

Hey Bloggers! **How to Package, Promote & Profit from Your Expertise**

Rich Brooks & Denise Wakeman



The First and Only Industry-wide Conference, Tradeshow & Media Event for All New Media

Calling Non-Internet Marketers

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What you'll learn...

- How & Why to Monetize Your Expertise
- What Types of Products You Can Create
- How to Promote & Sell Your Products



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About Denise Wakeman



- Marketing on the Web since 1996
- Blogging since 2004
- Built 3 successful 6-figure businesses
- Author of blogging & online marketing programs
- Co-author – Success Secrets of Social Media Superstars
- Mentor/Speaker/Trainer

About Rich Brooks



- President of flyte, web marketing firm
- Teaches web marketing at USM
- Co-Founder of Social Media FTW
- Zombie hunter



Make Money From Your Expertise

- Create multiple streams of income
- Dominate your niche
- Serve more people
- Build your list
- Help do-it-yourselfers

Supporters

Ads

Products

STUDIOPRESS
PROFESSIONALLY DESIGNED
WORDPRESS THEMES

GROW YOUR SMALL BUSINESS TODAY!
KITCHEN TABLE Companies

blue sky factory
email marketing for the social web

GET 10+ BLOG TOPICS EVERY WEEK!
"IT'S OUR SECRET!"

the rackspace cloud

For Leaders of Social Change.
501 MISSION PLACE

ChrisBrogan.com

Ideas from: Suggested Search



The image shows a screenshot of the YouTube search interface. The search bar contains the text "how to serve in tennis". Below the search bar, a list of suggested search terms is displayed. To the left of the suggestions, there is a video thumbnail for "Saints Row: The" with a purple and pink background. To the right of the suggestions, there is a small image of a character with green sunglasses and a wide smile. The YouTube logo is visible in the top left corner of the interface.

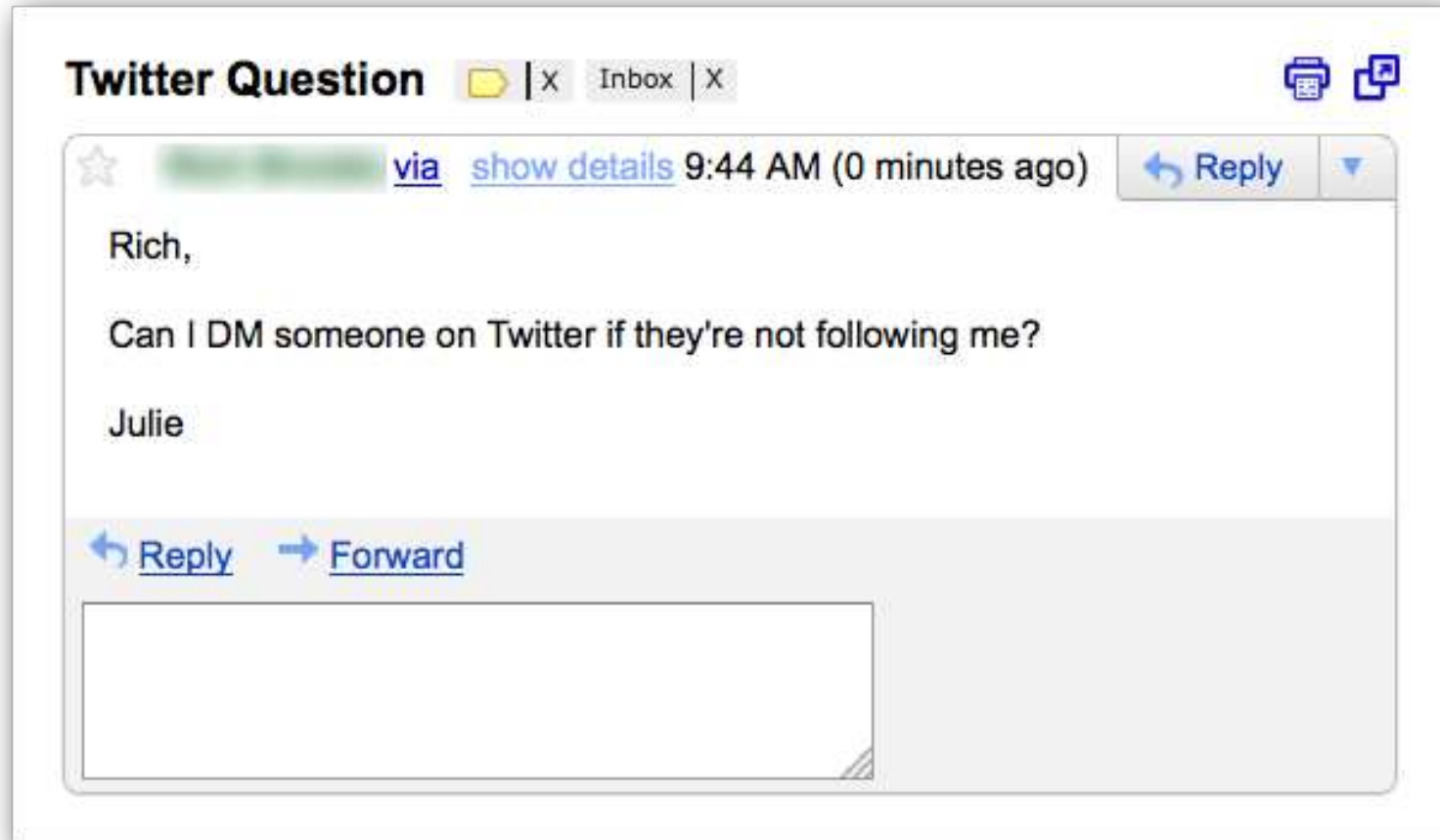
YouTube

how to serve in tennis | Search

- how to serve in tennis
- how to serve in tennis **for beginners**
- how to serve in tennis **like a pro**
- how to serve in tennis **fast**
- how to serve in tennis **with spin**
- how to serve in tennis **left handed**
- how to serve in tennis **advanced**
- how to serve in tennis **like roger federer**
- how to serve in tennis **federer**
- how to serve in tennis **part 4**

close

Ideas from: Email



Ideas from: Posts & Comments

Content Performance

Pageviews	Unique Pageviews	Avg. Time on Page
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Showing 61 comments

Sort by [Subscribe by email](#) [Subscribe by RSS](#)



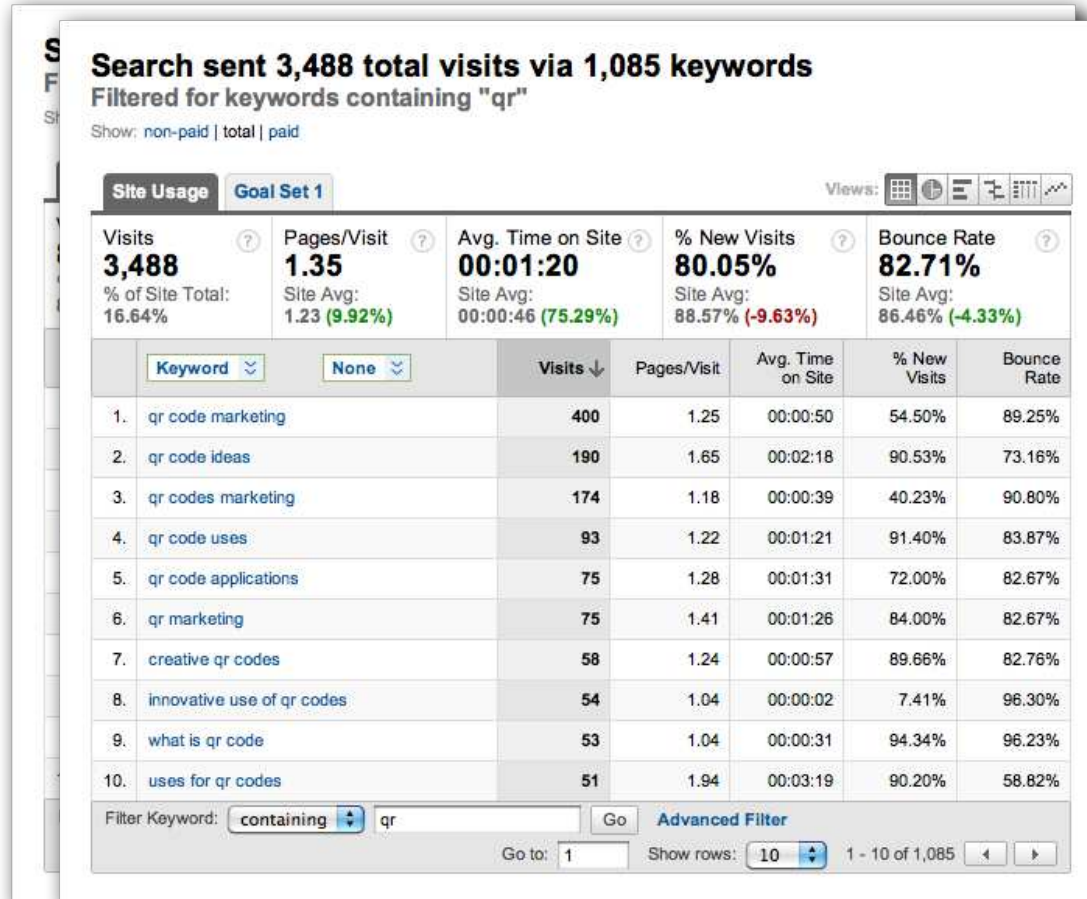
CedarPointConsulting 4 months ago

When I talk to people about a social media content strategy, my challenge is not getting them to accept that they should be where their customers are, or, that we should measure the results. They're all for that. My biggest challenge with my clients, large and small, is getting them to think about the actual content - where it will come from, how often, and how good it should be.

10. Setting Up Google Analytics: A Step-by-Step Guide | web marketing for small bu... 434

Filter Page Title: [Advanced Filter](#)

Ideas from: Analytics



Ideas from: Outside

The screenshot shows a search interface with the following elements:

- Search Bar:** Contains the text "honey badger".
- Search Button:** A blue button labeled "Search Y! Answers".
- Sort Options:** "Sort by: Relevance | Newest [dropdown] | Most Answers [dropdown]".
- Question 1:**
 - Icon: A green cartoon badger.
 - Text: "What is the largest amount of coyotes that one **honey badger** can beat in one fight?"
 - Context: "...the same parts of the world, if a **honey badger** were to encounter a pack of ..."
 - Metadata: "1 ☆ In Zoology - Asked by Nero T. Pickle - 3 answers - 2 years ago"
- Question 2:**
 - Icon: A grey smiley face.
 - Text: "How they shot the cute **honey badger** in the movie God must be crazy II?"
 - Context: "is that a real **honey badger**? Is it from circus?"
 - Metadata: "☆ In Movies - Asked by tropicalfish - 1 answer - 2 years ago"
- Question 3:**
 - Icon: A black and white photo of a badger.
 - Text: "What does it mean when someone calls you a **honey badger**?"
 - Context: "I don't understand what a **honey badger** is or what it means when someone..."
 - Metadata: "☆ In Singles & Dating - Asked by Josephine - 2 answers - 5 months ago"

Product Creation



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"Products are Powerful For More than Just the Money They Earn"

"Not only is it an income stream – but it's something that has a real *impact upon both your readers and your standing in your niche/industry*"

~ Darren Rowse, Probloggger.net



Do Your Homework!

- What is your ideal customer's biggest problem?
- How to deliver solutions?
- Resources? Outsourcing?

ASK

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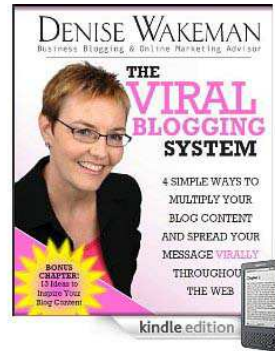
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Product Checklist



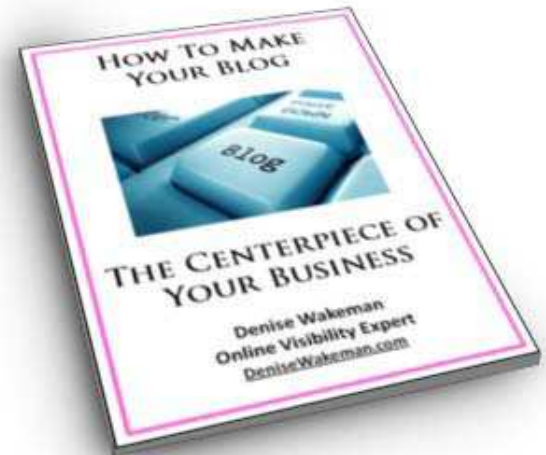
What do you want to create?



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From Blog to Book(s)




Seminars & Webinars

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SMBME - Momentum Convention





Thursday, October 20, 2011 from 7:30 AM to 9:30 AM (ET)
Augusta, ME



SMB
MAINE


Ticket Information

TICKET TYPE	REMAINING	SALES END	PRICE	FEE	QUANTITY
SMBME Momentum Augusta	27 tickets	1d 15h 10m	\$15.00	\$1.36	1

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When & Where

Map Satellite Hybrid



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How to Create a Bestseller with Social Media

Creating Massive Visibility to Establish Expert Status, Dominate Your Niche, and Sell More Books, Products and Services



www.DeniseWakeman.com

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Audio Product





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Promotion



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Keyword Analysis

Download ▾ View as text ▾ More like these ▾ Sorted by Relevance ▾ Columns ▾

Search terms (4)

<input type="checkbox"/> Keyword	Competition	Global Monthly Searches [?]	Local Monthly Searches [?]
<input type="checkbox"/> ☆ acne treatment	<div style="width: 25%;"></div>	550,000	301,000
<input type="checkbox"/> ☆ popping zits	<div style="width: 0%;"></div>	40,500	27,100
<input type="checkbox"/> ☆ how to get clear skin	<div style="width: 15%;"></div>	49,500	14,800
<input type="checkbox"/> ☆ how to get rid of oily skin	<div style="width: 10%;"></div>	6,600	3,600

Go to page: Show rows: |< < 1 - 4 of 4 > >|

Keyword ideas (100)

<input type="checkbox"/> Keyword	Competition	Global Monthly Searches [?]	Local Monthly Searches [?]
<input type="checkbox"/> ☆ how to get clear skin overnight	<div style="width: 5%;"></div>	8,100	1,300
<input type="checkbox"/> ☆ best acne treatment	<div style="width: 25%;"></div>	74,000	49,500
<input type="checkbox"/> ☆ how to get rid of oily face	<div style="width: 10%;"></div>	1,900	1,000
<input type="checkbox"/> ☆ how to get rid of blackheads	<div style="width: 10%;"></div>	110,000	60,500
<input type="checkbox"/> ☆ exposed acne treatment	<div style="width: 15%;"></div>	8,100	4,400
<input type="checkbox"/> ☆ acne treatments	<div style="width: 25%;"></div>	450,000	246,000
<input type="checkbox"/> ☆ hormonal acne treatment	<div style="width: 15%;"></div>	5,400	2,900
<input type="checkbox"/> ☆ acne treatments that work	<div style="width: 15%;"></div>	8,100	5,400

Find keywords
Based on one or more

Word or

Make a Plan



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Email Your List



Profit



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Selling Your Product

Sales
Page

Shopping
Cart

Merchant
account

Thank
you page

Sales Page



PayPal / e-Junkie

PayPal[®]



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English

Vendors: Here's How It Works

Step 1: Create a Digital Product

Veronica loves training dogs. She wants to share her expertise with others and turn her passion into profit at the same time.

She creates an e-book called "Dog Training 1,2,3" and a simple Web site to promote her e-book, but needs a way to attract customers and accept payments.



Sign Up

Click here to get started!

Existing Vendors



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[Selling Basics](#)



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Why ClickBank?

Easy E-commerce



Massive Affiliate Network



Reliable Reporting & Payouts



Automated Payments to Affiliates



Global Reach



- Secure, reliable payment processing
- Low start-up costs (one-time \$49.95 product activation fee)
- Industry-leading fraud prevention
- No merchant account required
- Accept credit cards and PayPal
- ClickBank provides customer support



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Shopping Carts



Resources & Links

DeniseWakeman.com/bwe



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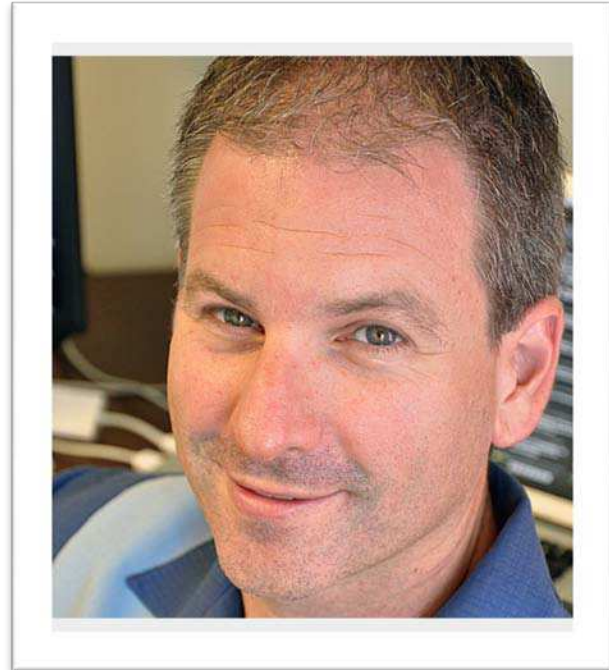
Next Steps...

1. Choose your topic
2. Choose a format & ecom platform
3. Produce
4. Drive traffic to your sales page

Questions Welcome



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