

This is the transcription of Peter's voice in this call recording.

I just transcribed the main parts of Peter's dialogue (because it's so muffled)

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The changes are basically in the way that you get the traffic faster, by doing all the stuff that's now additional. Usually you have to wait for SEO and stuff like that, now you don't have to wait for it, that's the big change in general.

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Let me interrupt you. You read the entire thing, right. I'll send you something...a url, here. Go buy this. It's not in the manual because I'm going to make a separate manual for this particular tool. And then you can basically put your efforts on steroids here if you use this. It's \$97.

[\(http://hummingbird2.com/](http://hummingbird2.com/) is what he sent me)

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The action message.

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Ok, I see what you're saying. Basically, this is because you haven't done the work flow yet. If you ... lets say if you have tomorrow a set of 10 keywords you put into google alerts. You go into dog obedience training, and you take 10 keywords that are in that market, you plug those into google alerts, you get news back, every day. All about dog obedience training. Now in your case you made it quite clear already that you want to target the market of all people who want to train their dogs better. Basically you already solved your issue that you're having right there.

So, what I do is in the action message, the iframe that sits on top of every page. I basically, I don't want to come over too salesy, so I just do a very conversational like little blurb, that guides people to the front of my blog, the front page, which contains the pre-sell. Now, is your question, what do you sell? Or how do you sell?

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Basically John, the markets will tell you what they want. If you go to omgili.com and you look through the forum posts, I describe it in the manual. You'll see which forum posts get a ton of action going on, which blog posts have a lot of traffic, which have a lot of comments. There's always a reason for that. There's always a reason why a blog or a forum post gets more attention from a forum surfer, there's also a reason a blog post gets more comments than others. It's like on your blog, if it's something that touches people, if it's something people are really interested in, that they want to get, you will get a lot of responses.

So, in this case, before you actually go and build your blog, you go and look at these places, you go and look at what the big theme is, what a big pain is. This is where you come up with your product source. That's generally how I do it.

The action message then, basically guides them, very softly, don't hard sell in your action message. Just softly guide them, like I have on the demo blog. This is basically just a brand, people maybe don't know that brand. People come to my blog because they're interested in sunglasses or optical glasses, and I just want to tell them about this particular brand that I found that to me is the coolest thing since sliced bread. So that's in the message, in the action message, and I take them to the front page where I just make a small, small, not multi-page soft pre-sell where I just warm them up a bit, and then I take them to the merchant website.

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Yes, absolutely, that's one of the ways you can do it.

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That's one tactic. You can utilize many. If you look at the last section of the manual I have a couple of examples that are outlined. The scenario you talked about was one of the examples. There's probably 10 more that you can come up with.

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I just sent you a link to segmentex, and this is basically a survey service that combines these variable testing. That's one of the options you can use.

(<http://segmentex.com/>)

That being said, there's one blog of mine that does very well that doesn't have the pre-sell. It has the action message and I just send them straight off to the offer on the merchant site. It just depends on how deep you want to enter the market. If it's a CPA offer that pays you \$1 for filling of a zip submit or whatever, very often you don't have to pre-sell. You just link from your iframe or your action message, and you just link them straight into the offer, the merchant offer. You can do that as well.

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You could do that, absolutely. If you do, for example, it works really good for me, If you do the action message directly to the merchant, then I usually just do, on the homepage, I have a squeeze page, a soft squeeze page where I explain the result (always explain the result, never sell) "I was fat, now I'm skinny. This is how I did it, There's one thing I really want to talk to you more in depth about. Just give me your name and email and I'll give you a 1 page or a 2 page pdf with a product that I've found that just blah blah blah." You can be very creative with how you approach this.

For example, if you're doing auto insurance, there's very little pre-selling that you need to do, or even can do. So in that case you just give them the best offer right there in the action message, and you link it straight to the merchant.

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In some cases you could just scare people away, or bore people away if you keep hammering on blah blah blah, if you keep soft talking them, in some cases they think "just give me the link already," but that's really true. For example, I had one guy talk to me and he said "you know what man, I made a video presentation on how to use a household trick on how to get rid of pink eye." Ok, I like this, I know Pink eye is a problem, I'm not really familiar with the market, I don't really know if there's a lot of people having this problem. Now I looked at it and he said that the problem is that "I lose people." Ok, if you have pink eye, and you're sitting at the computer, you don't really want to read through stories. You give them a short story about a result that you got using some free thing or whatever, I don't know, and you sell them the information. You don't have to send them through 5 pages of pre-sell, that's ridiculous. You don't have to build a list. If somebody has pink eye, they want to get rid of that stuff right now. If your stuff works, there's no reason why you should build a list in that market. It's hammered in, I know. Everybody says "build a list, build a list" And that's true, I'm totally pro building a list, I love building a list. I love building a list. But in some cases it's totally useless. If you have a pink eye list, and the pink eye's solved, these people don't want to hear about another product that can solve their pink eye. That's something that you have to think about. That in some cases, all they want is a solution and they want it NOW. They don't want you to sweet talk them. They don't want you talking about it too much, they don't want you to send them through 5 pages of text, they don't want you to tell them stories. Give me the freaking solution now! That's it. So depending on the market, yes, absolutely.

You just mentioned the weight loss thing. The weight loss thing, I don't take to an offer directly. People want to know something. They want to know "hey, did this work for this person? If so, how well did it work?" They don't want to solve the problem, they want to lose some weight. They want to know how much you lost, how fast you lost it, and did it stay off, that's what they want to know, and you have to tell them that. If you compare that to a pink eye product, the only thing they want to know, "did it work?" For a weight loss product it's different.

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That's ok, I'll promise you not to curse on the call. Hahahaha.

That's ok. The thing is that you have to look at your market. That's why I find it so important that in the manual I talk about "you know what, everybody talks about market research." Market research is basically ... You don't research a market, you discover a market. The things that you want to sell inside a market, you have to discover that. And that's the stuff that's talked about on forums, it's on blogs. It's the products that are coming out. It's all of that stuff.

If you ask 10 internet marketers, people who want to earn money online, everyone talks about keywords. That's ok, if you want to rank for a certain keyword, that's fine. If you want to bid on a certain

keyword, that's ok, do seo, ppc, you have to do that. But if you do it my way there's no reason to be scared of a certain competitor in that market. There's no reason at all, you just jump in the market. You take on whatever you can find. You join a conversation, join a discussion, that's what you do. And by doing that you see what's going on inside a market, inside a certain segment.

I don't want to brag here, but there is one blog that I did and this was basically a little bit of a challenge for myself, I wanted to prove to myself like, hey, how fast can I do it if I really put some effort behind it. So basically what I did is I had an offer that I was selling. I was selling this myself. It was a product I put together. It was a 10 page report, and the report was how to download and find free movies online. This was something a lot of people want to know about. I build a little blog, very similar to the example and I sold my guide for \$9. This was such a big market, and a lot of people...this was not the internet marketing prices where people are charging \$100 for an information product. This is a \$9 product that I put up on paypal. So it's very low.

I started talking in all of these, there are hundreds and hundreds of movie forums, people are talking about that stuff. What I did was I basically right inside the action message I had a little picture of my persona I was a young guy, a young geeky looking guy in that particular market, and I said "you know what, I'm doing this downloading thing for about 5 years now, so I know all this stuff inside out. If you want to know more, give me your email address and we can discuss this privately, I'll send you some emails." That's all I said. My sign-up link, I got about 420-450 opt-ins, per DAY to that. So that list is massive. So I sold that guide for \$9 and in my first 30 days I made \$12,000.

And all I did was, I didn't do any seo, I didn't do any ppc. I didn't do anything anyone else is doing. All I did was engage in forums and yak on blogs. These people ... and leaving my link behind, blah blah blah. That's all I did. Now, I challenge you to make that kind of money doing SEO or PPC. PPC it's almost not possible, because google will slap you, because it's stuff they don't want to promote, they don't want that. And for \$9, you'll be hard pressed, even with the content network, to make a profit. I can tell you right now, it's not going to happen.

But with the way I do it it's all pure profit, and all I did was every day went to my forums, linked to my stuff, and just posted for about an hour. That's all. You have to understand something. If you do that, you are probably the only marketer that's inside that forum. So you can use a little bit of soft selling, a little bit of smooth talking, giving a little bit of tips, you drop a line here and there, you give something away, a little bit. That's all you do. That's really really all you do. When I did that test, I didn't even do the twitter, which is now included in the manual.

If you have your GUYS, your Filipinos, and you have them who understand good English, who talk good English, and who can write good English, If you hire 5 people tomorrow and you say to me, let's do this, I can make these guys earning you money by the end of this week. And they're not selling. They don't sell. They just answer questions here and there, and engage in the discussion. In general, people don't want to do that. They're so absorbed by google and how they have to please google, and how they have to, oh my god, google slap, panic panic panic, or google this panic panic panic. They all talk about rankings and traffic from google, does this work? Of course this works. You're living proof. And I do it myself. This

works. But I'm talking about, not interfering with that. Ignore google. I do it this way, you will get rankings automatically without looking at this stuff. It will come automatically. You're posting stuff, you're bookmarking stuff with a \$24 piece of software, and that's it man, that's really really it. There's nothing more to it. I wish I could make it much more difficult. I'm sorry I'm rambling, I just get excited about stuff like this because it's so simple. A lot of people don't seem to understand, that as a marketer you're fighting. You know, if you do ppc you're fighting against thousands of other people, if you do seo, you're fighting against thousands of other people who all want that #1 ranking. If you do it my way, you're not fighting against anybody. You're all fighting you know, over google, and I don't even care about google. I just go into these places and I immerse myself. I dive into the market I see what's the issues, what's the problems these people have, what's the pain they have, what do they want, what do they need, what's the sites, what's the questions, blah blah blah. I look at that stuff and I just engage. I go in and I just do my stuff. It's not hard, it's not rocket science.

Nobody does this. Nobody does it. And that's why everybody's trying to make money off google this, google demolition, google sniper, google killer, google whatever, ok, that's cool, you go and kill google. I'm not going to kill google. I'm going to ignore them. I don't need google. I don't care about, necessarily about title tags and all these things. I do, I use a good theme, the thesis theme, or you use semiologic or whatever you want to use, as long as it's simple, there's no 50,000,000 colors flying around, there's no boxes here and there's flash. There cannot be any diversions. You have to focus. If the client or the surfer comes to my site, what do I want them to see. The action message! Everything else, obsolete. Leave it off. It's a very straight forward, very very simple way of doing this. And there's no confusion. If we talk seo, you and I can talk SEO until the cows come home. We can stay on the phone for 2 days and we still will not agree what to do, and what not to do . We will still not agree. But with this, you find it, and you jump in, and you talk. And that's it.

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That's basically it. You gave a great example, you know. You love golf. If you go to the golf course and talk with your buddies at the course. The people who make your golf clubs. The people who have a membership at the golf club. You don't sell these people. You just talk about stuff. You talk about XYZ, golf clubs, you talk about some techniques, some tactics you've learned that you've picked up, blah blah. It's just blah blah. It's just talk. It's just you and your golf buddies. Nobody's selling anything to anybody. You're basically just, in this case, in the case of nanoblogging, you're recommending. You're recommending. You're saying "This is what I do, and I got ... in the year, and that made me a better golfer. You know, in a weeks time I picked up a couple things out of this little ebook that made me do this and this and this better. I am not the expert, I'm not going to explain everything here, but go see if it's something for you." That's what I do. It's very simple. You don't hard sell. This is not AMAZING AWESOME PRODUCT THAT WILL BLAH BLAH STROKES OUT OF YOUR GOLF BUTT I DON'T KNOW AND DO IT IN 60 SECONDS FLAT!!!! NO NO, you don't yell, you don't scream, you don't use exclamation marks, you don't use yellow highlighter text, you don't use crazy assumptions, you don't use statements that ahhhh hype and whooplah and all that stuff. No, You don't do that. You just talk. That's all. Like you would do with your buddies at the golf course. You found something and you share it with these people. And you can say to them as well, " you know what, I got this book off of amazon and it tells you how to

do this and this and this I have some trouble with that, you know. This book solved it for me. Here's the link. I'll write down the link for you." This is what you would do for your buddies at the golf course. Don't do more, don't do less. Same thing. You talk to people. You're inside a blog, you're inside a forum. This is not a place to sell. It's the same thing that I do with google. You know, you build a new website and 5 seconds later you're bookmarking like crazy, you're pinging like crazy, you're building backlinks by the hundreds. No. No. It's unnecessary. You don't have to do that, at all. You just do it this way, and all that other stuff, it's automatic. It's the bonus you're getting. That's all.

I can honestly promise you, hand to my heart that I don't do any other backlinking to any of my blogs than using that \$24 piece of software, that social thing. That's all I use. There's nothing else that I do. Yes, if you want to do SEO, if you want to get the results, you have to do article distribution, and yes you have to do directory submissions, and yes you have to do x and y and z. there's like 50 million things you can do. But that's a lot of work bro. That's a lot of work. And then you have to make sure you don't do it too fast, because of the sand box, and blah blah blah. Well, in my case, it's just the opposite. I don't do any of it. I just go where the people are, in my market, and I make conversation. That's all. I don't care about google and I don't care about competition. I go inside the market, that's it, that's it.

Very good man, If I can help, just let me know. Ok. Take care. Bye.