

A Plan for Growth using the Internet

Introduction....

I have gradually been putting the pieces into place to build brand recognition on the internet and the brand that I am building is me. I am not the first to do this, nor will I be the last. I probably won't be the biggest thing to hit the internet, but that is not the point of what I am doing.

I am trying to take myself to the level where I am completely independent and able to do what I want, when I want. This includes many things for me and my family, but there is also a bigger plan. The plan is that I will be able to help other people achieve their goals. Individually we can't do it all, but we can make a difference in the world. Together we can do it all.

The first step that I want to take is to lay out my plans, so that anyone out there can duplicate the success that I am having. Do I have all the answers? Not by a long shot. I do have a few of the answers and that is what this document is all about. If you can point out flaws to my plan, please do so, and I will update it. If you can see places where something works better than what I am doing, tell me and I will likewise update the master list. Do you know tools that will help the plan to move along more quickly? Let me know so I can pass them on.

I don't want this to be a giant sales document, so please don't let me in on your affiliate program or give me links to expensive tools. I am trying to put this together so people can move on with their lives, build a better future and pass on the information.

This is like nothing I've seen before; although I am sure it is not an original idea either. Is this the most beautiful document/e-book you've ever seen? No. Is it all the information without hyping a program, up selling or trying to push you into my 'opportunity'? Yes.

It is a community effort and, like I said, together we can make a huge difference in this world. This is in English (in the original format) and that's because American English is my primary language. Anyone is welcome to the information and to translate it into any language, but please leave the contact information at the end of the document, and

in the footer intact. If you don't have the capability to make a PDF file, well, I'll be referencing a free program to do that sooner or later in this document, so you will be able to do that.

I think the first thing that you need to do (well, at least it was the first thing I decided to do) is to sit back and close your eyes. Try to visualize what you want to accomplish. This can't be world peace or some grandiose vision (at first) it needs to be something that you can wrap your hands around. It needs to be something that you can set clear steps to accomplish. You need to visualize a goal and then map out steps that you can take to accomplish that goal.

In my case, my plan is to get financial freedom for myself and to eventually establish a foundation to help support people in their quests. These quests have to contribute to the beauty of the world and need to be positive things for the planet. They could be artists, social workers, teachers, or any other thing, as long as it is adding to the light in the world. They certainly don't need to be aligned with all of my goals, just helping to move the world in a positive direction.

My goal may be somewhat grandiose, but there are steps that can be taken to make that happen. If your goal is to promote world peace, maybe a short term goal would be to set up a meeting between two people who don't get along and facilitate reconciliation. I don't know how you would start on that, but hopefully you can see the point I am making. I am telling of my plans to give examples, not to pat myself on the back or to gain allies (although allies are a good thing to have.)

That all being said, I will now move onto the plans and steps that I am using to try to make this happen. Hopefully you will find some things in this to be useful and we can make the world a better place.

Thanks,
Rob



My initial step was to get the rights to my homepage. In this instance I decided to get RobertBritt.com. What you choose to do along this line is totally up to you. (That's the last time I will say something along that line. This is the plan that I put together to achieve my goals and hopefully you can use some of this information to move you along more quickly. If you can't use it, or choose not to use it, that's your choice. I am offering my choices; you do what you want, obviously.)

In establishing yourself as a brand you need to shout to the world and let them know you are here. It's not an ego thing, so much as a differentiation thing. Your thoughts and input are as valuable as anyone else's and if you hold your gifts back from the world it is robbing the rest of us, as surely as if you are holding a gun to our heads. Each of us has gifts we can give to the world and in order for the world to be a better place, we need to be prepared to realize we are special and we can help. Enough said about that.

I used GoDaddy.com to buy my domain, RobertBritt.com. There are many places that you can buy a domain, but I have found GoDaddy to be reasonable and their site is easy to navigate. If you are unable to get your name as a domain using .com, try .net or .org or any of the other possibilities. If those are unavailable, you may need to use some other form of your name like first initial, last name RBRitt.com or nickname. Whatever you choose, make the move and start making your name and site your own.

If you want to do this as cheaply as possible, you can get books on web design or buy a program such as DreamWeaver or Front Page. Another possibility is to hire a designer to make and maintain your website. This can give you a more professional look on-line, but is not needed. It is your choice. I designed my site using NAMO web editor and used a 'for idiots' type guide to figure out what I was doing. My site may not be slick, but because it isn't so professional, people may realize that I am a person, not some conglomerate, and that reality may make me more attractive and approachable. I don't know and I don't much care. I am doing what I can to achieve my higher goals, and somehow it will all work out for the higher good of all.

Once you have your website and it has some design and content, you need to be updating it on a regular basis. I try to update at least every other week, so people will stop back and see what I am up to. This is repeat 'business' and is essential to building my brand and building a relationship with the people who drop by. There is not a one on one relationship with every person, but just like you feel you know

characters on your favorite TV show, so do you feel that you 'know' me, if you stop by and read my words on a regular basis. You may choose to write me, and I will write people back, but that isn't needed to establish relationships.

This brings us to another point. How do people get to know that your website even exists? You need to spread the word and that can be done in many ways. You can start a blog. (A web log or on-line diary) Blogs are available for free under many different websites. You can use Blogspot.com or Livejournal.com or many other sites. These sites are all linked together, and as you make entries they end up on search engines like Google or Yahoo. People will find these and you want to link your journal back to your website. Traffic will start to arrive. It may just be in trickles, but if you have interesting things to say, or educational material, people will stop by and they will return.

Another way to generate interest in what you are doing is by joining a social networking site like MySpace or FaceBook. I have a tutorial on MySpace at www.RobertBritt.com/networking.htm . That is an introduction to MySpace for someone totally unfamiliar with it. I plan on adding more stuff to that page as time goes by; more tutorials on building your web presence. (So you may want to bookmark that site)

These social networking sites are growing all the time. Another one that I am looking into is Squidoo. New ones seem to be popping up weekly, but I would suggest concentrating on one or two and not spreading yourself too thin. Focus is key to growth. What you focus on grows and if you have too many irons in the fire, none of them will end up getting enough attention. This is a downfall of mine, but I am changing that by having more concentration and focus.

From the beginning you should have an opt-in on your website and on your social networking site (if allowed). It has often been said that the 'real money' is in your mailing list, not on your website. In general you want to offer some incentive for someone to subscribe to your list. This is usually something that has some value, so they will be enticed. (You can offer this plan if you choose.) Someone who subscribes to your list is basically telling you that they value your opinion, so unless you do something to damage that situation, it is like having gold in your treasure chest.

What are you going to do with that list? First, let me say that I use A Weber to maintain my database. As you can see, there is no link here, so you know I am not making affiliate money from them. They do a

nice job and you can have many lists with one account. What that means is you can have your MySpace list, your website list, a blog list, ect, ect. I try to send a weekly e-mail to the list, just so they remember who I am and I maintain that relationship. These e-mails shouldn't be any hard sell. These should be pieces of information they can use and occasionally a suggestion of what they might want to buy- you are including an affiliate link, so you make money – or it can be your product – a book you wrote, a program you are offering or whatever product you can produce.

If you think you don't have a product or a book inside you, think again. We all have at least one book inside us and for the purposes of the internet and this discussion, the book does not have to be some huge doctoral dissertation. If I wanted to change the oil in my car I wouldn't need a 240 page book on the history of oil and the quick lube industry. A two page illustrated how-to would be plenty of information. Think about that. If I could show you how to do something practical, something that could save you money, would you care if it was only ten pages long? Probably you would appreciate not spending a lot of time reading unneeded content.

That should help you as you put together your e-book offering. If you still don't think you have it in you, go to a site like GURU.com or ELance.com. There are many people on those sites who are you underpaid personal assistant. For a few dollars an hour, they will write up an e-book for you. You can get a cover designed, an e-book written and your web page completed: all on GURU. Total investment could be under \$100. If you want a longer book, it will cost a few dollars more. All you need is a topic and a brief outline of what you want you book to say. The more detailed you can get; the less it will cost you. The more work you want them to do; obviously we are talking about people being paid per hour, so it will cost more for larger projects.

The next tool I want to discuss is StatCounter. If you go to StatCounter.com you can get your statistics counted for free. They have lots of tools there, so you can see where traffic is coming from, what terms are being searched to find you and a whole bunch of other options. All of that is free. If you want to get more bells and whistles, there is a monthly charge, but even that charge is reasonable. I only use the basic features and that is enough for me.

When you have your e-book written you will want to sell it or give it away as the bonus for people joining your mailing list. If you want to sell it, the venue I recommend is ClickBank. They are one of the

largest sites for e-products, so there is a built in market for you. To get set up, you just need a bank account (routing number and account number) and a PayPal account. You just need to upload your product and that information and you can be making some money in a matter of days. The larger your mailing list and increasing the number of visitors to your site will increase your e-book sales. This is not an overnight process, but like anything legitimate, will take some time to take off.

In the meantime, you can go to Google and set up an account to put adwords on your home page. You are familiar with this. If you go to most pages on the internet, you will see the columns of ads by Google on the sides of the pages you visit. When people click on those ads and buy things, you get commission. Not much more to discuss about that, except to say don't expect big checks from Google unless you have big numbers of visitors.

Another concept I am playing around with right now is advertising products from Amazon. For example, on the website I have for my book, <http://www.SomeoneElsesTomorrow.com> , I have a direct link to my book on Amazon. This makes it easy for people to buy my book, and it also makes me commission, twice. I get paid from my publisher and I get a commission from Amazon. How can this work for you?

If you write an article for Think and Grow Rich, by Napoleon Hill, put a link at the bottom of that page to the book on Amazon. If someone reads your article and decides to by the book, you earn a commission.

As long as you are earning commissions, you might as well sign up for affiliate programs and put links into your website. Check out the products on ClickBank. Anything you like, you can sign up to be an affiliate. You can make up to 50% commission on some of the products there. If an e-book costs \$97 and you are at a 50% commission rate; that is \$48.50 for you.

That is enough about making money. All of that really depends on getting your name out there and bringing people to your website. So how do you do that? There are many ways, but I just want to talk about the free ways to do it. I started out talking about MySpace, so I am going to go back to that.

If you have a MySpace, you can build a faux mailing list. What do I mean by that? If you have friends on there, you can send out bulletins to them. The more 'friends' you have, the more people your message

can get to. Word of caution: again, you don't want to bomb people with spam. Most of what you send out should just be friendly relationship building stuff. Give good information to people and they will expect that from you on an ongoing basis. Even when you do send something that is basically an advertisement, you need to be subtle and if it is not an often occurrence your friends there won't mind it.

The way to get more bang out of your MySpace is to have more friends. You can do that in several ways. One is to patiently add people and truly get to know each one individually. That is the way I am building my MySpace page. It's all done manually and slowly, but I feel that is a good way to build relationships and really connect with people.

Another way is to get friend adding software. There are many programs out there that will add friends for you, but you can't have much control and you don't really build relationships using those programs. Another issue with those is that MySpace management doesn't appreciate those programs and if you add too many friends too quickly, they will shut down your account.

Another way to add to your friends (or to get people to request you as a friend) is to add a lot of content about yourself. I think this is really key to people getting to know you as a real person anyway. In the about me section, really describe yourself. Add pictures of you and your family, home, hobbies, pets, etc. Add some heroes of yours as friends and people will add you as a friend. I have Jack Canfield and Robert Kiyosaki as MySpace 'friends' and people see that and want to add me. If you add books and movies that you like, people will search on those and add you, because you have similar interests. Join groups for entrepreneurs or bird watchers or whatever trips your trigger. These all make you more human and desirable as a friend. One last note; be real and drop the superficial. Be yourself and people will be drawn to the real you and you can make real friends.

The next thing I want to talk about is using videos on-line. One of the most prominent sites for this is YouTube. This is a great viral marketing technique. I probably should talk about viral marketing for a moment. Viral marketing is putting out some information that is useful or entertaining and people pass it on to their friends. The most famous example of viral marketing is Hotmail.

Hotmail started out very small as a free e-mail service. The only catch was that every hotmail e-mail that was sent out had a small ad at the

bottom that said get your free e-mail account at Hotmail.com. As people began getting free e-mail the word spread through that small line at the bottom of the hotmail e-mail. More people began getting the service and spreading the ad. The effect was that hotmail is one of the largest e-mail providers on the planet and they sell advertisements in those e-mails and on their home site. The message was spread like a virus and thus the term "viral marketing" came into play.

If you have a funny video on YouTube or an information-filled e-mail and they get passed around; you could get more well-known. Smart marketers will imbed some advertising in their videos. Check out most videos on Google or YouTube and you will see links being presented either during the video or after the video. These links will let people know where to go to learn more about the video or the people who made it. Charities and businesses all use these techniques and so can you. Give away information; good information, not just rehashed garbage and people will appreciate it and spread the word.

I almost forgot I wanted to share one more resource with you, and that is Primo PDF. That is a free tool to change documents into a PDF format. PDF is a very well known and widely used format which can greatly reduce document size, especially the document is rich in format (meaning lots of graphics and stuff.) You can Google Primo PDF and get the website, but to save time I'll just give it to you here. Again, no affiliate links, just a straight link. <http://www.primopdf.com/> When you use this tool, it will appear as a print option, so if you go to "print" it will be one of the choices in your drop down menu. Be sure to make note where you save the document to, so you don't lose track of the save.

I'll be updating this document as I get more knowledgeable and as people send me information. As I said at the beginning of this, if we all work together and support each other, we can make a positive difference in the world.

Peace to you all,

Robert Britt, author

Someone Else's Tomorrow, a tale of transformation.

<http://www.SomeoneElsesTomorrow.com>