

MARKETING FOR SMALL BUSINESSES & ENTREPRENEURS



SIGN UP FOR OUR DO-IT-YOURSELF
SMALL BUSINESS MARKETING &
GET UNLIMITED LIFETIME ULTIMATE ACCESS!

WE ARE IN BETA-TESTING NOW BUT
WILL BE LAUNCHING IN APRIL 2010!

[HTTP://MEMBERSHIP.MARKETINGARTFULLY.COM](http://MEMBERSHIP.MARKETINGARTFULLY.COM)

SOCIAL NETWORKING VIDEOS
HOW TO SET UP A WEB 2.0 BACKLINK MACHINE
SMALL BUSINESS MARKETING HOW-TOS DELIVERED MONTHLY
TO YOUR INBOX!

CUSTOM WEBINARS AVAILABLE ONLY TO ULTIMATE MEMBERS!
JUST \$149 FOR LIFETIME ACCESS

OFFER GOOD UNTIL FEBRUARY 28, 2010
DOES NOT INCLUDE BLOG AND SOCIAL NETWORKING SETUP

MARKETING ARTFULLY

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Introduction:

Is Your Blog “Open for Business?”

We are going to cover A LOT of information today about how you set up your website, what your goals are and how to get more traffic! Let’s get going....

What is the difference between a blog and website?

- Push versus pull
- Individual HTML pages
- Free versus Paid

Is your blog setup to bring you business? Many small business owners are not perfectly clear on what they are selling. The three squares help!

THREE SQUARES

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If you could do just one thing a day, all day for the rest of your life what would it be?

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Bad marketing is DANGEROUS! If you don’t know what you are going to be doing with all of the business you generate then you could wind up working on an awful lot on things you hate.



Your Blog (or website) needs a focus to succeed - What are your three keywords? This is the screaming success or dismal failure part so pay attention! Blogging is like Christmas...:)

Keyword 1: _____

Keyword 2: _____

Keyword 3: _____

What ACTION are you trying to get your visitors to do through your online marketing efforts?

- | | |
|---|--|
| <input type="checkbox"/> Generate phone calls | <input type="checkbox"/> Generate walk-ins |
| <input type="checkbox"/> Generate website traffic | <input type="checkbox"/> Advertise Events (sales, workshops, online) |
| <input type="checkbox"/> Grow relationships | <input type="checkbox"/> Grow database |

Can you tell that as soon as someone comes to your site?

How Can You Generate Traffic To Your Site?

_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

Make your backlinks count!

At least those sites where free....sigh. My pal Deb Ward ([Dunedin Realtor](#)) has a fond wish that eventually she will have enough disposable income to afford a Number One Agent or other duplicate content website for her realtor



Notice that the hyperlink is NOT to Deb Ward's name but to the phrase "Dunedin Realtor" which is one of the keywords she is trying to rank well for!