

# **New Rules for Online Marketing: Strategies You Absolutely, Positively Must Embrace To Grow Your Business In 2015**



**By  
Connie Ragen Green**

"I've been impressed with the urgency of doing. Knowing is not enough; we must apply. Being willing is not enough; we must do." ~Leonardo da Vinci

I'm Connie Ragen Green and I've been working exclusively online since 2006. During these past almost nine years much has changed in how we set up, grow, and prosper in the online marketing space, and it is my intention to share what I have found to be the most effective methods and strategies with you here.

Being an online entrepreneur can be the most rewarding and lucrative endeavor you have ever been involved in. my goal is to help you navigate the waters of online marketing so that you have the greatest chance of success in whatever niche you choose. It is possible to create and grow an empire based on your previous experiences, passions, and interests and to serve others around the world by sharing your knowledge and insights around your area of expertise. Please allow me to explain more about what is working on the Internet today.

## **Laying The Foundation**

WordPress – hosted; NOT the free version

Hosting – I'm now switching over to Liquid Web for all of my sites

Domains – I'll continue to use GoDaddy as my registrar

Optin/Squeeze/Sales Pages – Optimize Press is my favorite plugin/theme for this, but I will also continue to use Lead Pages as a way to get my pages set up quickly and professionally

Autoresponders - Aweber

Payment Processing – PayPal (Standard)

Your Funnel – Think about what your visitors will receive when they first opt in to your list

- Your Free Giveaway
- Sequence Of Autoresponders
- Ongoing Email Broadcasts
- Direct Mail

What Comes Next?

- ✓ An E-Course (5 or 7 days is ideal)
- ✓ An evergreen digital product
- ✓ Additional products
- ✓ Online course
- ✓ Home-Study version
- ✓ Your own events

**'Small, Ordinary Actions Done On A Regular Basis Will Result  
In Massive, Extraordinary Results'**

## **Building Massive Credibility and Visibility**

### **Your Three-Pronged Approach to Entrepreneurial Success**

- ✚ Book
- ✚ Blog
- ✚ Podcast

### **Content Creation – Multiple Formats And Modalities**

- Begin to think of yourself as a publisher
- Blog Posts
- Guest Posts
- Articles for the directories and for distribution
- Press Releases

### **Create Content Using:**

- ✚ Your own ideas
- ✚ PLR (Private Label Rights) content
- ✚ Guest posts to your blog(s)
- ✚ Content Curation
- ✚ Repurpose everything you write, say, or present!

Storytelling for your Business

Forums – connect with like-minded people who are at various points along the continuum

Social Media – The 'Big 3' continue to be LinkedIn, Facebook, and Twitter

Live Events – Make it a priority to go to *at least* two live events in the coming year

Channels – YouTube/iTunes/Amazon

- Podcast Series
- Special Reports and Books (Kindle and paperback)
- Videos – screen capture, live action, training webinars

**Leverage the immense power of the Internet to build the exact business and lifestyle you desire.**

## **Continuing to Increase Your Profitability**

What's for sale today?

What type of service can you offer to others?

What can you recommend as an affiliate?

What types of products and courses can you create?

Multiple Streams of Income:

- Providing Services to Others
- Information Product Creation
- Local Business Marketing
- Affiliate Marketing
- Niche Sites
- Publishing
- Teaching/Training
- Coaching/Mentoring
- Physical Products

## **'Learn To Give Generously And Receive Graciously For Massive Abundance In Your Life'**

### **Growing Personally and Professionally**

Mastermind – You must surround yourself on a regular basis with people who 'get it'

Mentoring – Become a lifelong learner and be open to new ideas and strategies. Discover who you resonate with and begin working closely with them to expand your business quickly.

Personal Development and Growth – Write down your goals and review them on a weekly, monthly, quarterly, and annual basis for best results

Use the concept of 68 seconds of pure, focused thought each day, beginning with 17 seconds in order to build momentum and stay clear and positive.

**Always Ask Yourself "Am I Moving Closer To My Goals Or Further Away From  
Them With This Action (Or Inaction) I Am Taking?"**

## RESOURCES

WordPress – Hosted version - <http://WordPress.org>

Hosting – Liquid Web - <http://ConnieLoves.me/LiquidWeb>

Domains – GoDaddy - <http://ConnieLoves.me/DomainSale>

Web Pages –

- Optimize Press – <http://ConnieLoves.me/OptimizePress>
- Lead Pages – <http://ConnieLoves.me/LeadPages>

Autoresponders – Aweber – <http://ConnieLoves.me/Aweber>

Payment Processing – PayPal – <http://PayPal.com>

Forums – Dennis Becker's Earn 1K a Day Forum – <http://ConnieLoves.me/Earn1KaDay>

Live Events – Make this a priority in the coming year!

- Earn 1K a Day – Las Vegas June 14-16, 2015 – <http://ConnieLoves.me/3DaysinVegas>
- Write. Publish. Prosper. – in Los Angeles March 27-29, 2015

YouTube – <http://YouTube.com/ConnieRagenGreen>

Amazon – <http://ConnieRagenGreenBooks.com>

iTunes Podcasts - Learn about both of mine at <http://PodcastShowNotes.com>

Product Creation – start small with a simple idea...

These are two perfect examples:

- <http://TopWPPluginsForBusiness.com>
- <http://AffiliateContestSecrets.com> (use code CONTEST for a discount)

I hope this training has been helpful to you in your pursuit of becoming a successful online entrepreneur. Please connect with me in whatever way works best for you if you have more questions or wish to work with me more closely in 2015.

To Your Massive Online Success,

*Connie Ragen Green*

***'Be willing to do for a year what others won't; live the way others can't, forever.'***