

**Dotsie Bregel,
Founder and CEO of
The National Association of Baby Boomer Women
(NABBW)**



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And

**Boomer Women Speak (BWS)
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Presents

***Using Viral Marketing to
Increase Online Leadership Role***

With

**Phyllis Zimbler Miller
and
Barry Plaskow**

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Dotsie: Hello and welcome to the call.

The format for the call actually will be a little different for today. What we hope to do is to take questions at different points during the call instead of saving them all to the end, just in case callers are interested in one particular area of social media.

For those of you who don't know me, I am Dotsie Bregel, and I'm founder of the *National Association of Baby Boomer Women* which can be located at www.NABBW.com and also www.BoomerWomenSpeak.com which are the number one sites on major search engines for baby boomer women. I am passionate about educating and empowering boomer women and have been doing so since 2002. If you are not a member of the [NABBW](http://www.NABBW.com), the fee to join is typically \$75.00, but for those who are guest of our guest today, we'll be happy to send you an email so you can join for the reduced rate of \$50.00. All you have to do is email me at dots@nabbw.com and I'll be happy to send you that email with the \$25 dollar discount link.

All of our teleseminars, that's audios and PDFs, are free for members of the National Association of Baby Boomer Women and that's just one of the many benefits upon joining. We have approximately 65 teleseminars that you can either listen to or download and/or print and read at your convenience. So this call is just one of our free educational opportunities once you are a member of the National Association of Baby Boomer Women.

Okay, let's get started. I'd like to introduce our guest today; Phyllis Zimbler Miller. Are you there Phyllis?

Phyllis: I'm here.

Dotsie: Okay, and Barry Plaskow. Barry, are you there?

Barry: Absolutely.

Dotsie: Okay! Phyllis Zimble Miller has an MBA from *The Wharton School*, and is the co-founder an internet marketing company called **Miller Mosaic Power Marketing**. Her Web address is www.millermosaicpowermarketing.com. At that site she blogs about social media marketing. She's also a member of the NABBW, and she wrote the novel, [Mrs. Lieutenant](#), which was set in the 1970s during the Viet Nam War.

Barry Plaskow is a leading viral marketer who is currently launching the Inner Circle Program of SuccessBug.com. His web address is www.successbug.com and his program that he's launching will help small business owners learn from top mentors the strategies for building a seven-figure business. We're happy to have him on the call today. Do you want to tell us where you're "skyping" from, Barry?

Barry: Absolutely. I'm far away here in Israel even though you sound very loud and clear, and very close.

Dotsie: Actually your voice is louder and clearer than Phyllis. So that really speaks to what a great service Skype is. This is the first time we've had someone from Skype on one of our calls, so that's kind of fun.

I'd first like to ask both of you if you have something that you'd like to say prior to the interview. Anything about your web sites, or any offer you might have, or just what you're excited about with your business right now.

Phyllis: Barry, why don't you start?

Barry: Phyllis as you are a member, why don't you go first?

Phyllis: That's right. I'm a baby boomer! One of the things I'm going to say and Barry will tell you, actually I'm going to be working a little bit in conjunction with his new program. But he'll tell you about that. I will tell you that [Mrs. Lieutenant](#), my novel, actually started me on this path of social media marketing. And I was very pleased that last night I was interviewed by John Kremer, on his year long series, *People That You Should Know*. And the reason I was so honored is that in May of '08, I took a 2-day seminar with John and I knew nothing. So from that time I've gone from knowing nothing, to being interviewed on his show as an expert. So that was really exciting for me.

Dotsie: Phyllis, I just wanted to know if you could give us his web address because I'm familiar with him and his newsletters online.

Phyllis: I think its <http://www.bookmarket.com/>. He is on Twitter as John Kremer. In this year long, once a week seminar, it's really inexpensive, and you can hear all of the replays. I highly recommend it. It's on the front page of his website because we discuss his website last night on the call.

I just wanted to one thing that I just put up yesterday. A new, free report on my site that's getting really good feedback. So I'd just like to give the URL. That's www.millermosaicllc.com/power-of-3 and it's a course that's really putting everything together to help people come along. I had to come along and figure things out for myself. I want to help others not have to do that so hard.

Dotsie: So that is really helping with everyone's learning curve.

Phyllis: Yes, and just so you know, if you go to www.millermosaicpowermarketing.com, it's also on the sidebar. It's just that this one www.millermosaicllc.com/power-of-3 comes exactly to the page where it is.

Dotsie: Ah, okay. That's good too. Okay. How about Barry? Anything Barry that you want to tell us about that you're doing that's new and exciting?

Barry: I just want to say in advance, Dotsie, that I'm so inspired by your community. You know, during difficult times that many Americans have been going through these last couple of years and yet this is one community that always seems to reinvent themselves, to improve themselves, to find new ways to make a difference in the world. There's something special about baby boomers. I'm really just here to offer some great content. If I may, I'd just like to introduce myself with a very short story. Is that okay?

Dotsie: Sure. Absolutely.

Barry: So I just want to tell you a short story. There was a young consultant several years ago. He was down on his luck. Literally had no money. Was about to lose his house. That consultant decided, who was basically on his last legs, what he's going to do is he is going to find a world leading marketer in his particular industry. And he found him. He then goes ahead and ask that marketer if he'd agree to do an interview, like we're having right now. And unbelievably, the marketer agreed.

He then asked the marketer would he mind telling his audience, his clients, about the interview. And he felt that would be a good idea, so he did. On that call, the down-and-out consultant interviewed that individual, and by the end of the call, the phones did not stop to ring. It's simply he got emails and phone calls from people that were on that call that demanded his services. And that person, at the end of the call, earned \$20,000 dollars from a single call; and that changed his life. Now that story is very dear to my heart because that story is all about me. What I learned that day, Dotsie, is what we're here to talk about here in terms of viral marketing, is sometimes, the smallest action can have the most dramatic affects on a small business. So I'm really just here to offer as much great advice and direction and interaction that I possibly can to your wonderful audience.

Dotsie: Okay well thank you very much and am I right in saying that while we learn a lot from the call, the people who listen, whether they are on the call now or will listen when the inks are sent, you know, in the newsletters, and posted on our sites, that they can also learn more by visiting both of your sites.

Phyllis: Yes, that's exactly true.

Barry: Yes. And I have actually for your audience complete, free access to some of the calls that I've done with Successbug recently. They have to go to www.successbug.com and they can pick up an incredible amount of material completely for free. I suggest that anyone that is inspired by viral marketing and wants to take their business to the next level, certainly it's going to be a good resource for them. They can check it out at www.successbug.com.

Dotsie: Okay, thank you. Alright, so what we've told our audiences is that you're going to help us learn what we need to have in order to use viral marketing on the Internet to promote our brand, our books, or our business. So can you tell us what we need?

Phyllis: Barry, go ahead and start and then I'll add.

Barry: Absolutely. This is absolutely THE most important question and actually it is a very perceptive question. Let me tell you why. Most people think that viral marketing is something that just happened by chance. And some things go viral, i.e., they spread like a virus, while other things don't. And it is more by chance. But the truth is most marketing campaigns that we see online or offline, whether it is a video or whether it is a campaign like for Apple's campaign for an IPOD, it's all done by design. And the beauty of it is that anyone can create a viral campaign. This is it. This is what it comes down to.

Imagine that we talk to you about a virus; a medical virus. A virus is, obviously...for a site to go viral, you need a virus and you need carriers. Those are the two vital components. So a virus on a online or offline set, on a marketing level, means that you have something that is good; that is newsworthy, that is buzz worthy; that people are excited about. By the way, what's amazing about online and offline marketing is 99.9% of small business owners are just doing the same thing that everyone else is doing. The minute that you try and make a difference, we can discuss a little bit later on, just a few ideas that people can make a difference, when you make a difference and you sound different, or you do something different in your niche, in your industry, then you have a message, an idea that can go viral. And once you've got that, there's one second element. You need carriers, and the carriers are obviously your audiences.

Now how do you take a great idea and make it go viral? Well, you need to be very clear, and give very simple and clear instructions to the carriers, to the perspective carriers, what they need to do next. So when you have a great idea

or an idea that stands out and then you tell your audiences about this idea, what they should do about it; i.e., tell a friend, tell a colleague, tell your spouse, tell your children, then what you have is the making of a viral campaign. And that really doesn't get more difficult than that. Obviously there are a lot of tools that we could use in order to pump up the value and the strength of a viral campaign, but in essence, that's all what it is. That's what it takes to make something go viral.

Dotsie: Okay and I think something that you said that's really important is that we need to pay attention to is—because I know that many of us are on Facebook, and Twitter, and have blogs and websites, etc., which you are going to get into in a little bit more—what we have to realize is that for it to really go viral and spread like a virus is that our message needs to be a good message that's worth spreading. And that's a really important point, I think, that you need. So Phyllis, did you have anything that you wanted to add to that?

Phyllis: A couple of things. First of all, baby boomers are actually the best group for doing this because we all grew up in a time when we were taught to share things. Of course we had a different medium, but that's really the number one thing. The mindset is that you have to think that when you are helping passing a message along and you want to share it with people, and when you want people to share your message, you need to ask for it. People—you know, we think that people would automatically say I love this product, I love this service; I'm going to share it. They don't. I know I've seen studies where people have tested how many times something on Twitter we tweeted based on what someone has put on the end of her Twitter, please re-twit, please RT, or whether a person has not put that. So it isn't bad manners to ask for someone to share your viral message, it's really good manners because if your message is good, if you have valuable information, you want to help as many people as possible; and so therefore; your friends or your colleagues who likes your message will be doing a favor to his or her own followers by helping spread the message.

Dotsie: Okay, thanks Phyllis. Let's move on to the aspects that need to be considered when choosing a domain name; either for a website or a blog. Because some people who will listen to this call may already have both, and some may have neither, but want one or the other. And my understanding with the latest technology and blog platform, is that a lot of people instead of building websites, or having websites built, are using blog platforms to blog, and also to use as a website. So do you want to talk a little bit about that?

Phyllis: Yes, I'll take this first because my company does this part. We build a Wordpress Website which is using www.wordpress.org not the www.wordpress.com that people can get a free hosted blog such as on Blogger and so on. It is self-hosted, and it has advanced in the last year or so because there are constantly wonderful additions. So you use it both as your website and your blog. It's behind the scenes. You make static pages, you know, stationary

pages for website pages that look just like any other website pages, and then you have the blog part also. And it's really wonderful because—here's the best news! It's very hard to put it up yourself which is why we build it for clients, if you're not a techie. But once they're up, you can do everything yourself. That's how powerful it is.

Dotsie: And that's important because, you know, our websites are huge and we pay to have them maintained. But I think that if I were going into business now, I could have put all of the same technology on a Wordpress platform; if I were to begin again. And that is huge because we pay quite a bit to have information added to our sites. But what do we need to consider when choosing a domain name for the website or the blog?

Phyllis: Barry, you want to start? Go ahead.

Barry: Okay, fine...perfect. I think this is a really, very important question and first of all, there are a few things I want to point out. The first thing that people want to think about is they want something memorable...something that people will remember and hopefully it will be short enough so that they're not going to make mistakes when they are putting in the URL in their Web browser. So I spent many, many weeks with www.successbug.com. I was thinking of calling it many different things. I was thinking of calling the viral marketing club, which is like 23 letters or something like that and it just wasn't memorable enough. And when I got to the Success Bug, whenever I just mentioned it to people about what I was doing, I'm running a site called www.successbug.com, immediately they understood what this was all about. It's about success, it's about catching something, and it just tells the story. If you can find something that tells your story in a memorable way in a short amount of letters as possible, then you are really off to the races. That's the first thing that you want to do.

Now there are other considerations that I don't suggest people really spend too much time worrying about. One of the biggest considerations though I would consider as to be important are your key words. What are your key words? In other words, if you are a professional, you are a lawyer, in Denver, you want to have those two words Denver, lawyer, in your URL because again, it tells you a story and also for other reasons; Search Engine Optimization down the road when you are creating content. And I totally concur and agree with Phyllis, that you want to be working with a Wordpress blog as much as possible, because that's going to allow you to write content freely, you're not going to be dependent on any programmer, and by writing content, over time you're going to appear in the search engines which is going to drive traffic to your website. If you just consider those two facts, and there are many more, but those are my two biggest factors. Number one, that it's something that's memorable and easy to remember. That's number one. And number two, that it tells your story and if you have key words that reflects your business, then you really want to as much as

possible, incorporate them in your URL so that it helps you with the search engines and the driving of traffic.

Phyllis: Hey Dotsie, let me just add one thing so that people who already have a domain name in this call don't go, oh my God, everything is wrong. You can get additional domain names and redirect. So for example, www.millermosaicpowermarketing.com is an additional URL that we bought after we had set up our site at www.millermosaicllc.com in order to make it easier when I, you know, tell people about it. We use domain names to send people to specific pages on our sites. So you don't have to worry if your site already has a domain name that doesn't meet these words, or recommendations. And one other thing, try for words that are easy to spell. I had one client who wanted to use the word concierges in his domain name, and I'm a very good speller, and yet I kept making a mistake with the spelling. And I said to him, you know what? If I keep making a mistake, really you do not want this name; so he came up with a different name. So that's an important consideration also.

Dotsie: Okay and should you consider words, like key words, that are really popular say, with Twitter or Google? Do you need to take that into consideration?

Barry: Okay, that's a great, great question, and I want to keep this simple because you can kind of get carried away with this, and you can find a lot of information online, and to be honest, sometimes it can be very distracting and can stop people from achieving their true goals.

Now what I advocate strongly when it comes to viral marketing, you know, Search Engine Optimization (SEO), Google, Twitter, I find the greatest ways of driving traffic and making things go viral are bringing on partners, and bringing on joint ventures, and bringing on different companies and different websites, and creating ventures together with them. That is the single, fastest and cheapest way to drive any amount of traffic. And it could be exponential. And therefore, one of the first and most important considerations I said, is something that's short, crisp, and memorable as possible. There are so many considerations. You'll speak to different experts, Dotsie, and you can get different responses, and it depends on how you are running your business. But when you want to run a business where you may not have the most amount of marketing dollars to play with, you want to grow your businesses and succeed as quickly as possible. Then the most important consideration is getting something that people can either remember and it can be short and has your key words in it. I wouldn't worry too much about the Google and Twitter elements, even though if you did it from a different angle, that would become relevant. But what I teach is that is less relevant than the ideas that I'm talking about.

Dotsie: Alright. Now I have two other things that I would like for us to discuss before I ask if anyone has any questions. You recommend using only a "dot com" (.com) domain. Do you want to explain that?

Phyllis: Yes, that's my recommendation, because most of it's by default. I just realized that when I sent you something, I forgot to add the ".com." Most people just assume it's ".com." So if you have the ".net" or the ".biz," you are often sending people to your competition. You can get the additional ones if you have ".com," to protect your brand, but if you can't get the ".com," –I noticed that Barry did get that with the www.successbug.com even though it is a brand new URL—to something else. It's really important to have a ".com."

Dotsie: Okay and I totally agree with that. What is the one element that a website hosting service should offer you, and if you wouldn't mind explaining for some people on the call, what a website hosting service is.

Phyllis: The first time when I had someone building a website for me that I was paying, and he said, "Well, you have to find a host server," I had no idea what that meant. I said, "I have to find a host server?" So it's actually where the files of the computer live. And you know, you pay a monthly or a yearly fee, and there are all different kinds of competition. So we, when we build a website, we actually don't give our clients a choice. We tell them to connect with a certain company that we trust. Why? Because they have the one element; which is 24/7 service. Because sometimes you'll get a reseller who is not available all the time. You want a company that is a real company, and when you have a problem, you can call 24/7 and say, why did my website disappear from the screen?

Dotsie: Right because sometimes the site will go down and you do need to connect with the person who is hosting your site. In addition to 24/7 service, it's also important that the sites be backed up because this is pretty elementary, but what some people need to understand is that information, especially when you have a forum community like I do, is being added to the site all the time and not just by me or anyone that works with me. It's by anyone that visits the site and it's important to have that information backed up in case the server does go down. And sometimes that does happen when there are power outages. So that's all very important. Let me see if anybody has a question about what we've spoken about so far.

Barry: Dotsie, may I interject one quick point before you go to your questions, possible? And this is about my personal experience and you know, everyone has their personal experience.

Dotsie: Of course.

Barry: What I can tell you is that if you want to sell something on your website, you've got to be careful because there are hosting companies, and sometimes, I'm just saying, sometimes, the biggest hosting company that I know, is well known for closing down sites for any particular reason. And there are stories about this with people in my particular market in marketing that have built sites

that are selling products legitimately, and suddenly because of one email that someone complain about making very little sense, they closed down the site, and it was unusable, and it took them six months to rebuild it. So this is not a small question. You've really got to choose the right hosting company. So Phyllis has got her particular take on what she likes, I have my particular company that I work with now exclusively and that's through difficult experience that I've had with a certain company that people might want to be using. So if anyone wants to know what particular company I'm using, there again, at www.successbug.com I reveal my Rolodex and you can go there and I reveal it to you and if you want to speak to me or send me an email, I'll let you know where I host my files and my websites, and there's good reason for it.

Dotsie: Okay. I haven't heard anyone push any buttons so I'm thinking there aren't any questions so I'm going to move forward, and then if someone wants to interrupt with a question within the next couple of seconds, that'll be fine.

This is really important. I know when we created our sites and actually launched our blog, which is actually on one of our websites; we did a ton of research. One of the things that I really recommend is just looking at your competitors and just seeing, you know what they have on their sites so that you can figure out what would work for you. One of the things that's really important, most important when you have a website is capturing the names and email addresses of people who visit your sites. So do you want to talk about that a little bit?

Phyllis: Well why don't I talk about that because the www.millermosaicllc.com/power-of-3 is an exact example. If people go to that URL or see the site on the homepage, in order to get this report, they have to be willing to give their name. It can be their first name; it can be their initials, and their email address. And once they fill that in, then they get a "thank you," but they also at their own email address, get a confirmation that when they click on that link, they will get the free document. But there are three actually different points. One is to give someone a reason; a motivation to do it. Second is, if you have what I just described as a "double email opt-in," the person puts his or her email address in but then had to later click that they meant to put their name in. That's called a "double email opt-in," and that gets through the spam filters much better. But then the third reason is, of course, if you have someone who is interested enough to do this, they might forget to come back to your site; otherwise, because there's so much out there. But if ever so often you send them an email with an offer, or links to the information, etc, you're keeping top of mind with that person. So they might not be interested in your products today, but four months down the road when they're looking for that specific item, they'll go, oh! Phyllis or Barry has that. And there will be top of mind.

Dotsie: Okay and what are some of the examples of a freebies that can be offered to motivate people to leave their name and sign up for your say...newsletter, or freebie, or get on your email list, etc?

Phyllis: Well if you're a book writer, definitely have a chapter of your book if not a free chapter that they don't have to. Maybe the first chapter, if you're a fiction author; one they don't have to sign up for and then when they get hooked, they have to sign up to get the second and third chapters, is one example. Barry?

Barry: Yeah, so what I would say obviously it depends on the particular niche your market you're in. So Phyllis, you just gave one example. I'll tell you a little story about a restaurant. This is a pretty famous story. There is a restaurant; a Mexican restaurant that was having a hard time. When it began to rain, no one was coming into their place of business. So they would have these dark days when non one would come in. Then they thought of this idea. What if we could capture email addresses of people that generally come into our store. And they would give away a coke or something; a free drink in exchange for that email. Well what happened was that on the day it started to rain, they'd collected so many emails of their perspective clients, they said that today they could offer a free dessert to anyone that comes in if you could just utter very quietly to the person that is selling you the food, just utter the special secret code, but please don't tell anyone. This is a secret between us.

Well what happened was Dotsie, on those days that it rained; it became their most powerful day of business. As simple as that. And that's what can happen when you capture people's email addresses. And so therefore; it really, it depends on what you are doing. Your restaurant, you might offer a freebie. You might say, and oh by the way, you want to get as much information from the client as possible. Imagine if you have a restaurant, and as people leaving your place of business you offer, can you tell me your birthday? And we all know, on birthdays, the most frequented place for birthdays is a restaurant. And what happens if you then had the email addresses and knew their birthday, and a week in advance you say to them, I'd like to offer you a free meal since it's your birthday. You know, just out of appreciation for you. Now think about it. If you got that email and people thinking on their birthday, what are they going to do? They get an invitation for a free meal. What happens? How many people go out on their birthday by themselves for a meal? No one. Very few people. So what happens is by offering that freebie, you then bring the entire family in because you've got one person having a free meal, and you've now got 4, 5, 6, 7, 8, maybe 10 new people in your place of business because you sent that email giving one small gift.

So again, it's very much dependent on the area of business that you're in and that's just a small example in the restaurant trade, but what you need to think about is what is motivating to your audience. If you can find what's motivates them, one thing for free, whether it's a free meal or if it's a free dessert, whether it's some item or even a report, like Phyllis mentioned, and you can motivate them to give their email, then you are literally setting yourself up to build a

business that can go viral, and you literally are in control of your marketing and that's the beauty of having an email list.

Phyllis: I'd like to add two little things. It used to be that offering a newsletter, or called an ezine when it comes through emails, was very popular, but nowadays, people get so many newsletters already, that offering them one could be a reason for them not to sign up. So I wouldn't suggest a newsletter unless you already have a huge following of people who love you. And the other thing is I wanted to make this clear; it's very important. When I talk about a double email opt-in system that means using a company that not only helps you get your emails through the spam filter, but makes it so easy to send out a broadcast message. If you do the backend correctly, and there is a learning curve, you can literally do all kinds of things so that you are not sending out one of those mass emails where there is 4,000 emails addresses it shows, or it shows "BCC." Your sending out a really professional email with the person's first name and the "Dear," "Hi," or whatever. And so this really is a way to connect and have it automated.

Dotsie: Right. We use Constant Contact for our mail service and I know there are several others, but it's pretty popular and it's very easy to learn. Okay, why don't we talk a little bit about a hosted blogging platform compared to a self-hosting blogging software? And why we should care when we're setting something like this up.

Phyllis: When I started blogging, I went to—it takes five minutes—it's Blogger.com, and I got a website for my book, www.mrslieutenant.blogspot.com. And so anytime you see a URL that says blogspot.com or Wordpress.com, that's a hosted website. There is a way of masking it, but let's just stay at this basic level. It means that you do not control your own website. It means that Wordpress or Blogger will tell you what you can put on your site, what you can't put on your site, and also, to the best of my knowledge, your Search Engine Optimization doesn't do you a great deal of good because really, there's no backend ability to do that. There's a little bit, but not really. If you host your site yourself, which means, getting a hosting server account, then you have a website either built by coding, or through Wordpress.org software which you own. You can do everything legal. In other words, you have to follow the FCP rules, but you can do everything you want with your own sites including backing it up. Is that clear?

Dotsie: It is to me because I've been through it. I went through the whole idea of hosting as opposed to putting it on their platform. But we could see if anybody has questions. And actually I'd like to mention something at this point because we like to give some good resources during our teleconferences. There are a few books that I would like to recommend because even after we had a website, we added a blog. And we used Wordpress but we host it, and my Virtual Assistant, Georgia Richardson, and I, both read the book, [Wordpress for Dummies](#) and

[Blogging for Dummies](#), and I highly recommend those books. You can learn so much by reading those books and just kind of following exactly what they say. They are excellent resources. And then I know we're not talking about Twitter now, but there is a Twitter book that is a really great book for someone who's considering using Twitter and that's called, "[The Twitter Book](#)," and it's by **Tim O'Reilly** and **Sarah Milstein**. And I don't know if you have any recommendations of books that either of you have used, but now might be a good time to share that.

Phyllis: Actually, I've read [Blogging for Dummies](#) and [Wordpress for Dummies](#). I haven't read all the way through but bought unfortunately, *after* I started my blog at Blogger.com. So I agree with you they are very valuable. And people shouldn't despair. You can change them. We're doing it for a client now and because she put thousands of photos it's more difficult, but you can change your blog without losing your materials to go from hosted to self-hosting. It just is a process. And that Twitter book I'm not familiar with. I'm familiar with another one. But I'd like to tell you about a Linked-In book I just read which I found very helpful. It's called, "[Rock the World with Your Online Presence](#)," and it's by **Mike O'Neil**.

Dotsie: Okay and that's on Linked-In?

Phyllis: Yes, and it goes step-by-step, and I thought my Linked-In profile was really good until I discovered I had missed a couple of steps.

Dotsie: Okay, good. How about you, Barry? Do you have any recommendations and any newsletters about blogging, or websites that you would recommend?

Barry: Yes, this is what I recommend, and again, I believe in different strokes for different folks; and some people like to read and that they need to understand a subject before they dive in. My advice to people based on my experience with it is that I actually did a lot of reading before I got it started, and it didn't really lead me to anywhere. Once I threw myself in there and made things happen and made mistakes and then picked myself up, that's when things started to happen for me and my business. It's a very different approach, but certainly people want to make sure that they are taking action and not reliant on education; but rather are learning as they are implementing. So that's really my main consideration.

And by the way, because of the difficulties people experience with blogging, and it doesn't need to be difficult, literally, and let me tell you this...you can build a blog in 25 minutes and I'm not joking. With zero programming knowledge, with zero knowledge of internet marketing or anything related to the net, if you can use a mouse and click, you can build a Wordpress blog in 25 minutes. And that, by the way, in spite of the fact and for that very reason, we created a set of very short, simple videos that anyone can look at and replicate. You simply follow the instructions and within 25 minutes, 30 minutes if you're slow, you'll have your

own Wordpress blog set up. And we also give more information about how you can turn that Wordpress blog into a funnel, a marketing funnel, so you can use it with your business according to the way you want to build it. So that's just the way I learn, reading books, I do read books, but for me, the fastest way to learn it is while you are in the action, you're looking up blog posts online if you need a little bit of help, or following through using the video. And I find that a big time saver and a way that people can implement things very, very quickly, and effectively.

Dotsie: Okay and that information is on your site?

Barry: Yep, absolutely. As people sign up at www.successbug.com, as they sign up as members, they'll be getting a load of information and one of the things they'll be getting is what I call "the website formula." How you build a website in 25 minutes and save yourself thousands of dollars. Literally one of the biggest issues that we mentioned at the beginning of this conversation, that people are spending a lot of money on websites that get them, they don't really get them anywhere. And the beauty of Wordpress is that you have a sell machine potential, and a traffic generation machine up your sleeve, and it's so simple to implement. That's why people trade with us. Again you can pick those up at www.successbug.com.

Dotsie: Okay. We've talked a little bit about what to consider on your blog when it comes to capturing email addresses for your email list, but what else do you need in order to attract and retain blog readers? What elements; what other elements would you recommend?

Phyllis: Well, we're expanding blogs to include websites and blogs, correct? Because some people only have a blog and they don't have a website.

Dotsie: Right. Sure.

Phyllis: So whatever is the main domain name, URL, that you send people to, you should be transparent. No more should it be just the company name, and pictures, definitely not the picture of the offices. You know the "ABOUT" page when you click on it you get a tiny little bit of information and then you get the kind of a "contact" and it will say info@. Nowadays, especially because of Twitter, Facebook, Linked-In, etc, and blogging, you want to be the person, even if you have a huge company then, maybe you have a picture of the top people, but right up front and center your photo, your Twitter, your contact, your email, you don't have to give your phone number, but your email preferably with your own personal name, like P Z Miller I use instead of something else, though I have Power Marketing also. And you want people to know about you upfront. The ABOUT page can have a lot more information, but they should know about you right away. Who's the person and what that company or person is offering.

Dotsie: Okay, so you mentioned that, and you also have to have a way of capturing email addresses, and then you want them to know who's writing the blog, contact information, okay, what else?

Barry: Yeah and these is what it's all about really, Dotsie, and as I said at the very beginning; there are different ways of doing business. And most effective for me, what I've seen time and time again, is that you need to be very clear to people what you are offering them. What you are doing there. And there are different ways of doing this. Phyllis gave one example. And I want just people to understand one thing. You have a business. And the end goal of your business, presumably, unless you are philanthropy, your end goal is to make money. That's it. So the question is how do you take a website and make money from that website. I mentioned earlier the importance of trading email lists. Now what you need; what a website has got to create for you is a marketing funnel. You need to bring people in to that website, you need to tell them enough information to get them excited about you so that they will give you that email address, and then you need to continue the conversation with them throughout your site, throughout your email at all cost.

Dotsie like you do. What you have is a machine and the reason why you've got that, is because you have an incredible relationship with the audience. You give them a lot of value within your post you have and the information you offer them such as this call that you're doing right now. And people, they feel a debt of gratitude towards you. And that's what happens even though you could be charging for membership, people...when they feel that you are taking care of them, and you have their best interest at heart, they will pay you for that. And that's all very good about paying you for all of that. So a website at it's very core has got to have that marketing funnel.

And again, because there is so much misinformation out there, and there are so many different ideas and people get lost in the mayhem, and in the expensive amount of information that's out there, that's the real motivation. It got me going with www.successbug.com to begin with by the way, because people need to have simple directions; this is what you need to do, this is how you build the site, this is how your page should look, and this is the sort of information you need to create, these are the strategies you need to use in order to build this website and make it into something that's going to generate a serious amount of money based on the level you want to try and generate.

So it's simple. If I were to say it in a sentence, your website has to be easy to navigate, it's got to be clear, your message has to be crystal clear, and what you tell your audience, what you want them to do, has to be direct. If you beat about the bush and you give them too much information, they won't look at you as an expert. They will look at you as someone that's dysfunctional. You need to be clear and concise, and get to the point. People do not have time to waste on fluff and filler. So once you get that marketing funnel in place and you give great

value to the people, they'll do anything for you and that is the simple message, or the simple teaching that I've learned in the last couple of years that's made a huge difference to me.

Dotsie: Okay and I would say another thing that needs to be included on that blog are links to your social networking pieces, whether it's Twitter, Facebook, or Linked-In, etc, so they can click through and follow you that way, too.

I wanted to just ask what social networking sites you find most helpful because there are so many, and everyday, there are more and more, it seems. But which do you think are the most helpful for someone who is interested in doing business online?

Barry: Phyllis, can I take this briefly?

Phyllis: Sure!

Barry: Okay. I'm going to keep this very simple. And the answer to that question is in two words: it depends. It depends what your niche is, it depends on what your audience is. If you're trying to reach out to baby boomers, you may not want to be on MySpace. But if you are looking at trying to get young, funky, rock stars, then if you are not on MySpace, then you're leaving a lot of money on the table. There are no such things as good websites and bad websites, there are suitable websites for your particular business. And that's why consultants, like Phyllis, and sometimes I'm doing some consulting work on the side as well, I just don't generally have the time yet to do that. But when I am consulting, the bottom line is finding the right solutions for you. And this is one of the biggest disasters that happens to small business owners. They get all of these great information products about Twits, about Links, and about Facebook...you just have to be on Twitter and things will happen for you, you just have to be on Linked-In things will happen for you. Well, that's true if you have a business that is suited for that particular type of social media site. And so, the very short answer is it depends, and it is a very specific question and it would probably be inappropriate for me to come along and say you have to be here, you have to be there, so that's what your answer is for that.

Dotsie: That I think is an excellent answer because I have to say that I have a friend who is in the film industry and he uses things like Flickr, which have more to do with being able to show his videos. And again, that is a perfect example of MySpace, like the younger generation and someone marketing all of the clothing and the music, etc is all on MySpace; whereas I don't do MySpace because I don't feel like our generation is on there. So I think that's a very good answer and if anyone needs to know what social networking sites matches with their audiences, I'm sure they could correspond with you and you could give them some guidance.

Barry: Absolutely. I'm absolutely a resource to your audience. You know, your sites have inspired me a lot. I do look at your sites even though your market is certainly not my market whatsoever, but Dotsie you are a person who has done a great deal for your particular market, and for your audience, and you are an inspiration, in that regard. I'm sending you a resource. And by the way, anyone can contact me. Just send an email to barry@successbug.com. I'm certainly a resource for any one of your members, or anyone that wants to contact me.

Dotsie: Okay let's just try to cover the last two questions because we told women that they would learn this on the call. How do you get people to leave comments on your blog, and you know, how can you use give-aways on your blog to increase those comments that will make your blog more attractive to search engines.

Phyllis: Okay let me just say this briefly. For example, if you have a blog that is about books. You can have a review. Either you do it, or a guest reviewer; and then you say, everyone in the next seven days who leaves a comment about this book, whether they think the content is interesting, etc, will be entered in a free random give away to earn a copy of the book. So that's just a simple way of doing it. And it's even better if you give them a question. So once on [Mrs. Lieutenant](#) I think someone's question was very specific about what do you remember about the Viet Nam war. So that was very interesting because people share their opinions and someone wins a book at the end. And it's just applicable to all kinds of things if you just put your creative hat on.

Dotsie: Right.

Barry: May I add one 20-sec tip?

Dotsie: Yeah, sure, that would be great.

Barry: Okay a very quick tip and that is people don't like to be the first person to leave a comment. If you can manufacture a comment, I don't mean lying and writing them yourself. Get five, ten friends...people that come to your site. Ask them if they would mind writing a comment. Once you get the first batch of comments; three, four, five comments, it's much easier. Your social proof. And the average Joe will read the article. It says leave a comment please. If he sees others, or she sees in this case, that there are already comments there, they're more likely to leave a comment. It's a very important point.

Dotsie: Okay that's a good one and I hadn't heard that before. Very good. Why and how you can link back to your blog when you leave comments on other people's blogs, or add your profile to social media sites. Can you touch on that? It's kind of two things, but those are the last two things we promised we'd have answered on the call.

Phyllis: It's very simple. Even on sites where they have an automatic system where they ask for your email, your name comes up and it's a hot link to your website. When you comment, leave your name, such as Phyllis, or Barry, informal, and then choose which links you are using. I always use ATTT because you never know how a site is linked, and I usually leave my Twitter name because it is the easiest way for someone to connect with me without feeling like they have to have a whole conversation. So I'll leave a meaningful comment, not just "oh this is a great blog," post, and then sign Phyllis and then put, ATTT, put a ".com" in my user name Zimble Miller, and that's so that says to the people, Phyllis is leaving this on purpose. That means she will connect on Twitter if I followed her.

Barry: And one final point which is essential to this discussion. I mentioned at the very beginning of our conversation that you really want to be at the top of Google with your key words. And again, using the example I had before. Supposing your website is *thedenverlawyer.com*, and you were to go to websites that were related to your field of law, and you would write; you would use a hotlink of *thedenverlawyer.com* and <http://> etc, your website. What happens is that Google will see a link coming from the site that you've written that comment on, leading to your site. And we call that link juice because Google looks at that and notes, if these people are sending this juice to your site, it must mean that you are an authority. So if you do regular blog comments on people's sites, on a regular basis, you don't have to go overboard about this, then what's going to happen is that over time, you're going to have links coming in from all over places and it's like a person gets a lots of gifts. It's an indication that this person is wanted there is something about him. That shows your site is an authority. So don't go overboard because it looks like you are trying to beat the search engines. But when you do it in a natural way, on social sites, when you're talking to people, you're writing comments, and you're signing off with your website address, that will generate link juice that will get you a lot of Google juice and therefore; you're going to be driving traffic to your website.

Dotsie: That's right, because the more your URL, your website address is placed around the Internet, the more inbound links you have coming to you. So that's more people learning about you on other sites, and that really helps the Google ranking. Okay, I think we've answered everything that we said we would and you know, this is really kind of just the beginning because there's just so much that has to do with launching a blog, and increasing search engine traffic, and commenting on your blog, and growing your sites, and growing your email list, etc. But this is just a start of a little beginning of the knowledge that these two hold for us and I invite you to visit their sites and really browse around, and read the articles, and watch the videos, and then correspond with them. And then Barry, you have a program coming up. Do you want to talk about that?

Barry: Well very briefly. Truth is if they go to www.successbug.com they immediately get, you can sign up, you'll get a lot of material completely for free,

and what we have upcoming are calls, discussions, and questions and answer sessions, with the world's leading business authorities and blog experts, and marketing experts. And basically this is a program of implementation. So people can go to that site, pick up great content, but really discover how they can implement that content into their particular small business. So you have basically like a mastermind with world leading marketers that it really is, it is the first of its kind, and I'm extremely excited to have brought all of these people onboard, so I very much look forward to working with your audience too, there. There again, they can pick up that information at www.successbug.com.

Dotsie: Okay I have to say that you all have gotten me jazzed about this whole search engine optimization and blogging platform again. I went through this months ago prior to launching a blog and it's kind of flattened out a little bit, and now I'm kind of excited to get back in there and really do more blogging with regards to the search engine optimization piece. So thank you for that. I'm just letting us run a couple of minutes over because we were a little late getting started. Is there anyone on the call that has a question for either Phyllis or Barry? <Pause> Okay I don't hear anyone speaking up. Phyllis I wanted to ask you, do you have any new program coming up or anything that you'd like to add?

Phyllis: I have a lot of information packages that really help. I have a lot of free information, and then the information packages are very reasonably priced. And they are by a topic, including the one about what you should know about having an effective marketing-driven website. And that really is a very good information package. It takes people through the steps they should be thinking about before they either have a website built, build it themselves, or consider redoing their website to have it much more user-friendly for both people and search engines.

Dotsie: Okay and also one thing that Phyllis mentioned is don't fret if you feel like you've gotten off to a wrong start. Things can be changed; things can be re-directed. And that's really important because I can see that people could get frustrated if they think they've gotten off on the wrong foot and then once they get some help professionally, they can make the changes easily enough. Okay, anything else you want to add before we sign off?

Phyllis: I just want to encourage everybody, as a baby boomer myself, to have an open mind. The book, "[Mindset](#)," by **Carol Dweck** is an amazing book. These things are frustrating and then you can say, it doesn't mean I'm stupid, it means I'm new, and if I keep trying, I will get it or I will get help. I just encourage everyone not to give up at the first time they hit an obstacle. If they keep going, it's really worth it.

Dotsie: Okay, Barry, anything you want to say before we sign off?

Barry: No, I think that's about it. It was exciting to have spent this time with you, Dotsie, and your wonderful audience.

Dotsie: Okay thank you so much. We appreciate your information and your knowledge, and how generous you are to share that with us, and we will be in touch. Again the websites are www.successbug.com and Phyllis's is www.millermosaicpowermarketing.com. Okay thank you all for being on the call and I'll certainly be in touch. Have a great day!