how you will reward the prizes or incentives, structure it in a way that it is obtainable for **ALL** affiliates. For example, instead of awarding the prizes to your top-grossing affiliates, consider leveling out the playing field by awarding the affiliates with the biggest percentage increase.

With these 5 tips, your promotion is sure to be a success and you’ll soon be seeing more interest in your business.

Mom and Pop's Newsletter With Soul



How three proven ingredients – plus some help from Infusionsoft – can win your customers' hearts...and dollars.

By: Simon Payn
President, Ready to Go Newsletters

Just up the street is a hardware store. It's teeny. And yet – it stocks everything. You walk up to the counter, ask for what you want – and the owner (who wears old-fashioned brown overalls) finds it for you.

But that's not all you get.

Go to him with a plumbing problem...and he's got the answer. Ask what's happening in the neighborhood...and he knows that too.

And get chatting about city council...and well, you've got yourself 30 minutes of entertainment.

Here's the thing: I spend tons of money there. Not just because he has what I need, but because we've developed a relationship.

He's beaten Home Depot to a place in my heart because he's got what I call the Mom and Pop Factor.

So can you imagine what happens when you create newsletters that combine Infusionsoft's powerful automation software with a touch of what makes Mom and Pop businesses so loveable?

HERE ARE THREE WAYS:

1. Helpful, personal advice (for that plumbing problem)

Here's the No. 1 newsletter rule:

write for your readers. Provide helpful advice that makes their lives better. (Most people do the exact opposite – they write about how great they are. Frankly, no one wants to hear it.)

Make the advice personal. Tag your contacts so you know what interests them. Then you can write articles that meet their needs – that make them say “This person gets me.”

Once you start sending helpful,

personal messages, you'll get replies. Consider answering them personally and taking the relationship to the next level.

2. News and gossip (what's happening in the neighborhood)

Be there with the latest intelligence. Report on what's happening in your market – or just your town. Link to articles written by others that your customers will find interesting.

The idea is to become the source of “all the good stuff” that's happening. Think of yourself as the neighborhood hub – the person who always knows what's what.

3. Opinions and personality (those shenanigans at city hall)

Never be afraid to say what you think. People who like you will like you more; people who don't... well, they were never going to buy much from you anyway.

After all, people like to do business with people, not corporations or machines.

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To find out more about the DYS club, visit:
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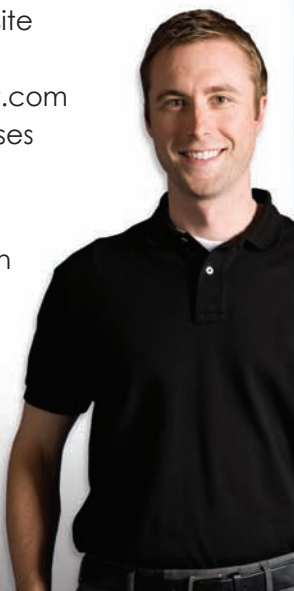
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- An online badge to post to your site
- A Double Your Sales Club t-shirt
- A showcase piece on Infusionsoft.com
- 20% off future Infusionsoft purchases (excludes subscriptions)
- **And more!**

And you wouldn't want to miss out on the ultimate bragging rights, would you? **We're looking forward to welcoming you in as the newest member of the club.**

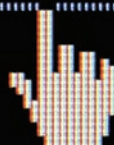


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PPC Advertising For Beginners

Link



By: Jordan Hall
Funnel Filler, Infusionsoft

When determining which advertising avenues will be the quickest and easiest ways to start driving traffic to your site, the discussion should begin and end with search marketing, specifically PPC. Virtually anyone can do it. Yes it takes practice, but a business owner can accomplish this without allocating a small fortune in graphic design or copywriting. Oh yeah, and you can control the expense in a way that cannot be done with any other form of paid advertising...

Simply put, PPC is the placement of an ad on a search engine results page or web page that appears for specified keywords or key phrases.

The advertiser pays a pre-determined price (or bid amount) whenever a visitor who lands on that page clicks on the ad you have placed there. That's why they are termed "pay per click" because you only pay when the visitor clicks on your ad. PPC campaigns can be done as simple or elaborate as you would like, and it doesn't matter if you

have an advertising budget of a hundred dollars a month or ten thousand.

To properly explain some of the beginning techniques of PPC, I'll focus on several commonly asked questions from business owners as they embark on their first foray into search marketing.

Where do I go if I want to start a PPC campaign?

Many different options exist. The 3 highest traffic options are Google Adwords (**adwords.google**).

com), Yahoo! Search Marketing (searchmarketing.yahoo.com), and Microsoft adCenter (adcenter.microsoft.com). They all operate from a bid model. Although subtle differences exist between the 3, much of the terminology remains the same related to bids, ads, and links to landing pages on your site.

How do I calculate how much it will cost me?

This is one of the more beautiful elements of PPC. Although some choose to spend a ton on targeting more expensive, highly-searched keywords, it's generally still a good idea to target less searched (cheaper) keywords. As long as you are still targeting correctly, it is entirely possible to drive traffic at a conservative price and still drive conversions and sales.

How do I determine what keywords I should use?

Take them directly from your business model. The first thing you should do is compile a list including keywords correlating to your core product and service, as well as differentiating factors from your competitors. Take this information and, thinking as your classic customer, come up with a list of keywords that you would search. Eventually (after coming up with about 50 keywords) you can use various keyword tools from each ad center, but keep in mind that when starting a PPC campaign, no one knows your business as well as you do!

What should my PPC ads look like?

Given the limited characters you're allowed, it's important for your ad to:

- speak directly to your target audience
- contain a strong call to action
- point out competitive advantages
- create a sense of urgency
- have a really strong headline

Obviously that's a lot to capture given a small amount of space, but that's why ad writing is a science and should constantly be in a tweaking process, whether it be headline, call to action, exclamation marks, display URL's, etc.

Where should my PPC ad direct people?

If you're going to invest money and energy into optimizing your PPC account, it's important that you have a strong landing page for your prospect to get to once they click on your link. You could have the most efficient PPC account in the world, but if you have a landing page that is not capturing information and converting customers, you're throwing away money. Landing pages should have **3 qualities** that ensure that your PPC efforts reap the rewards of your hard work.

1. A lead capture form – If a prospect is making the effort to

click on your link among all the others, you need to make sure that you capture their info so you can continue to market to them if they do not buy.

2. Scent – Scent is important through the entire sales funnel, but extremely so when a prospect clicks on a PPC ad. Basically, scent refers to consistency through the process. If a prospect is clicking on an ad referring to a specific good, service, or terminology, your page better represent it, or you run the risk of confusing them and having them quickly click away from the page.

3. Call to action – What do you want them to do next?

Whether it's to purchase or to move them through the next step of the sales funnel (demo, free trial), it needs to be clear what you want them to do. Make sure your buttons are noticeable and tasteful. Your copy should educate and give clear instruction on next steps.

Let these answers serve, if nothing else, as a dropping off point to your venture into PPC-land. As with anything else, the important thing is to get inundated with the different ad programs and just start going to work. At first, inevitably, you'll be performing surgery with a chainsaw rather than a scalpel, but soon enough you'll be laser precise with your bids, ad-writing, and landing page goals. ■



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The Top 5 Reasons

Every Business Must Have An Online Business Manager

By: Tina Forsyth, CEO
Online Business Management



1. Online Business Managers Free You Up So You Can Focus On What You Do Best

Most business owners look to hire an Online Business Manager (OBM) when they simply cannot grow their business anymore being the only one in charge – they must pull themselves out of the day-to-day management activities and focus on growth.

The role of the OBM boils down to one simple thing – to free up the business owner (you!) to be able to focus your time and energy on the things that only YOU can do in your business. Things like product development, strategic alliances, marketing and big picture business planning – all of which are essential to the growth of a business. *Everything else becomes the responsibility of the OBM.* (Did I just hear a sigh of relief?)

2. Online Business Managers Treat Your Business As If It Was Their Own

You want someone who really cares about your business – after all, it's your baby right? You've taken it from an idea and nurtured it to where it is today. You need to know that the person in charge will treat your business with the same care and attention.

The right OBM will truly care about you and your business. They will be willing to really plug into the big picture of what you are creating, bring their best ideas/efforts and go the extra mile when required. You don't need to do it all alone.

3. Online Business Managers Make Quick and Effective Decisions For Your Business

On a day-to-day basis there are many decisions to be made in any business. Without an OBM, the majority of these decisions fall squarely on your shoulders as the business owner. As such, anytime there is a question, team members will turn to you for the answer. Being that you are incredibly busy already, this means delays and can also feel like a burden when you have to deal with every little thing.

You want someone who is willing and able to make decisions on your behalf, and not wait to run everything past you first. This doesn't mean that the OBM will be making ALL decisions for your business, however they can certainly help with a lot of the tactical and operational decisions that arise throughout

the day. This keeps you and your team moving forward and happy.

4. Online Business Managers Make Sure That 'Stuff Gets Done'

Sounds simple but this is perhaps the most important responsibility of the OBM. Flexing this project management muscle is where the OBM will spend most of their time – planning, organizing and managing all the people, tools and resources needed to meet your business goals. An OBM is driven to 'get stuff done' and will really thrive on the process of seeing projects through to completion.

Many business owners have a number of incomplete projects/ revenue streams that are just

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sitting idle and "losing money", for the simple fact that they are either too busy or too distracted to finish them. It's literally like a goldmine hiding just a foot underground, ready for someone to discover it and bring it's wealth to the world. That's why a good OBM is "worth their weight in gold" to the client.

5. Online Business Managers Really Love What They Do

A great OBM truly loves everything about online business and in supporting their clients – in bringing your business vision to life.

As the saying goes, no great thing is accomplished alone! One of the biggest benefits of hiring an OBM is that the business

owner now has someone else who is passionate about the success of their business. When you bring two people together who really love what they do, both the business owner and the OBM are able to create so much more as a team than they ever would be able to do alone.

Interested in Hiring an Online Business Manager?

Visit www.OnlineBusinessManager.com/Infusion for a copy of the special report "The 7 Biggest Mistakes People Make When Hiring an OBM (and how to avoid them.)" ■



Tina Forsyth, CEO
Online Business Management

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7

Principles of Personal Branding You Need to Know

By: Joe Manna
Community Manager, Infusionsoft



Your “Personal Brand” describes the perception others have of you – your reputation, character, interests, strengths and weaknesses. When you take the time to develop your personal brand, you will achieve greater status within your industry and draw more attention to your business.

While social media has played a huge part in personal branding, it is important to realize that branding is much more than being on Twitter or Facebook – it's the foundation for how you'll be known and seen by others.

This article discusses seven principles for successful personal branding:

1. Research Yourself – We've all Googled ourselves before, but

in personal branding, Google has become your resumé to the world. Take the time to identify strengths, opportunities and perceptions people have about you and your company.

2. Consistency – Being consistent is important in effectively managing your brand image. If you have a biography on your Website, consider using it on your social networks and even within your marketing sequences.

3. Honesty – Nobody is perfect, right? Well, in personal branding you can turn any unfavorable moment into an opportunity to show your authenticity and integrity in handling any questions regarding you, your business,

or your business practices.

4. Be Socially Active – Personal branding has a lot to do with your character. Brave the crowds at conferences, take an interest in others, and form new connections. If you can win more people as your friends, they will help champion your branding efforts.

5. Use Social Media – Social media is a very powerful, even critical, tool that enables anyone to attract a targeted audience. Once you build a relationship with that audience, they will be inclined to support you and help buoy up your image. (Not to mention...social media helps you become more visible on

search engines when people are looking for you.)

6. Get Published! – As your personal brand grows, you may notice more opportunities to gain media and press coverage! Be prepared to form relationships with local media, industry leaders and other media publications. Getting published will help you expand to a broader audience and it feels good, too!

7. Be Alert – You probably don't have all the time in the world to be searching for your name and what people say about you – you don't have to. Google has a great service called Alerts that lets you define specific terms and it will

Marc P Summers is an InfusionSoft Consultant and CMAC

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email you when there's new or updated content out there. It's also a good idea to be alerted about relevant terms and topics in your area of expertise. Then, you can jump in, comment and share your knowledge and insights.

Depending on how long you've been in business, you may feel you're too "small" to worry about branding, yet. But that's simply not true. No matter how large or small your business may be, NOW is the time to start building your reputation.

Let's face it...you may not be the *first* person consumers think of when they need an expert or an individual to look up to for answers. They look to leaders; individuals who

are largely known for their accomplishments, character, trustworthiness, and influence. Personal branding, when done right, will get you noticed in your industry and it's a win-win for you and your business.

A great blog to learn the latest in personal branding tips and best practices is written by Dan Schawbel at **www.personalbrandingblog.com**. Go on, build your brand and grow your network! ■

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Is Your Infusionsoft Application a Database or a Rolodex?



By: Ken Anderson
President, True North Partners

As an Infusionsoft user, you already understand and appreciate the power of Infusionsoft to automate your follow-up and integrate with your websites so Infusionsoft is working around the clock on your behalf. I'm sure you'll also agree that Infusionsoft is the **best "sales assistant"** your company has ever had!

Interestingly enough, however, what I've found in talking with a variety of Infusionsoft users is that **a lot of Infused users are not taking advantage of the customizability of their Infusionsoft database.** Basically, you have a choice. You can manage your Infusionsoft application like a "rolodex", or you can crank up the horsepower of your application by taking full advantage of

your database by customizing it and turning it into a **high-performance sales generating machine!**

When I think of a rolodex, I think of those card holders that would sit on your desk, circular in design, and it would hold 3x5 index cards filled with contact information. It had a big knob on the side and when you turned the knob, the index cards went around like a ferris-wheel at a theme park. If you had a lot of cards, and you turned the knob fast enough, this thing doubled as a cooling fan and could blow-dry your hair (OK, maybe not in my case, but you get my drift). Each of these rolodex cards contained information on your contacts, or if you got one of the fancier ones, it actually held their business card.

The trouble with these rolodex files though, was that you were very limited in the information you could keep on a contact. If you wanted to keep track of information in addition to what was already on the business card, you either had to write it on the card, or maybe add another card. If you were just looking for an address, or a phone number, it didn't work too badly. However, if you wanted to keep track of their interests, or their kids or birthdays or anything extra, it got cumbersome fast. Depending upon how you filed the cards, as long as you remembered the contacts name or company name, you could get to the card pretty easy. However, if you wanted to do any kind of special search, forget

it. The rolodex file just wasn't set up for that. Now, enter the digital era and the concept of the database.

With a database, and an extraordinary tool like Infusionsoft, now you have some power. Not only can you store the basic business card information, but you can also store all kinds of things about this contact. **You can keep information on their family, hobbies and interests, purchase history, annual events like birthdays and anniversaries, contract renewals**, on and on limited only by your imagination. Best of all, not only can you store all this great information, but you can access it in seconds. You can find all the people you haven't contacted in the last 90 days, or all the clients

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that have a shared interest in a particular event or hobby. You can segment your database and group contacts together based on common themes like all those that should receive your catalog or that have indicated an interest in a specific product and now when you have a promotion going on, you can get this information out to them in just seconds. **That's powerful!**

With a customized Infusionsoft database, you've just turned a flat-file list of contacts into a living, breathing repository of client and prospect intel that puts you in control of your sales cycle and allows you to drive new sales even while the economy around us is in slow motion because you can deliver **the right message to the right**

contacts at the right time.

Tired of just collecting and storing information like an old fashioned rolodex? Are you ready to build and develop a database of your most profitable customers, ideal business partners and most valuable referral sources? Time is money and a commodity in very short supply these days... so let us help you map out the strategic plan to re-engineer your Infusionsoft database.

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Ways to Use Trackable Links

By: Marianne Franco, Technical Training Coordinator, Infusionsoft

If you have been an Infusionsoft customer for any length of time, you already feel the power of the automation the software has to offer. You understand at the most basic level that you **MUST** have a form on your site to capture leads. When those leads visit your site and fill out your form, you have a follow-up sequence in place to stay in front of those prospects, **AND** you tag them so you can find them later.

Right?

What if you could take the automation several steps further? You can, if you use **Trackable Links**. Infusionsoft allows you to include links (to your website or blog, or any site for that matter) in your emails that make things...happen. When a prospect or customer clicks the link, actions run within Infusionsoft. Here are five foolproof ways you can use **Trackable Links** to automate your business:

1. One-click registration

Make it easy for customers and prospects to register for one of your events. Include a link to your website in your promotional emails that **confirms registration with just a single click**. When an attendee clicks the link, they can automatically be taken to a special page on your website that displays confirmation of their decision. Additionally they are tagged in Infusionsoft as "Event Attendee" and an email is sent confirming the registration with specific details about the event. You may also include a link that allows them to decline the invitation, thereby triggering an action to **STOP** any follow-up sequences that are promoting the event.

2. Assess the effectiveness of an email campaign

Create a follow-up sequence with about 7-10 scheduled emails. Create a **different trackable link** for each email template with some sort of call-to-action. See which email is generating the most response. All that is needed for each trackable link is an action to **apply a tag**. When the promotion has run its course, you search everyone in your application by Tag, and you will see who clicked each link.

3. Create an order

Use trackable links to create a brand new order containing a specific product or subscription. All the user has to do is **click the link, and they have just made a purchase!** A confirmation email can be sent, and a fulfillment report may be emailed to a external vendor for processing.

4. Sign-up for product updates

Enable your users to sign up for product updates and other promotions within your existing drip emails. An example: *"Click this link to get important product updates..."* The user is tagged in Infusionsoft, and **entered into a Product Update follow-up sequence.**

5. Find out exactly what they like

Do you offer different types of products and services? Find out the

The Top 10 Infusionsoft Speed Bumps Customers Contact Us About:

1. Need Training
2. Need better segmentation
3. Need an E-Store
4. Just got Infusionsoft – HELP!
5. Improve our website
6. What else can we do?
7. Need help getting started
8. Need help writing copy
9. Want more automation
10. Need help creating sequences



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interest level by inserting **MULTIPLE Trackable Links** within an email. An example:

Tell us which tutoring program best suits your fancy:

- A) Reading Comprehension**
- B) Study Skills**
- C) State Test Prep**
- D) Math**

Each link contains a follow-up sequence containing detailed information about the desired subject. You may also populate a custom field in the person's record associated with each subject, or simply apply a tag. You will know exactly how to market to this person in the future and send only relevant information that peaks their interest. Not to mention, you will cut out most of the potential Spam complaints as well!

For more information on how and when to use trackable links, be sure to check out all the articles in the Fusebox at:

www.infusionsoft.com/fusebox. ■

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Infusionsoft
EMAIL MARKETING 2.0

What Most Kids Know

That Will Supercharge Your Marketing



By: Dave Blanchard
Owner, Cognesis Marketing Services
Certified Infusionsoft Marketing Automation Coach



Every business owner I talk to is looking for one thing in this tough economy. They want to attract more clients and more sales.

How about you?

Want to attract more clients this year? Want to increase your sales and profits and make this year your best ever?

Imagine for a minute you could double or triple the number of people who knew about your product or service and you could double or triple the number of qualified leads you had to follow up on each day and each week. What would be the result? Could you make more money? Could you pick up a second home on a short sale?

Of course you could. But...

I know what you're thinking. To

double or triple my marketing reach and attract more customers I'm going to need to double or triple how much I spend and with fewer sales coming in, that just isn't going to happen. And you're right. This isn't a time when most people can afford to double or triple their marketing spend so instead I'd like to share with you a simple way you can get the same results without spending more.

So what can you do?

Let me ask you a question about when you were a kid. Did you ever collect things?

I collected stamps, marbles, coins, bottle caps, and rocks. I even collected string for awhile! And as every kid who ever collected anything has experienced you usually ended

up with too much of one thing and not enough of another.

As a kid I didn't know it but with my collecting strategies I had too many underutilized assets. You may not know it, but most business are sitting on a gold mine of underutilized assets, assets that could help them double their marketing reach and their profits at no cost.

Have I got your attention? Are you interested in attracting more buyers in this tough economy? Are you interested in doubling your marketing reach without spending a dime?

The solution is amazingly simple but most businesses miss it.

Do what I did as a kid. TRADE

your underutilized assets.

I traded the baseball glove I'd outgrown for that cool shooter marble. I traded my bologna sandwich for peanut butter and jelly! And in most cases my friends and I felt better off after the trade than before.

You can use the same strategy I used as a kid to get all the profits you want! All of us know other business people we can collaborate with. Apply a little creative thinking and you'll find you have something that will help them build their business in return for helping you build yours.

Here are three simple "Trading Strategies" that will help you grow your contacts and your business:

The banner features a dark grey border with white text listing services: Ecommerce Hosting, Custom Design, Search Engine Optimization, Adwords Management, Domain Registration, SSL Keys, Live Chat, and Shopping Cart Software. The central white area contains the ClaimTheWeb logo with icons of a mouse cursor, shopping cart, and dollar sign. Below the logo are three horizontal bars: a green bar stating 'Rank on #1 page of Google and increase profits in 2 weeks.', a blue bar stating 'Increase visibility and conversions!', and a grey bar with red text stating 'Visit our Booth at InfusionCon 2010 to sign-up for your personalized ten step evaluation of you current website.' A blue starburst graphic on the right says 'FREE! WEBSITE EVALUATION'. At the bottom, a dark blue bar contains the contact information '888-606-6330 · www.claimtheweb.com/infusioncon2010'.

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If you produce articles, newsletters, videos podcasts, webinars, seminars or blogs for your customers, prospects or contacts you are a Publisher! Think of yourself as a media mogul! You have an audience but you have to constantly feed the content machine to keep their attention. The solution lies in finding the right trading partner who would love to have access to your audience. Trade your audience for value added content that you don't have to create! Look for a business that serves customers similar to yours but with different products or services. A CPA might look for an attorney; a pet shop owner would seek a dog groomer. Invite them to contribute to your blog. Put their articles in your newsletter, interview them for webinars, podcasts, etc and publicize to your list.

The Promoter

If you want to turn a large customer base into raving referrers, try the Promoter strategy. Offer your customers a premium provided by another business owner at a discount. The perceived value of the premium is greater than what you pay and you only incur an expense when you get a new customer. This strategy works best for a Promoter with customers who spend a lot in one purchase (like an eye doctor) and a premium provider that sells a small amount over and over to the same customers (like a day spa). The eye doctor spends a

small fraction, say \$30, of what they earn for an eye exam and a pair of glasses on the premium, the referring patient gets a free massage, the spa gets a new customer, gets paid nearly their full fee and has a new opportunity to get repeat business.

The Expert

This strategy is the mirror image of The Publisher Strategy. You have entertaining, thought provoking or educational content and you want to build your audience. Offer to provide your expert content to your trading partner's audience or customer base. I'm doing this with a local CPA firm. They want to build stronger client relationships. They invite their clients to a seminar; I provide ideas and strategies that will help their clients grow their businesses. The accounting firm adds value to the client, I get an opportunity to position myself as a marketing expert with their clients and their clients get helpful business tips. It's a win/win/win!

Using the Promoter Strategy and Infusionsoft, one of my clients increased his monthly referrals by 600%! Want to multiply your sales 600% too? Sign up for my free e-course, "Profit Maximizing Strategies for Infusionsoft Users" at www.cognesismarketing.com/maximize. ■

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Does **DESIGN** Matter For Small Business?

By: Elisa Leppänen
Sr. Graphic Designer, Infusionsoft

As Infusionsoft's Senior Graphic Designer, I thought it was time to share a bit of my expertise with you.

A common question entrepreneurs and small business owners ask me is: does design matter for my business? Trust me, I pick my battles between copy and design on a regular basis, but I want to elaborate on why design matters for small business.

Take a look around you right now. What do you see?

Maybe a computer, product packaging, pens, pictures on the wall, logos, ads and a cell phone? All of these things have been designed. Some better designed than others, but all have had thought put into them, whether simple or complex.

One scene that comes to my mind when thinking about design (or lack thereof) is a restaurant. When I sit down to eat at a Mom-and-Pop place, I'm excited at the possibility of finding a diamond in the rough that provides better food and service than your typical franchise. I get a little apprehensive (*more so than others as I'm a designer*) when they hand me a menu that has obviously been designed in Word. I

start thinking: this can go one of two ways – either the food is *amazing* and I won't care what the menu looks like or it will be obvious to me why they can't afford to get the menus designed.

What does this mean?

It means that design makes me form opinions and judgments before I have the means to establish a true judgment on the company. This is true of all businesses. We are all visual people, even if we are not all designers. People can make false assumptions about you and your business based on your appearance and branding.

Furthermore, a well-designed piece that doesn't convey the right message is not a well-designed piece. In this case, if less design gets the correct message across then it is the better choice. Remember you can always test designs before you make a final choice and once you are using something, you can always improve from there.

SMALL BUSINESS DESIGN EXERCISE:

Go collect your business collateral and take an objective look at it again for the first time. *(Ideally, take it to someone you know who doesn't know much about your business.)*

- What does it make you/them think of?
- How does it make you/them feel?
- What is the message you/they are getting?
- Are these thoughts and feelings the ones that you want to portray?
- If not, consider what you can change to improve the image of your company.

Not everyone will have the same impression, but you want to do your best to convey your message through design.

Does design matter for small businesses? The short answer is “yes.” Design does matter in small business; good design contributes to the bottom line because people need to understand how to use and interact with a brand. ■

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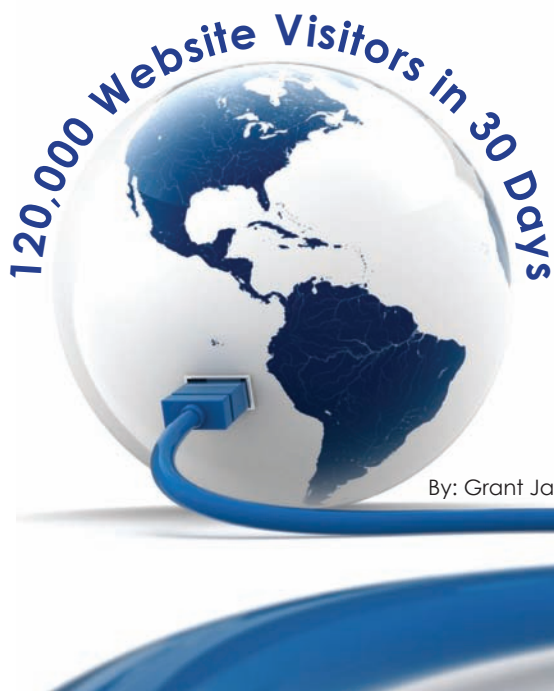
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Here's what some of his clients are saying:

"Richard, I owe you big time. Before I added your system to our marketing, I had no idea the amount of profits we were losing with missed leads. After we added your system, we immediately added over \$100,000 in profits in the first 30 days just by tracking our marketing, following up with more leads, and converting more clients. The ROI Guy has not only been effective for our business to monitor and track and fill our funnel, but I recommend it to all my clients as well. The ROI Guy system has made all the difference."

~ Ed O'Keefe, President of Dentist Profits

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By: Grant James, Founder of Infuzy

Does that even sound possible? How on earth would a small business drive 120,000 people to their website in 30 days?

If you are using Infusionsoft to help you grow your business, you have probably come to the same realization many other Infusionsoft users have: **it takes website traffic to generate sales.**

This being the case, how on earth do small business owners generate more than a few thousand clicks to their website each month? The answer is surprisingly simple: learn from people who are currently generating hundreds of thousands, if not millions, of website visitors.

This December, we challenged ourselves to see if we could generate over 100,000 visitors to a completely new website owned by a client with absolutely no customers. To accomplish this task, we

teamed with Social Media Expert Giovanni Gallucci.

We chose Giovanni for two reasons. Giovanni was ranked #1 on Google for the keyword term "Social Media Expert". The other reason we chose Giovanni was because when we looked at his Google Analytics accounts, most of his clients' websites had between 500,000 and 4,000,000 monthly visitors.

Here are 4 of the top tricks that Lead Generation Gurus and Social Media Experts such as Giovanni use to generate massive amounts of traffic:

First, if you are not already using Google Analytics, you need to setup an account as quickly as possible. If you already have a Google Gmail account, you can simply go to **www.google.com/analytics** and set up a free Google Analytics account. Google Analytics is the gold standard for measuring Internet traffic. Not only will you be able to monitor your Internet traffic on a daily basis, but you will also be able to identify exactly where your traffic is coming from (Search Engines, Referring Sites, Direct Traffic, etc.).

Second, make sure that you are not making any major SEO mistakes. Back in the day, you had to basically assume that you were doing everything right. Now

there are free website grader tools such as Hubspot's Website Grader (**www.websitegrader.com**) that will notify you of any of the mistakes that you have made. These types of reports will help ensure that you have provided a Meta Title, Meta Keywords, and a Meta Description. It will also make sure that you are using only one <h1> tag, all of your images have alt tags, you are using 301 Redirects (**http://www.company.com** and **http://company.com** point to the same website), your domain is registered for more than 1 year, and other common pitfalls that people experience when it comes to SEO. You'll want to shoot for an SEO score of 70 or greater if you are using Website Grader. Having a score of 90 or

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more will basically ensure that you are on the first page for your targeted keyword.

Third, use Google Webmaster Tools to update and maintain a sitemap. Sitemaps are basically XML files that tell Google what web pages exist. You can setup a Google Webmaster Tools account by going to **www.google.com/webmastertools**. By uploading your sitemap to your server and notifying Google Webmaster Tools of the content on your website, Googlebot will find pages that it could not find before and rank you higher on searches.

Fourth, create massive amounts of inbound links. There are literally thousands of free directory websites that will allow you to submit your website to their site. You need to add between 100 – 300 directory submissions per month in order for this strategy to work. It is a pain, so you might want to outsource this to an SEO group. The other way to create inbound links is by publishing to other websites. Social Media websites such as **Twitter**, **Facebook**, **YouTube**, and **Digg** are a great place to start. Many people also use PR sites to publish 1-5 articles per month or post articles on blogs that relate to your industry.

In teaming up with Giovanni, we gained access to thousands of Twitter and Facebook Accounts, as well as scores of other social media accounts. More importantly, we were able to put together a plan that would

drive massive amounts of traffic to our client's website through an online video contest hosted on YouTube.

The results. In less than 30 days we were able to generate roughly 120,000 visitors to our client's website, 92% or over 111,000 of which came from YouTube. We were also able to generate over 5,000,000 views of the YouTube videos and harvest roughly 100,000 email addresses from contest viewers.

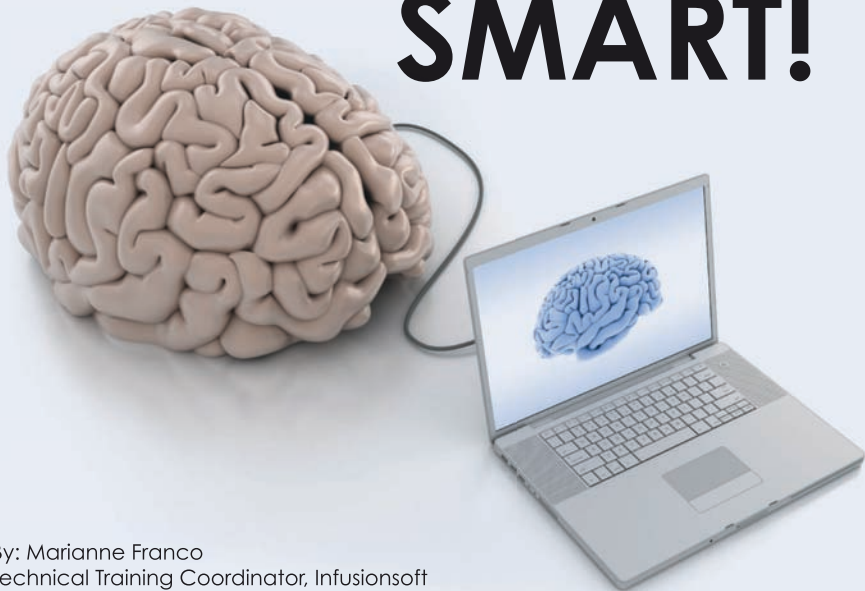
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Why Sending a Double Opt-in Email is **SMART!**



By: Marianne Franco
Technical Training Coordinator, Infusionsoft

These days, spammers seem to be lurking about “dark corners” waiting for just the right opportunity to fill up your inbox with nefarious bogus offers and ridiculous verbiage. No one likes these emails, and they cause pain and suffering for any Internet Service Provider (Yahoo, Google, MSN, AOL etc).

Here is a good idea: Send a confirmation email after a prospect or subscriber fills out a form on your website.

This practice is commonly known in the industry as **Double Opt-In**, or **Confirmed Opt-in** (or verified opt-in...you get it). Sending a confirmation email with a link will not only improve deliverability, but will act as an added security buffer. Confirmation emails will prevent false inquires. Anyone can forge the name and email address of a hapless victim on

any web site, but if you force the individual to confirm the request with one click, then you are ahead of the game.

Infusionsoft gives you the opportunity to create as many links as you need. Once a subscriber clicks the link, a set of actions you put in place will automatically run. You should have a sample email template loaded into your application that gives you a head start, or you can use the example provided on the next page.

Sending a confirmation email is just plain smart because:

- You get the benefit of added security. Are they who they say they are?
- Your content is viewed and enjoyed by those who are the most receptive: quality over quantity.
- Level of spam complaints decreases exponentially.

CREATING THE LINK:

1. While in an email template, like the one to the right, click **Open Merge Window**.
2. Select the **Misc tab**, and then locate the **Double Opt-In** link section. **Click Create Opt-in**.
3. Name the link, then use the HTML tools to edit the **link blurb**. The link blurb will appear

EXAMPLE:

Dear ~Contact.FirstName~,
Thank you for requesting our free report on how to get the perfect tan. In order to maintain deliverability with you, and to receive the report, please click the link below to confirm this is the correct email address. If you do not click on the link below, we will assume you do not want to receive further email communications from us.

[{Insert link here}](#)

If you did not request the free report, please click the link below and you will be permanently removed from our mailing list:

[{insert opt-out link}](#)

Thank you,

Your company name
Your company address



- before the actual link. You can use it to give your contacts additional information or to serve as a preface to the link.
4. If you would like your double opt-in link to appear as specific text, type it in the **Link Text field**. If you leave this field blank, the double opt-in link will appear with the actual URL of the link.
 5. Create a **text link blurb** to preface your double opt-in link on text emails. *Text emails containing double opt-in links will always show the actual URL of the link.*
- Note:** Be sure to complete the information in both the text and HTML link sections so that your link will function correctly in both circumstances.
6. Click on the **Double Opt-In Page Appearance tab**.
 7. If you would like to use a merge field other than your company name, type the merge field information in the **Merge Field for Opt-Out Header box**.
 8. Select the preferred **Header Color**. You have the choice of either a black background with white text or black text with a white background.
 9. Use the HTML tools to design the success page content.
 10. Click on the **Actions tab** and add the appropriate actions.
 11. **Click Save**.
 12. Now **insert the link** in the appropriate place in your template. ■

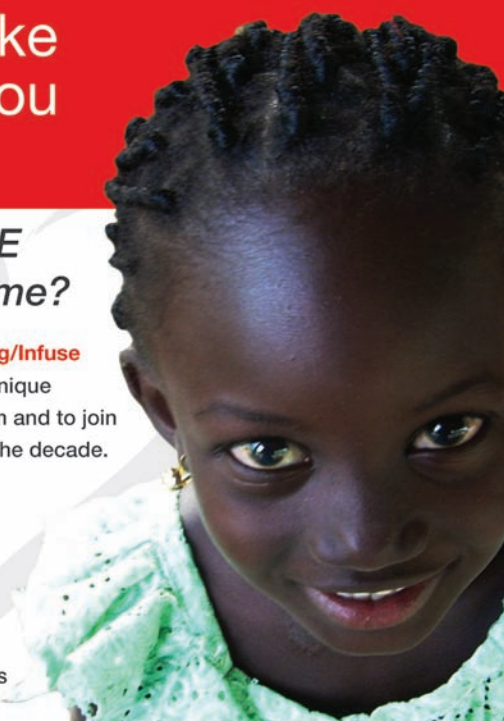
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3 Tips for SEO Writing That Sells



Christie Turley
Principal, Thrive Marketing

The style of the copy has to be as important as the words it contains.

Internet advertising consultants, contrary to popular belief, are just as much about making technical enhancements to a website, but must result in a click-through that results in sales. Services need to include web design and layout and usability in addition to copy content that is a cut above the competition. Good copy is a basic requirement. **If the quality of the copy is not good, then it does not matter what it says;** it is not enticing to read. In addition to good organization-in order to draw the customer/reader into the website-optimized website copy must be creative, informative, and technically helpful.

Tip #1: Creativity is paramount

If you write in the style of Charles Dickens and get paid by the word as he did, then just about anything you write is going to be a winner. Otherwise, an internet advertising consultant wanting to provide excellent copywriting services **needs to be a lot more creative** with his organization and content. There is no question that content is the key but a copywriter who remains ahead of the pack has to devote more energy into the organization of the message. The writer has to be in command of the language. Internet advertising consultant

services is about placing high quality search keywords; the writer still must organize the content that draws in the potential customer.

It is a given that some of the organization is going to be dictated by the placement and frequency of search keywords. The ideal is to be able to read the copy and read through the placed search keywords seamlessly. Much of the optimized copy on the internet stumbles on the keywords because they look and read out of place with the rest of the content.

Be a little bit creative in forming and placing the terms. **Anything that causes the reader to stumble gives him or her an excuse to quit reading your message.** In addition to boring material, too much of the copy in the internet (and everywhere else) includes poor sentence structure, lack of sentence variety, and poor grammar. Good writing must remain faithful to the basic organizational rules.

Writing is not really about writing; **writing is about getting your thoughts well-organized.** It is also about giving yourself permission to be a little creative, inserting humor, adopting a memorable metaphor or other symbol and chunking the knowledge in a way that the brain finds easy to digest.

One of the mistakes many aspiring writers make, especially when writing about technical subjects, is striving to sound too technical. The reader can't help thinking, "Can't you just tell me about the product in plain English?" Yes, please! That's all most readers want. **"Help me to understand why I need this product and why I should pick it up from you."** The reader finds your true creativity and quality in simplicity and clarity.

Tip #2: Be informative

When you search highly competitive keywords, the websites that appear first in the results list will almost always be ones that are known to carry good, solid, usable information. **Searchers want to**



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learn something about what they are searching. That is the whole reason search engines were developed. If you are not providing that in your message, then you are missing a great opportunity to persuade your prospective customer. Choose the right words. **Use the words the searcher would use.** There is no need to use complicated words if a simple one will work. Nowhere is that more true than in copy intending to make sales.

Tip #3: Being technically helpful is like wrapping it up with a ribbon

If your website is also technically savvy about the products, you just became a resource for searchers. **Being a resource means you will become a choice and hopefully, a bookmarked website.** That is going to make sales conversions a lot easier. Furthermore, if you win the coveted bookmark competition you will also eliminate the competition that shows up in the search with your company.

Put yourself in the buyer's position. If you are already an avid golfer and an expert at golf and golf equipment, would you be searching for it on the web anymore? One of our clients who owns a fishing products website is rapidly growing in sales because he values being a technical resource to new shoppers. In this way, he continues to **sell more products in a wider spectrum through tips on combining products** that produce results in catching fish. That extra measure of value is what really makes his

search engine optimized copy, and his website, excel.

The keyword terms are the tails - and the backstop copy in which they reside are the dogs. Make sure that you know which one does the wagging. It is not enough just to have the search terms. **Great website copy needs to be creative (in order to be eye-catching), informative (in order to bring the customer into the clickable leads), and technically helpful (to win the coveted, bookmark prize).**

In order to balance all these demands, find a consultant that really knows what he or she is doing with site optimization.

The memorability and usefulness of the copy is indeed what is important. The keywords have already brought the customer to your page. Now you must do something with them. ■

Christie Turley is a CMAC and Principal of Thrive Marketing (www.ThriveMarketing.net), an AMA award-winning, full-service marketing agency. Thrive Marketing specializes in helping companies gain market share quickly through sales-driven Web Design, Interactive Marketing (SEO & Social Media), Infusionsoft Strategy, and Brand Identity.

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Tips and Resources for Building Your Website



As the resident Webmaster for Infusionsoft, I've talked with numerous small business owners. Many are in the process of building a website, or updating their existing site. When they find out I'm the Webmaster for Infusionsoft, they frequently ask for advice on how they can improve what they're doing. So, I've decided to share a number of tips and resources that I've learned over the years to help entrepreneurs with their websites.

For starters, **here are 4 questions to ask yourself** when planning to launch (or re-launch) your website:

1. What's the purpose of your site? Many people think they need a website just to have one. It's not that beneficial unless you plan on spending time, money, and effort to use it as a marketing or business tool.

2. Are you ready to put in effort and time to get a decent site?

Building a website is a time-consuming process and requires considerable focus and attention to detail. Your visitors will be able to tell the difference between a site slapped together and one that your company invested in.

3. Who is your audience? Make sure your site will appeal to them in look, feel and tone. Understanding who your prospects and customers are, as well as their needs, comes into play when making a functional

and attractive website.

4. What's the personality of your company?

Personality in this context means the tone, style and proprietary features your website offers. Similar to the

previous tip, make sure your personality connects with your audience. You don't want to come off with the "used car salesman" stereotype.

Website Building Resources for Small Businesses:

Non-Tech Savvy

Weebly – a drag-and-drop simple website creation tool. They'll even host it for you for free (or a nominal cost). For most people, this is the fastest way to get a website together online.

Wix – Another free website service. This one creates a more animated website. It's pretty cool and easy to get started.

NVU – A Dreamweaver-like HTML editor (WYSIWYG) for those who have a limited knowledge of html. Once again, it's free, though you'll need your own hosting account to put your pages up, and an FTP client to get them online.

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GIMP – A free Photoshop-like program. If you've ever used Adobe Photoshop, you know that it isn't the easiest program to use, but it will allow you get design ideas put together. GIMP is free and supports saving to a wide variety of formats. (We actually use it for lightweight modifications for photos featured on the Infusionsoft blog.)

Squarespace – Squarespace is another hosted service that will help you get a site up without a lot of technical knowledge. It's not free, but it's affordable for most small businesses.

Tech Savvy

Komodo Edit – A very powerful text editor sporting auto-complete, simple project management, and customizable snippets for many languages. Some huge time savers. And it's free!

Adobe Photoshop – Photoshop is the standard in image editing and processing. It does come at a pretty penny, but it's very powerful for slicing and dicing your design into a great site.

Drupal – A complete content management system that supports multiple users, blogging and article publishing. It's very powerful and can be customized but requires a deeper techie understanding of HTML and CSS to get going. It's free, too.

Joomla – Similar to Drupal, Joomla doesn't require you to be super tech-savvy to use it, but it does require some basic knowledge to get them up and running. Joomla has many, many plug-ins available to help make Website management a snap. It's free, but some plugins are commercial.

Sequel Pro, SQL Yog – These applications are helpful to manage your SQL statements (e.g. database language). Sequel Pro is for Mac and SQL Yog is for Windows.

Firebug – Firebug is a toolbox for Web developers. It's easy to monitor and edit your website for on-the-fly testing and tweaking. It's a free add-on for Firefox.

Web Developer – Similar to Firebug, Web Developer gives you greater control and technical information on your website. Everything is tucked into menus so it's pretty intuitive.

I hope you find some of these tips and resources helpful! You most likely won't use all these tools during your website creation, but I suggest giving them a try to see how they will benefit you. The best thing about being an entrepreneur is that you can cherry pick the right resources to fit your needs. ■

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OUTSOURCING 101



by Neil Robinson
Creative Director, HYPERIONBOX

As much as we may try, a cold, hard fact of owning your own business is that you simply cannot do everything...

One of the conclusions that we eventually come to is that outsourcing various functions (whether they be design, copywriting, coding, or other) is a necessity in the world of small business. Many questions arise at this point, from actually identifying the right freelancer to knowing what to do when you find one. Here are 5 tips that will help you identify and utilize freelancers to their fullest capabilities and let you come out a winner in the vast world of outsourcing.

1. Find Freelancers Online.

If you lack personal connections to talented consultants, use the internet to find them. Whether it be through freelance search sites (elance.com, getafreelancer.com, or guru.com) or social media (Linkedin, Facebook), hundreds of eager independent

contractors are within your grasp. Utilize these tools to build some solid options.

At this point how do we identify the right freelancer for the job? The beginning of the answer is:

2. Know exactly what you want.

Any contractor worth their salt will want to ask you these questions right off the bat, namely:

- **Who is your market?**
- **What is your style?**
- **What is your overall tone?**
- **What is the scope of the project?**
- **What is your desired result?**

Being able to answer these questions immediately and effectively will go a long way with a potential freelancer. Not knowing could result in reluctance to work with you. If they're highly skilled, they don't need to work with someone that comes across as "flakey" or inefficient in relating detail.

3. Ask for referrals.

Simple rule of business. Good contractors tend to interact with other good contractors of correlating disciplines, so make sure you ask them if they know anyone else that might be able to fulfill the needs you have. Chances are, they will.

4. Don't shop around.

When you identify someone who gets the job done at a high level, don't fall into the trap of shopping around for other contractors. Focus on maxing out talent by building repore rather than hoping a miracle worker will come aboard, read your mind, and come up with perfect results the first day. Getting the job done right is very valuable.

5. Make sure you treat the freelancer as part of the team.

As a contractor, it's easy to feel like you're alone on an island. Make it a point to include them in as many functions as reasonably possible. Doing this will ensure they take pride in what they're doing for you, and it will be a good gauge as to whether you might want to offer someone a permanent position at some point.

...And there you are. Five tips that will help you navigate an increasingly growing (and complex) field. ■



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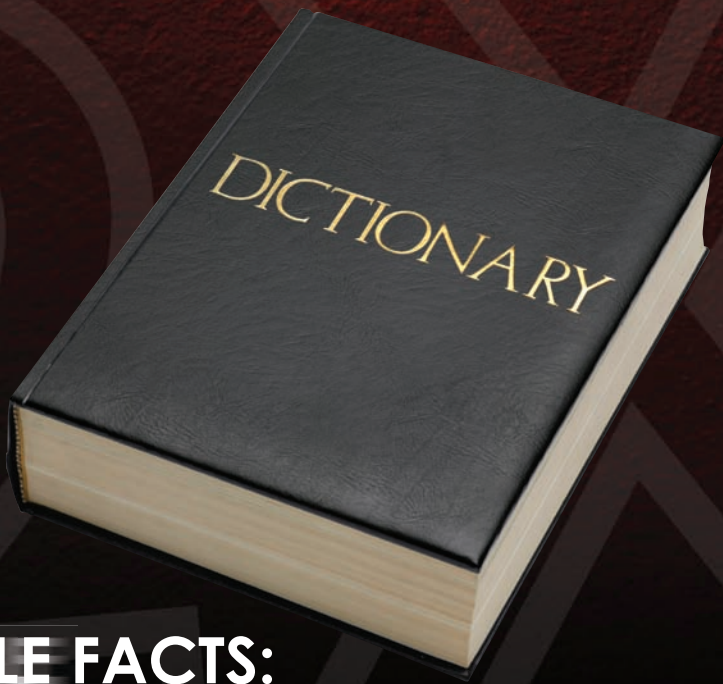


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DOUBLE FACTS:

- **The Pentagon**, in Arlington, Virginia, has **twice as many bathrooms** as is necessary.
- A **double bed** is the same size as a full size bed.



DOUBLE FACTS:

- **Homonyms** are words with **double meanings**.
- Here are some examples of words containing **double letters**, for each letter of the alphabet:

AArdvark, aBBot, aCCent, aDD, fEEd, oFF, eGG,
withHHold, skllng, aviJJJa, booKKeeper, iLL, iMMune,
aNNoY, hOOOp, aPPle, huQQa, aRRay, kiSS, liTTle,
vacUUm, saVVy, sloWWorm, waXXenn, cubbYYew,
and daZZle.

Email Address:

[illegible]

COMMENTS

Each year InfusionCon will be bigger, better, and more beneficial. Please help us prepare for InfusionCon 2011 by providing us with comments about THIS year's user conference.

COMMENTS:

As you already know, word of mouth has always been the MOST effective marketing strategy ever used. Please help us spread the word about Infusionsoft by providing us with referrals.

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