

The Quan\$ite Revolution

Magnetic Content Creation



**Tips, Tactics & Tools For Creating
Multimedia Content That Magnetically
Attracts Your Ideal Target Audience**



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Basic Business Blogging Tips

“You know the problem with Hollywood? They make crap, unbelievable, unremarkable crap.

Now I’m not some grungy wanna-be filmmaker that’s searching for existentialism through a haze of bong smoke. It’s easy to pick apart bad acting, shortsighted directing, or purely moronic stringing together of words many of the studies term as prose.

No, I’m talking about the lack of realism. Realism is not a pervasive element in the modern American cinematic vision.

And realism is what people crave.”

- Gabriel (John Travolta) in the movie *Swordfish*

The Secrets To Publishing Content That Persuades

Here's a million dollar secret that I've only shared with \$500/hr. consulting clients. When you use it, you will get inside your prospect's head online and influence their thinking to get them to do what you want – including sending you money for your product or service. Sound hard to believe? Keep reading and I'll prove my point to you.

The fact is online persuasion is the basis for success in marketing with New Media. The technology is secondary!

Why is this important? Because Web 2.0 technology and tools are being hyped as cool everywhere from offline drive-by media sources to online marketing gurus. (Both of which spew lies and half-truths with hap-hazard analysis of the New Media marketplace.) But “hype” and “coolness” do NOT give you what you need to market and make money using New Media.

And don't look to “content” as the answer either. Content is crap! People don't want more “content. They're overwhelmed with the dog piles of content that litter the online landscape.

Are you with me? “Conversations” is another term you'll hear. It's been thrown around by blogging evangelists so much it smells like a dirty dish rag in a 40-year old bachelor's pantry.

Conversations are great, but unless you *guide and direct* them to *focus* on a specific outcome – they are a waste of time.

Anyone has ever worked in the typical office, restaurant kitchen, or construction site knows that conversations take place all day long. And nothing tangible comes from them.

As a driven business achiever I hallucinate there is something more you want. Am I right? There's a different outcome you're looking for.

What you're after, what I'm after, what any business person bent on success must have as their main goal when marketing with New Media is this -- CONNECTION!

Now connection can be a tricky thing.



To some people it may sound like manipulation because there's a purpose behind your persuasive actions, a desired outcome. (gasp! Imagine that, you want a specific result.)

Others may struggle with the definition of "connection" and what it means when marketing online. They think it has something more to do with online dating sites than it does with marketing. (Did that cross your mind? If so you're actually closer to the right success strategy than you picture yourself being.)

But really, when it comes to connection, there's a question you're asking. A question you've been searching to find the answer for. The question is this; *"How do I connect with and persuade people to take action online?"*

The Pushbutton Persuasion program goes into this in depth. But to help you kick-start your connections with your QuanSite, I'm going to share 7.5 tips to help you get started creating magnetic multimedia content.

As you sit there and read every word of this report you will become amazed at how much sense this makes. And you'll begin to see why so many marketers are failing to get the results they want online.

7.5 Keys To Creating Magnetic Multimedia Content

1. Niche it!

Wouldn't it be amazing if the crowd that you gathered online were all hungry for what you have to offer? It's something every marketer and business person yearns for. But yet they make every effort possible to be all things to all people.

Being a generalist or creating content for a broad audience will never be as profitable as focusing on a specific niche. Your richest returns will come from targeting a niche market, topic, or theme, and focus on the informational and emotional needs of individuals in that market.

Focusing on a niche will allow you to tighten your message and keep your content relevant.




A blog that builds reputation around a theme will need to be more on topic with each published item. General rambling has no place in a business blog.

A themed or topical blog publishes content that doesn't move away from the central theme; however, it can touch on any and all related information that would assist in reaching and relating to an audience.

Bloggers of all types whether for business or personal publishing, normally publish content around niche topics and subjects that they are passionate about. Niche topics are the best topics because broad and general topics do not gather a targeted audience for you.

With your business-oriented blog, you must be niche-oriented in your content because you need to be tightly focused on your products or services. And you must connect with the audience you serve.

Some basic examples of business-blog type content would be covering topics that:

-  Promote your expertise
-  Educate your target audience on your products or services
-  Provide customer support

Advanced techniques, as those covered in the Pushbutton Persuasion program, include:

- Entertaining while you educate
- Creatively bringing pain to the surface so you can artfully reveal the solution
- Point to the pleasure that can be gained by “doing the right thing”
- Using multimedia content (audio and video) to create a brand, persona, or magnetic shtick.

Business blogs with a tight niche focus will also yield better keyword relevancy and search-engine ranking, along with better branding of you and your company.

RED HOT SECRET!

You need to know what is going on in your niche. You need to identify what the hot topics are anywhere they're being discussed so you can get involved to connect and position yourself and your brand.

Search out the blogs in your niche and subscribe to them. Ask yourself the following critical questions to

get the edge.

- What is being said by the publishers?*
- What comments are being posted?*
- What common ideas and conversations are common among all the blogs you are reading and observing?*
- Are there any emerging trends?*
- Who are the top bloggers in your niche? (You will find them by the number of references to their blogs. You will start to come across these references as you explore more of the blogs in your niche.)*

This works because blogs are one of the most efficient ways to keep your finger on the pulse of what is going on your niche.

Go to <http://www.technorati.com> and do a search for the keywords that represent and identify your niche. Go to <http://www.blogdigger.com> and do the same. These are blog search directories that monitor blogs in real time.



2. Know your audience

There are many things you can do to create media that is magnetic to your target audience. But before you begin writing, recording, or filming any posts for your blog -- you **MUST** know who your audience is and what their wants needs, desires, and dreams are.

Sounds obvious, but you'd be surprised how many business people make assumptions of what their audience actually does want.

We dedicate over 3-hours of coaching to in the Pushbutton Persuasion program to make this easy for you. It's an easy process, but one that cannot be shortened down.

But what you can do as a start is ask yourself this question; "What are the wants' needs, and desires of my target audience?"

IF you answer that with product descriptions, features, or even benefits – **you must go deeper.**

You **MUST** express what your audience wants in emotional terms. And in your blogs posts you need to trigger their desire for the end result your product or service delivers.

3. Connect with emotion

Emotions are not just necessary to clarify what your target audience wants. You must connect on an emotional level with your target audience.

And if you're going to emotionally connect people in your target audience (the **ONLY** connection that matters) -- you **MUST** be authentic.

When you blog, and specially when you podcast in audio or video the "real you" must come through. Blogs by nature are personal and "up-close" in style. If you suppress your authentic voice, you will not attract anyone.

If you're afraid of offending someone, let me tell you a secret.

*If your message is not strong enough to offend some people,
it will NEVER be strong enough to attract the people you want.*

Stop and repeat that again right now, this time out loud. Listen to your own voice state this fact. Write that statement on index cards and post them everywhere – above your desk, on your bathroom mirror, on your forehead –burn that persuasion fact into your consciousness.

Picture yourself five years from now with all the business you could hope for. Feel what that level of success would feel like. Get comfortable with it! Because if you *own* this statement, if you make this one statement yours – you will attract more business than you could imagine.

Know that each blog will be unique because each person or company has a unique style, character, or brand. Whatever the topic you are blogging about, make sure you inject your personality into your writing.

In order to create a loyal readership, visitors must come to trust you and feel like they know you in some way. It doesn't necessarily mean that they need to know your personal details. But you do need to connect with your audience in a very real way. Keep it authentic by building your own brand and being yourself.

4. Build your credibility

Remember the last time you saw those flashing red and blue lights behind you as you were driving down the highway. Did you pull over to the side of the road? Why? That's right, because of the authority the man or woman in the uniform driving that cop car carry.

Wouldn't be cool if you carried that same weight with your target audience and Tribe?

Well, to do that your content must be credible and authoritative. Your credibility starts with the "voice" of your blog. Your authenticity.

Credibility can be a slow build over time. Some individuals and businesses immediately bring a level of credibility to the Web and have a built-in audience.

If that's not you, there are ways to use New Media to accelerate your credibility and standing. The simplest is to begin to publish media that is high value and applicable for the people in your target audience.

When your audience comes to believe in the value of your content, you are building credibility and authority. They will look to you and seek your opinion and advice. These are some of the key factors you will need to build reputation.

Blogs are fantastic reputation builders. What better way to have automated blog promotion and blog marketing activities than with other people who will link to you and reference you without you having to ask?

You can build your audience exponentially when you get other blogs to reference your blog content and send you traffic. Blogging has given rise to what some are calling *news masters*. Bloggers are in the business of referencing relevant news, facts, information, and content of various kinds that they



find useful; and, when they find something of value to their audience, they talk about it or blog it (blogging).

Each reference you get to your content can lead to a multitude of additional references as more people who find their way to you also turn around and link to you as well.

Bloggers act as a filter. When people find a blog that is useful they will link to it and refer others to it. You can become the authority within your niche. Others will look to you to filter the news for them on what is valuable and newsworthy.

**RED HOT
SECRET!**

Your content builds page reputation with Google as more people link to you and your blog builds reputation as more people read it and reward you with repeat visits.

As you learn how to blog, remember you are building credibility, authority and reputation.

5. Publish consistently

Publish consistently, not necessarily frequently. People like consistency. Consistency reinforces credibility.

A stale blog will not generate traffic from the search engines and it will have visitors dropping their subscription to your blog like crazy.

If you aren't up to publishing on a regular schedule, then one of the following solutions could work for you:

1. Get someone else in your company to publish for you
2. Get a ghost writer to create posts for you then use the Import Article feature of QuanSite to make your blogging hand-off and automatic
3. Make your posts short pieces (a paragraph or two) referencing relevant news items
4. Make your focus a commentary on relevant videos from YouTube, MySpace, or Revver (again short and sweet)
5. Write short evergreen type posts in bulk once or twice per month, load them into your QuanSite system, and put your posting on auto-pilot

We recommend at least three posts per week for most niches. Some industries may require more, some less. Of course every post does not have to be a long article or a full blown edited audio or video podcast.

RED HOT
SECRET!

The search engine spiders will literally adjust the number of visits to your blog based on how frequently you update.

Remember that the time you dedicate here IS marketing time. This is how you make money. You're either improving your search engine rankings, boosting traffic, and building connections online – or you're dead in the water.

6. Know Your Keywords

Knowing your keywords is important and obvious. But make sure you know the right keywords to use for your niche. (Refer to the Killer Keyword Selection bonus available in your admin dashboard to plan out the best keywords for your business or industry.)

Start with a free tool like Good Keywords at <http://www.goodkeywords.com> or <http://freekeywords.wordtracker.com> to help you research good keywords to use when writing your blog content. Your keywords are what will bring you traffic from the search engines. Keywords are the general terms people use in the search engines to find stuff.

RED HOT
SECRET!

The keyword phrase with the largest amount of traffic isn't always the best for you to use. And the more specific the keyword "phrase" you use, the better your results.

*Large amounts of traffic generally represent more **general traffic** for a general search term. This is usually a starting point for searches. Get specific!*

Searches move on from there to more specific "phrases." These phrases represent niches that are more targeted, more specific, and more focused on what they are looking for. This is higher quality search traffic.

This is where you'll gain a major edge over your competitors. Just by knowing how to apply what you learned from your keyword research will propel you into business blogging success.

RED HOT SECRET!

Most business owners would naturally think that the largest amount of traffic would mean the best keywords. By following along with the coaching sessions in the Pushbutton Persuasion program – you'll know otherwise!

You must know which keywords represent **your** audience, customers and prospects.

Knowing what your niche market is searching for provides you with a needs analysis of what your market wants. Keyword search-tools work to help you identify where your market is.

It's the way of the Web. Search is effective when search engines deliver results that make people happy with what they found. If we type in "kite boarding" into Google, we want results that talk about "kite boarding" -- not boats or dolls.

You want keywords that will make you part of those search results when someone goes searching for the keywords you are mentioning on your blog.

Start out using the free tools like GoodKeywords or WordTracker. Do a search for the keywords being used that are related to your products and services and business.

Write these keywords down for later use to be used in your blog.

RED HOT SECRET!

Pay special attention to the two and three word "phrases." They represent more specific searches and more qualified traffic.

Now go to Google and search for each keyword and examine the top 10 and 20 search results. You will need the Google search bar for this step. For Internet Explorer, go to <http://toolbar.google.com>. And if you are using Mozilla Firefox you can go here:

<https://addons.update.mozilla.org/extensions/moreinfo.php?application=firefox&id=33&vid=34>

While this technique is not guaranteed to work 100% of the time, it certainly works magnificently with us and our clients. It has worked more often than not.

Look for pages in the top 20 Google results that have a page rank of four or less. Take note of these keywords. These are keywords that you will be able to dominate using QuanSite.

You need to specifically target these keywords as you write or podcast to your target audience. When

you have very good niche keyword phrases that also target the traffic and audience you seek, your blog will easily break into the top rankings in these areas.

This isn't as mechanical or formula-based as it may sound. The key is to know your niche instinctively and know your keywords instinctively so that writing with your keywords in mind is more natural and not as deliberate.

But your blogs will rank you well for your primary keyword phrases – when you work them.

In the beginning, it may seem like it really is deliberate, but over time it will be natural and organic if you take the time to understand your market search traffic.

**RED HOT
SECRET!**

Blog content simply outperforms content from standard Web sites.

You are targeting these “weak” keyword phrases because you can easily obtain good positions where pages in the search results don't have a lot of back links or very strong page rank.

Writing with your keywords in mind creates relevancy for your blog. Your keywords will get picked up by the search engines and in short time your blog content will begin to show up in the search-engine results.

You will begin ranking for other phrases related to your niche without even thinking about it because of this natural, organic harmony between how you write and how Google responds and picks up those phrases.

7. Watch your traffic stats

By traffic stats, we mean the in-depth tracking that Google Analytics provides with your QuanSite system. You want to watch your stats for two reasons.

No.1 - You want to know which keywords and keyword phrases are driving traffic to your blog.

What you're looking for are the keywords and phrases that are already driving traffic to your site that you didn't specifically target.

**RED HOT
SECRET!**

If you see recurring instances of this and the phrases do fall within the scope of your products or services, then you should publish an article about the topic that those phrases indicate as an area of interest.

This is a sign that people are looking for information that you could use to pull more traffic to your site. Because blogs are instantly updated and blogs are indexed frequently, you can rapidly respond to this kind of traffic very quickly and drive it to your blog.

You can literally reach out and grab it! No regular Web site can do this for you and this is by no means a small thing. We've learned more from examining how our blog is being found than we ever learned from our normal Web stats. This is simply because of the range and reach and real time nature of blog content.

No. 2. You want to know which sites are referring traffic to you.

You must, must, MUST monitor your stats for referrals. This is one key way to know who is linking to you. Expect this soon with a blog because blogs tend to link often to other blogs in their blog space. Just like we inform you of the need to monitor your niche for market conversations, other bloggers in your niche are doing the same thing as they participate.

**RED HOT
SECRET!**

Bloggers are generous promoters of great content. Always on the hunt for something good to deliver to their audience, they find information quickly and link to it without haste. They want to deliver great information. This is a part of the viral aspects of blogs. Bloggers read other blogs in their areas of expertise. They cross link to each frequently.

This creates a rich linking infrastructure and a topically rich, focused theme-based network of sites that Google likes. For example PR bloggers tend to read other PR related blogs and link to good articles and information.

**RED HOT
SECRET!**

This natural linking within the blog space creates niches of themed content that pulls search engines and traffic. If you start getting links from blogs that have good rankings and readership, your traffic can begin to grow exponentially.

When you see these referrals, visit the blogs and see what is being said about you. It would be good to also say "hello" and "thank you."

Monitoring your stats helps you understand how your blog is progressing through your niche. Are you pulling qualified traffic? Are you getting the attention of other bloggers?

Watch your stats and be prepared to act.

Blogs are instant, rapid-response mechanisms. You can tell a lot by watching how the Web responds to your blog content. One of the best ways to monitor the effectiveness of your content

and your keywords is to monitor your blog stats.

7.5 Leverage your magnetic content on multiple channels

Wouldn't it be amazing if you could sit down one-on-one with hundreds or thousands of people each week and build an emotional connection?

Now, thanks to New Media, that is a practical reality.

As a New Media Marketing tool, blogs allow you to reach out to a much larger audience within your niche than you'd ever be able to with conventional online marketing methods. And your QuanSite system is the best tool for the job.

But if you want to harness the full power of the New Media Marketplace, you'll need to multiply the impact of your blog by leveraging your magnetic content over multiple New Media channels.

Your posts, articles, and podcasts on your QuanSite are the core of your New Media Marketing Matrix. But remember to dedicate some time each week to go outside your core to connect through other channels.

Understand clearly – you are NOT creating any new content or media when you do this. This is just commenting, linking back to, or otherwise leveraging your already existing magnetic media.

Here are some of the New Media channels you can use outside your QuanSite system:

- Make relevant references to media on your QuanSite in social networks like MySpace, FaceBook, Ryze, Linked In, etc.
- Do the same in video networks like YouTube, Revver, etc.
- Make commenting on other popular blogs in your niche a weekly habit
- Participate in Blog Carnivals targeted for your niche
- Be a "Guest" writer on other complementary blogs

And there are plenty of more conventional way to leverage your QuanSite, like with PR, article publication in magazines, and even getting interviewed on radio or TV as some of our best clients have done.

Of course this is just a starter list for ideas, but you get the picture.

The point is, the more channels you can get the same message out on, the more people will be attracted to you, your product/service, and your brand.

How To Create A Strategy For Success

In the film *Good Will Hunting*, the counselor played by Robin Williams, lovingly confronts the disturbed young man in his office with the phrase, "It's not your fault."

After a pause, Williams again says, "It's not your fault."

After yet another pause, Williams again says, "It's not your fault."

By the time the scene is over, the young man played by Matt Damon breaks down and cries. The counselor and patient hug. A transformation has occurred. It's a powerful moment in the movie.

Williams is able to break through and achieve what no other counselor, teacher, or relative has been able to do with the young man. Why does he succeed where all others have failed?

It's because he understood one of the most powerful success principles known to man. That is the fact that repetition breaks through barriers.

You see it in the success of men and women in every area of life.

Michelangelo struck a huge block of granite hundreds of times before the exact piece of rock he wanted to remove fell off. Bruce Lee became the world's most famous martial artist by repeatedly practicing 12 basic moves every day. Oprah Winfrey became a billionaire by coming up with a formula for entertainment and repeating the same formula over and over again.

Marketing with New Media is no different. But, like any other area of life -- the things you repeat **MUST** be the *right* things.

Your QuanSite system is a powerful ally in gathering a crowd of hungry prospects. But it will only be as good as the formula you repeat. Your strategy is built on a formula of three components that you repetitively go back to every day.

→ Mission

→ Message

→ Momentum



Developing your Mission, Message, and Momentum is the foundation for success with business blogging, with New Media marketing, with your business and life. It's critical for you to have these three parts of the formula defined as you get underway with your QuanSite and other New Media Marketing activities.

Mission

What is your mission for your blog? What is your intent? You need to have a clearly defined intent for your blog so that you can know what your benchmarks are going to be for consistent action and measurable success.

Simply answering with "more traffic" or "more subscribers" is not going to help you in any way. Be specific, and far-reaching with your goals.

- How do you want your blog to support your objectives?
- Do you want to attract prospects to a specific product or service? Or to your company as a whole?
- Do you want to provide customer support for an existing product line?
- How about public relations for you within your profession or industry?
- Do you want to create buzz by stirring up controversy through opinionated reviews of industry news?

Remember, blogs are NOT a direct-marketing tool in the traditional sense. Please understand this. If you get this wrong then nothing else will go right with your blog.

Blogs are a tool for building connections, rapport, and trust. Obviously you want to increase your sales and build your business. But be specific and use your mission to define in detail EXACTLY what you're going to give your target audience so they can in turn give you their trust and loyalty.

Message

Your message will be the theme for all the magnetic media you serve up on your QuanSite system. It will be the benchmark against which content on your blog is held up against.



Answer these questions to get started:

- What will your content say about you?
- What will your content say to your market?
- When you develop your message, will it be in your personal voice or in some type of character role?

Blogs are a relationship medium and your personality must come through in a way that allows your audience to connect with you and identify with you. This is extremely beneficial for businesses that have many employees. Blogs make business more personal.

The 'message' is where your mission lives. Remember it's about relationships, so deliver a personal and informative message.

Your message must do three things to make your blog successful.

1. Your message must deliver information that is useful.
2. Your message must build reputation that can be trusted.
3. Your message must deliver communication that others can connect with.

If your information isn't relevant then you won't pull and attract the right traffic. Your reputation cannot mature if your blog has a hard time being a source of quality information and lastly, you cannot connect with an audience that never shows up because of a lack of information and reputation.

When your message delivers information that others are looking for, it will bring the traffic to you. Blogs are very, very good at this. Your communication, when clearly defined and personally connected with your audience, will result in repeat visits. You will be a fully trusted source of information worth visiting again and again.

Momentum

Momentum makes all the difference. It is the final success principle for a successful long-term strategy.

Your business blog is a commitment. When you blog for your business you are committing to your market. You are committing to developing connections that keep your market interested in you and what your business has to offer.



Blogs, like other New Media or Web 2.0 tools, are a social tool. That means you must nurture your relationships, create and maintain connections. You have to consistently reach out to your Tribe and be responsive to their needs.

Failing to do so means you risk the credibility of your presence and the integrity of your efforts. Developing partnerships, friendships, and relationships takes time and requires an investment of your time.

Remember – Momentum can mean three posts per week, or even less in depending on your niche or the type of media you'll be using.

The rewards are well worth it! And you options are few and costly.

Today's New Media Marketplace has made traditional interruption style marketers look like porn kings. They use and abuse their "lists" and work completely on a numbers game.

As more and more people are exposed to New Media, the less and less that type of marketing will be tolerated. Either you or someone on your staff puts in the effort to market with New Media. Or you pay someone else thousands of dollars per month to do it for you.

Either way, it's a whole new world out there. New rules and new players. To learn more about this exciting New Media marketplace, you want to grab our book *Secrets of Online Persuasion*. It's an excellent starting point. You can purchase it at Amazon, Barnes-and-Noble, Borders, or where ever great books are sold.

And when you're ready to cut the learning curve and get the results you want faster, order the Pushbutton Persuasion program from the member's area.