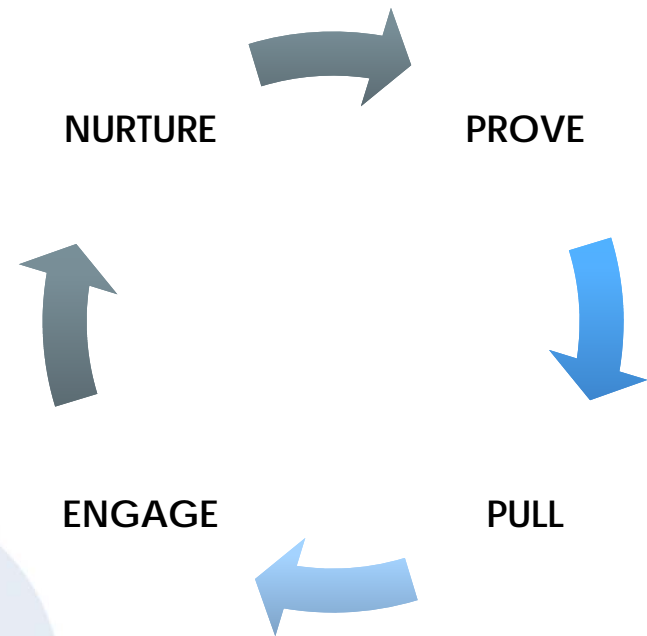




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Profile of a Hard-Working Website

Presentation for Sacramento Press Club - Tuesday, September 14, 2010

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Your Business Goals

Why do you market your writing skills?



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The Wrong Reasons

“To build awareness”

“So people will know what I do”

“To build my brand”

“To be in search results”



The Right Reasons

“Start relationships with prospective clients”

“Build reach/ add more subscribers”

“Market research on story ideas”

“Build referrals”

“Ramp up new clients faster”

“Get paid faster”

(“Branding” and “awareness” *might* be good reasons... if they will drive the goals above)



Summary

4 Keys to Successful Web Marketing

1. PROVE: Build strong business case (why trust me?)
2. PULL: Attract best visitors (where are my clients?)
3. ENGAGE: Start a relationship (>1 way to engage?)
4. NURTURE: Ping with permission (what do they need?)

2 Keys to Successful Marketing Planning

- Focus on performance more than looks
- Don't break what's currently working



Website – adapt vs. start at “square 1”



<http://sethgodin.typepad.com/sethsblog/2007/10/how-to-create-a.html>

*“I'm going to go out on a limb and beg you **not** to create an original design. There are more than a billion pages on the web. Surely there's one that you can start with?”*

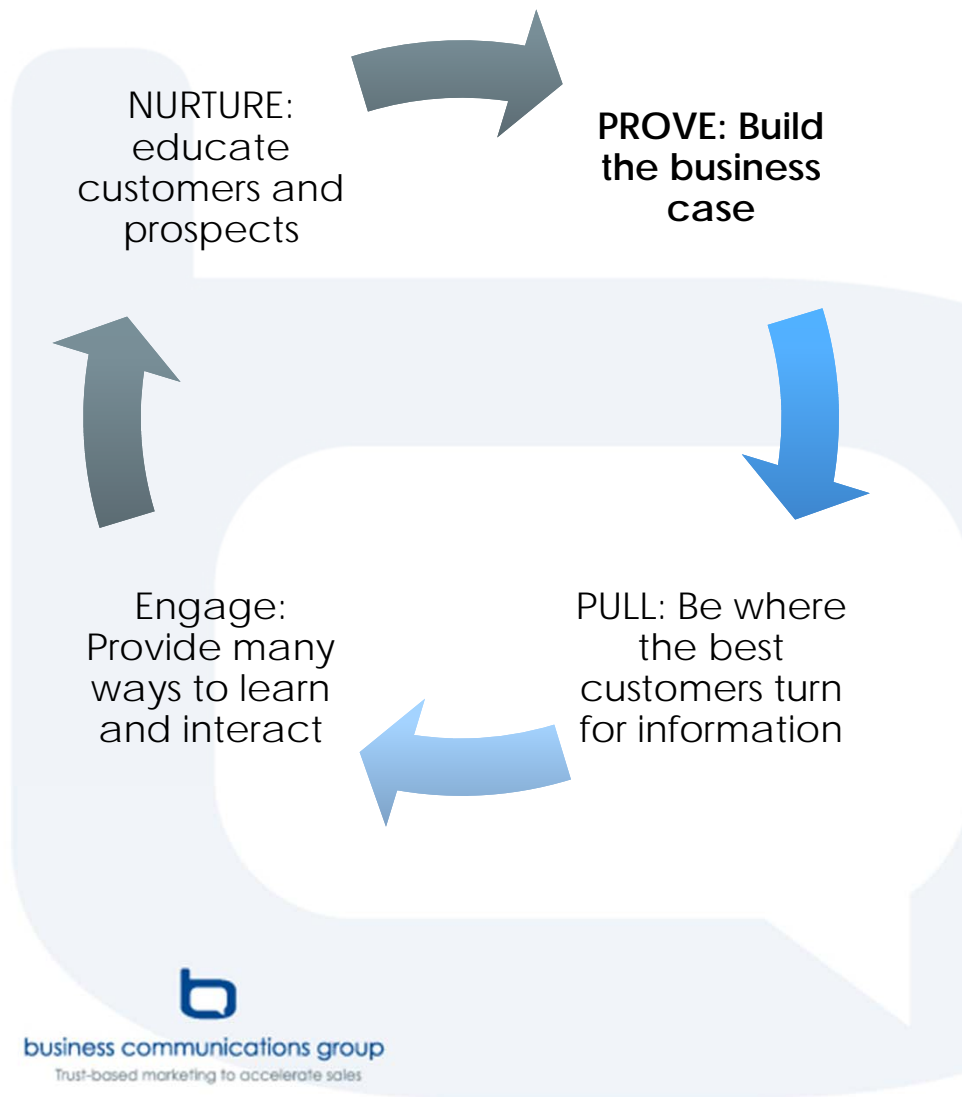
“Your car isn't unique, and your house might not be either...”

– Seth Godin



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Why believe you?



Content that can build prospects' confidence

- Decision guides
- Case studies
- Samples of work
- Testimonials
- Statistics
- Bios/profiles
- Certifications
- Awards
- Affiliations

Learn more

Resources

Blog

b2bcommunications.com/blog

Twitter

[@b2bcommunicate](https://twitter.com/b2bcommunicate)

[@b2bjt](https://twitter.com/b2bjt)

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