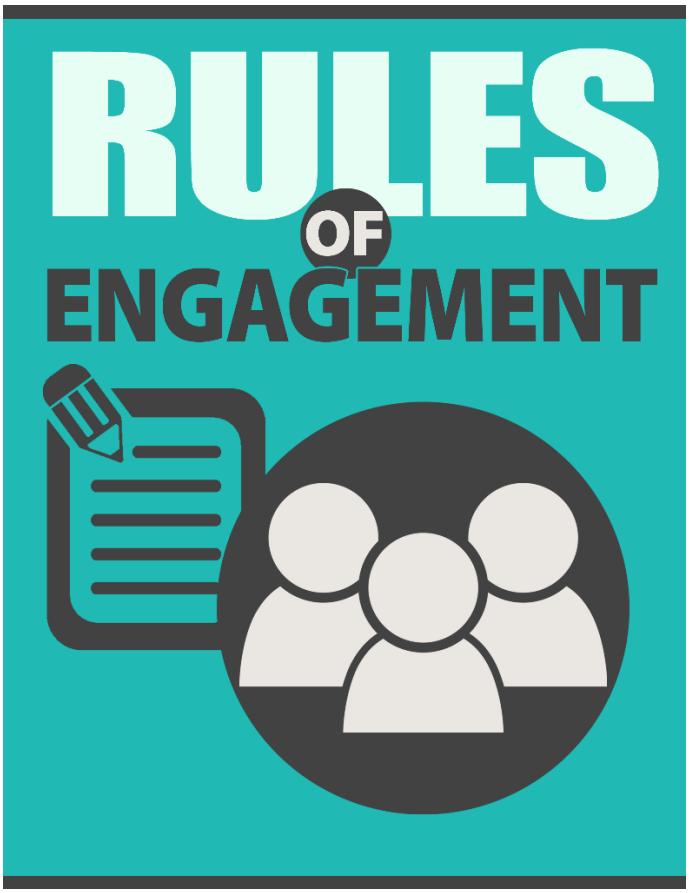

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Rules of Engagement

We're gonna talk about the rules of engagement, not engagement in the military sense, like the dude right there holding an AK 47, but rather engagement in the sense of attracting visitors, captivating your visitors, and making them want to be on your website, want to come back to your website. We're gonna talk about things like visitor value. We're gonna talk about different techniques that I use with quite a bit of success to keep people coming back to my sites. This is particularly important in internet marketing when you are building membership sites, when you're building communities of people. Maybe if you're not building a community of people and you're wondering, well, why is my site dying down? Why, if I'm not getting the same amount of traffic that I used to get, why, why are my people buying and refunding what's going on? Well, it's your engagement.

Let's talk about how to captivate and keep your visitors. Okay? So, let's talk first about visitor value. Now, a lot of people don't understand what visitor value is. And I'm not gonna turn this into a big, arithmetic formula to tell you how much of it, well, in general, there is a value to every single visitor that you have on every single one of your websites.

So, if you were to look at your server statistics and on your hosting account, you see the total number of visitors that you've had this month over all your websites. So if you look at the total amount of hits that you've gotten on your server across all your sites, and then you look at the total amount of money that you've made in your bank account as a direct result of your websites, and you, and you do the math, you divide the two, you come up with what your visitor value is.

Ideally, you want to have a high visitor value. Now, whatever it is, it might be pennies, it might be dollars for you. Some people like to consider things like subscriber value. You know, and I've heard the saying a lot, a lot of variations says, I don't know if anybody did the metrics on it, but they say that your subscribers should be worth about a dollar a month to you if you're marketing to them properly, right?

So, somebody that has a list of 45,000 people should be doing about $45,000 a month. Now, I gotta say, this does kind of hold true. cause as I've built my list and grown my list, that kind of has held true. But there is no certainty, right? So, you're not getting a check from the internet equivalent to $1 per subscriber.

It fluctuates like any business income fluctuates. But the important thing to know is that there is a visitor value, and the key is to keep your visitors coming back, right? And that's important because if you're just getting a bunch of visitors that are landing on your sites and staying there for three seconds and surfing away, there are a problem.

Now, there are always gonna be some of that, but you want to focus on retention, and you want to increase retention and decrease attrition. And it's important that you consider that it doesn't matter whether it's visitors or prospects or customers. It's important that you establish a value line and that you exceed the value line so that they are willing to spread the word for you.

So it comes down to value. Is your material on your website truly perceived as valuable to people that come there? And there are a couple of breakpoints in that description that I just gave you, right? Those are three important things to consider here. So, are the people that come to your site, the right people? Meaning is your audience targeted?

If your site is about auto mechanics, are you targeting librarians? How interested naturally, if you're targeting the wrong audience, it doesn't matter how much value you have on your site. This is a very, very simple concept, but people, they kind of allude to them.

If you're creating a website about airplane engines, but your traffic is coming from daycare providers or something completely different, then yeah, people are gonna leave your site. You're gonna have a high balance rate, you're not gonna have any kind of a retention rate.

Your visitor value's gonna be weighed down, even though you have the best airplane engine website in existence, you're targeting it improperly, right? So, you're creating that for the wrong audience. So, it’s not just the content that is important but the value of it. To be important, the actual audience must be targeted. So, this is very, very important. And what's important I think, for you to focus on is you've got a few things that your website needs. There are a few things you need to give your visitors.

I've worded them right here, and I've broken it down to four things: Content, status, personality, and usability. If you provide your visitors, your targeted visitors with those four things, they're gonna enjoy their stay and they're gonna come back.

The last thing you want is for someone to leave your website with the feeling of, oh God, I'm never gonna get back those 10 minutes that I just wasted on that side. Like, people need to feel like their visit there was purposeful, even if they got there by accident, they want to feel, you want your visitor to feel like, wow, I'm glad I was here. I'm glad I spent this time here.

So if you're providing them with content that they find is useful, then that's awesome. They're gonna be like, oh, okay, great. I'm glad that I got here. The other thing is you want to provide status for people. And what I mean by status is make them feel part of a group.

I'm gonna talk a little bit about this later, but you want to give them a level, you want to give them a brand. You want to pin that little trophy on their chest, that little medal on their chest say, Hey, I'm a member. I'm part of something bigger than me. I have a status here. I'm an X, Y, Z member, or I'm a ZYX member, or I'm this member.

You want to give each person a status. The other thing you want to give each person is your personality. You must inject your personality. You know, I've found that, especially when you're talking to a targeted audience, you want to blend with that audience as much as possible.

You want to use the right vernacular; you want to use the right type of jokes. Let's be honest, the same type of jokes doesn't work very well for different crowds, do they? You know, if you have a more mature audience, older, older people, maybe you're marketing to baby boomers, the types of jokes that those guys are gonna get are not the type of jokes that you might do to some, you know, that you might be using with a 20-year-old audience. So totally different.

And then again, there are very generic jokes and personality things that you can do in quotations and things that'll be recognized. And that will influence all those people across a variety of a huge age spectrum.

So that's important to consider. If you're gonna be quoting movie lines and things like that, you're gonna be appealing to people from your genre. Your age range, right? Movies that you saw, movies, but maybe your target audience is 20 years younger than you, or maybe your target audience is 20 years older than you, and you think that you're being funny and cute and comical and have personality, but they don't get it.

They just don't get you because you're just like talking, you're like a time machine for them, right? So, you want to have an appropriate personality, and you want to attract that person. So, the big mistake that people make here is they pretend to be something they're not.

When I say pretend to be, so people think like, oh, well, nobody will know. Let me tell you something, your personality goes, it cuts through the digital divide. People can sense things; they can sense whether you know what you're talking about in your writing.

They can sense whether you're, you're being genuine in your videos and in your audio recordings. You know, it's important that you be yourself. And a lot of people mess that up. Another thing is usability. How usable is the material that you're giving them? So, is it just stuff of interest? Is it just stuff that's like, oh, wow, yeah, that's cool. Yeah. Wow.

It is your website serving the purpose of a tabloid, where it's just like, oh, yeah, that's cool. You know, or is it something that people need? They need to use it. It's something that they require. Like if you think about it, who has the more sustainable long-term economy proof and recession proof business.

The guy that sells toilet paper, or the guy that sells fur coats. I mean, think about it. It doesn't matter how much money you're making or not making, you're gonna buy toilet paper. You need toilet paper. That's kind of a recession proof, high volume type of a reusable type of business. It's usable. That's you're selling toilet paper, man.

You're always gonna have a market. It applies to just about everybody. Yeah, it does. So, toilet paper, a great market to get into if you're selling that kind of stuff. If you buy fur coats, you have the PETA people to deal with. You got animal rights groups that don't want to sell.

You gotta deal with that whole issue. You have the other issue where it's hugely expensive. You got the other issue. Whether it's like, okay, well where am I gonna sell them? Africa, they gotta sell them someplace that's cold. There are people in Florida who aren't walking around, making out and rocking their fur coats.

So, there are so many issues to contend with that don't particularly make them usable to everybody. So, again, a very broad, wide range example for you, but it's important that you realize your material and the stuff that you're providing.

You need to have content, need to have status, you need to have personality, you have usability that you're injecting all these things to your visitors to make them stay, to increase the retention of the people that are visiting your site, and to decrease the attrition of the people that become members.

The way that we do this, and I know you've heard this before, it's a cliche. It's been around forever. Content is king, right? Content is king. Content is very, very important because at the end of the day, it's substance that'll keep them coming back.

You can be, good and flashy and pretty and hyphy and everything, and you get them in there, but you're gonna must convince them not to leave now. And that's a full-time gig right there. So, I never focus on trying to talk somebody into buying something they don't want or need.

If I do that, then I'll create a full-time job for myself. I gotta convince them to keep coming back and to not cancel everything because they don't want to or need that. So, I'm just a great salesman and I talk to them about buying something they don't want or need, but now I've gotta talk to them about refunding every single day for the rest of my life.

That's a lot of work, man. I don't want to do that. Who wants to do that? Nobody wants to do that, right? So, content is king at the end of the day. It's the substance that they crave, it's the substance that they'll keep coming back for. So, you've gotta continuously be putting in there, valuable content, and it's gotta be fresh, targeted, valuable, and concise. Very, very important.

The subject matter must be interesting, and the method of delivery, it must keep them interested as well. So not only does the actual material that you're providing them must be interesting in nature, but something also that is targeted, and again, interesting is variable depending on the specific audience that you're marketing to, right?

Lady Gaga isn't particularly interesting to the baby boomers but it is particularly interesting to people in their early twenties, the kids and stuff like that, right. So again, even though the material might be interesting to some, the other thing that to consider is the delivery method.

How appropriate is the method of delivering that content to the audience. So, are you delivering stuff in the form of long copies that they must read, and they need time to sit in front of the computer to do? And if so, are you, truly touching on all the trigger points with your audience by writing long form copy to talk about a music artist.

Where wouldn't it be more engaging to have music and audio and video and media in that sort of type, in that type of communication to keep them more engaged, right? So, it's not just about having lots and lots of content to make it valuable, but it's about substance and it must be fresh, and it must be something that's targeted to them that they're gonna feel is valuable, and it's gotta be concise.

I'm gonna break these four things down a little bit further for you. When I say fresh content, what makes content fresh? I don't mean fresh in the term of like, run DMC, I'm not talking about that.

I'm literally talking fresh as in new as in something that is not like old, outdated. I mean, it's fresh. You need to make a habit of updating and adding new material frequently. So don't just put some stuff up there every once in a while and expect people to come back every single day because you know what's gonna happen if by chance you do get one person to come back and look at it and to come back into your website, and if it's the same stuff they saw last time, they're not gonna come back a third time.

You need to frequently add new material. You need to frequently change the look of things. You need to frequently change the images, spice things up a little bit. Make it fresh. You gotta get in there and you gotta keep things fresh in their minds.

You gotta change things. You gotta make people want to come back to see what's going on. Now you get by keeping things fresh and by changing things, you're going to make them wonder, I wonder what's going on over there.

Let me go over there and check it out, see what they've done. And now suddenly, they get there like, oh, wow, look, it's different. Look, different things are over here, there are over there. Let me see what's going on. They're gonna stay there longer. So, keep things fresh, make it targeted as well.

So, what exactly do I mean by targeted? Well, we've gotta aim the material at the specific audience. Relevance is key. So, this falls into knowing your demographic, knowing your market, kind of doing some research before you just get into things, right?

One good way to do this is to kind of survey your people, survey your list, put a survey on your blog, on your site or whatever. Whether we're talking about a membership site, a regular site, we are talking about keeping people coming back to the site with a form of content.

When I'm talking about this, I'm not particularly referring to a sales page, right? Because we're not gonna post a survey on the sales page because typically you, ideally, you only want people to

come to your sales page once and buy, right? So, we're not talking about trying to keep people coming back and maintaining visitor value on the front page. We're talking about retention and attrition.

We're talking more about the backend pages; we're talking about the content pages. We're talking about inside the membership site; we're talking about activity. And for them to feel like this is relevant to them, then they need to be able to use it.

They need to find a way to fit this into their life. And a lot of marketers, a lot of sellers, a lot of product creators, they don't personalize. They don't find a way to make their product fit into the lives of the user.

Does this product enhance someone's life? Does this person that buys my product, do they have a need to continue coming back here and using it as their reason for them to do that? It's gotta be relevant to them. If it's not, if there are no reason for them to keep, if there are something, then you're never gonna have people continuing to come back.

If there are no reason for them to go back there, then they won't. Let's talk about value. Everything that you add must enhance the life of the user. So, I was just touching on this when I talked about targeted, does your material increase pleasure or decrease pain?

Because a lot of people say, well, Walmart, how do you make it targeted? You know, this is all great stuff that you're talking about here but how do I apply this practically inside of my business? Well, you've gotta keep in mind the way the human brain works, okay?

You must and the reality is that we do everything for one of two reasons. We either do it to increase pleasure in one way or another, or to decrease pain in one. Now, these are very, very broad-spectrum terms, yes. But think about it, everything that you do is because either you want to increase some sort of enjoyment, some sort of pleasure, something that you want, or you want to get rid of something that you don't want.

Get rid of something that's hurting you, something that's bothering you, something that's troubling you, something that's making things hard for you, something that's difficult. It's one of those two things. These are the two reasons that people motivate themselves, that people do things.

Now, it breaks down into even the four F's, which is a little bit further but I'm not gonna go into a lot of detail, fame, fortune, freedom and family. Those are the big four F's that motivate people to act.

When it comes to your content, the important thing that'll make it valuable is something that's gonna increase pleasure, or is it gonna decrease pain? So, knowing your audience, right? If you've got a targeted website then if you know who your audience is, then you need to just simply sit back and think, okay, what is my ideal visitor? What is my ideal member? What do they have

trouble doing? What pain do they have? What hardship are they going through? What trouble do they have? What can I do to relieve them? What can I decrease for them? And boom, now suddenly, your mind is thinking of a whole slew of things that you can create content about.

On the other hand, what are the things that my visitors need more of? What things bring added pleasure and enjoyment to their lives? What are they looking for, what sense of enrichment can I give to my visitors. So, if you know who your customers are, just asking yourself those two questions, your visitor will constantly give you valuable ideas for content.

The next thing, when we talk about creating the content, it's gotta be concise, right? So concise, it's gotta be clear, straightforward. Don't add a whole bunch of fluff in there. You know, and a lot of people do this. They think that it's all about the amount of stuff that's on the page.

If the page just has like a thousand words in comparison to 300 words, it just looks fuller. So, it looks like more stuff. But at the end of the day, even if you get somebody to read that entire 1000-word thing, if 500 of those words weren't needed, that person is gonna feel unfulfilled.

Worst, they're gonna feel used when they're done reading that subconsciously, their mind is just gonna be like, why the hell did I just read all that? Like, I learned everything I needed to learn in the first paragraph, and the rest of this was just crap.

Why the hell did this guy just waste my time? Even though that first paragraph of content was awesome, was super life-changing stuff, the rest of it just wasted their time. So, you know what they're gonna leave with the back of their mind. It's like, okay, my time was just wasted here. I'll never get those 20 minutes back.

And this is even though that one sentence in that whole thing. So, the point that I'm making here is to make your material concise. You know, I don't remember the author, but he said, machines should not contain unnecessary parts. Why? Why are you gonna put fluff in there? Why are you gonna put stuff that is in not what, that isn't in one way or another, fresh? It isn't in one way or another targeted, and it isn't in one way or another valuable to your people.

If you have stuff in there that isn't fresh, targeted, valuable, then you're just adding fluff. You're just typing for the sake of hearing yourself talk and or seeing yourself type. And at the end of the day, that's gonna cost you return visitors. That's gonna cost you visitor value.

Keep things concise, keep it clear, keep it straightforward. Remember Occam's razor, usually no matter how much you try to complicate things, the simplest answer usually holds true. Keep things simple. Have a minimalist approach to your content as long as it's concise.

Minimalism is good, as long as it's concise and it's useful if it's targeted and it's useful. I like that you were right to the point, and you told me exactly what it is that I need. When have I come to a site, I'm in search mode, okay?

So, there are no need for foreplay when I get here. Just give me what I was looking for. And that's the approach that you need to take with content. Fresh, targeted, valuable, and concise. Now there are a couple of other things to consider because we know what we want to talk about, just because we know the content that we want to provide, just because we know the pains that we want to relieve and the pleasures that we want to increase, does not necessarily mean that the way we're putting those across are truly gonna be engaging.

You could be talking about life-changing stuff, but if you're talking to me like this and it's monotone, I'm gonna fall asleep, man, you've gotta engage me in the delivery method. And there are various delivery methods, and there are just four of them right here, a text.

So naturally, the most common way, or one of the most common ways to deliver material information and just stuff that you want to talk about to your users, is gonna be in the form of text, right? You simply write it, either writing it to the displays on screen, or writing it in the form of a downloadable document that they can later print.

You can engage people with your text, and it's important that you put your personality into your writing. So, talk, write, like you talk. If you want to keep people around your writing can't sound like a textbook, man. If you want to engage visitors for the sense of decreasing attrition, increasing retention, you've gotta put personality into your writing, man.

Nobody wants to frequent the go to, go to hear a professor talk and you know what I mean? It's gonna be a very small number of people that you're gonna appeal to. If everything is always technical and you put personality into things, man. Know your target audience, joke around with them.

Make references to cool hip things from their era, from their period, even to current events. If you've got opinions about stuff, make them general, but keep them and put them in there, but let them know who you are, why you're writing to, and you know what, not everybody's gonna like you, but that's fine, because you, the ones that do like you are the ones that are gonna keep coming back.

So put your personality, don't ever be afraid of somebody off. Oh, well, you know what, if I mention that I'm a cat lover, then I'm gonna push away dog lovers. No wrong. If you try to be gen general and beat around the bush about it, that's where people stay away. I might push some people away and they won't like me. You know, people are gonna like you anyway.

Some people are gonna not like you, regardless of whether you're a cat lover or dog lover. It doesn't make a difference. But you know what, by mentioning that you're a cat lover, if you do it tactfully and fun and using your personality, you know what's gonna happen? All those cat lovers are gonna love you now. And you're not pushing a dog lover away. Hell, I'm still a pet lover, right? So, whether I'd like dogs, or I like cats or whatever, I love animals. I'm an animal lover. So again,

there are always gonna be a connection that you can make with your people. Put your personality into your writing.

Don't ever be afraid to do that. Don't ever be afraid to share your opinions with people. It's the way that connections are made. It's the way that engagement happens. If you don't do it, it's gonna be very hard to engage people, especially with text, okay?

Images, use eye-catching imagery to accompany your writing. This is very, very important online, more so than in a book, right? Because when you're online your customer, your user needs to be visually stimulated to stay engaged, okay?

So, colors are important, font types are important. The size of the text that they're reading is important. The images that they're looking at, you need to break up the text a little bit. Remember, it's a little bit harder on the eyes to read a screen than it is to read a piece of paper.

So, by keeping them, by giving them some things to look at in the process, it's gonna keep them engaged and gonna keep them glued to the screen. It's gonna keep them reading your content. So use images, use stuff that must do with your actual text and your actual subject matter.

Don't put a picture of a hot chick in the middle of your article about something that has nothing to do with hot chicks. Because you're trying to get their eye on there. Because now what's gonna happen is you're gonna off people that are offended by that.

The other thing that's gonna happen is the person that isn't offended by it, now, they're just looking at the hot chick and they're not reading the content. So, you didn't serve your purpose either way.

Again, a very broad type of description that I'm giving you an example that I'm giving you. But my point is that you want to use imagery that makes sense with what you're writing, that fits into the story that you're telling to make sense so that the user, the reader, the visitor, feels like, oh, okay, that makes sense.

Let me take my eyes off the text a little. I look at this image, okay, great charts and things like that, things that refer and make points. And sometimes what I love to do is use caricatures, use cartoons, look at things that kind of engage emotion, make people smile, make people have fun.

So, the next thing is very important. These last two that I put on this screen for methods of engagement. Nowadays, we live in a media world, media society. We have smart poems, phones that play video and audio. We have the craze of reality TV.

Everybody's used to seeing other people. You know, it's important that you engage people using media man and it's so easy after you write a piece of text to turn your microphone on and just read it, just read it into audacity and just create an MP three that they can download at the bottom of the article.

Do this on your blog post. Why not? Let them hear your blog post. Hear your content in your own voice. It's gonna take you just the length of this to read the text and just record it, you know, and it helps you connect with your audience yet one more way yet, one other method, if you , want to blow it out of the park and take it to the next level, create videos, jump on camera and talk about your article.

So, you write a nice article, maybe it's a 400, 500-word article on whatever topic you want to add some personality, you want to add some engagement, turn on your camera, turn on your webcam and just say, hey, guys, just wrote this article. You're gonna read it right down below. I hope you enjoy it.

I talked about this, I talked about that, about the other thing. And man, you're gonna love what I said about this, that, and the other thing, because something that's been on my mind for a while, just wanted to share it with you, blah, blah, blah. You know what? You jumped out and you don't necessarily must be in, I know a lot of people are comfortable. I don't want to look the way I look on camera, on camera ads.

It's 10 pounds. Get over it, get over it. Because if you want to engage your people, you need to engage your people. You need to be there; you need to be on camera. And you know what? Worst comes to worst. You can always do screen capture. You can always do slideshows like the one you're looking at right now.

I'm engaging you with audio and with text on the screen, right? So, you're not seeing my face right now. Not that I mind you seeing my face right now, but again there are different ways that you can engage your people. Text, images, audio, video there, these, this, the variety is what's important.

Because people will develop that almost like that need to come back and see what's going on next, what's happening next. The last thing I would talk about is edification. I talk about this a lot. You know, it deals with psychology. We are hunter gatherers by nature. Just, just from the beginning of time.

It's just in our biology, in our genes. We are not necessarily loners. We group together, we flock together as humans. People love to be part of something bigger than themselves. They love to feel welcome, important and valuable themselves, right? So, you've gotta build a community.

You've gotta elevate your members and make them part of a community. I love to do things like create Facebook groups. I like to do things when somebody comes into my membership site and they log back in, they see what it says and welcome them by name.

It says, hey, so and so glad you're back and then on the right-hand side it says, so and so you are, it's like a badge of honor. Like you are a Mac daddy member. This, you signed up on this date, you did this. It makes them feel more part of it. It doesn't make them feel like it's a place that they're visiting.

It makes me feel like a place that they're a part of. Like their name is there. They're being addressed personally there. So even when they leave in their mind, they're like, okay, well, I'm still there because my name is still in there.

My name's still on that page. So, you're edifying them by giving them status, by making them a part of something bigger than them. Then when you let them interact with other people that you've given status to, magic happens here because what you're doing now is creating a community, a community that people want to be a part of a community that people feel bad when they're not a part of, after they've become a part of, and they leave and they feel bad.

Oh man, you know, cause I'm part of this group and I'm in this group, and, you know what I mean? So that's, those are feelings that you want to create. Those are feelings that you want to muster up in your people, in your community. And it's truly, truly important to keep people coming back, it is having that sense of community, having them feel like they belong.

I refer all the time to that old TV show. Cheers, right? About the group, what happened to you? Walk in. Hey, norm, how about when you go into a restaurant, right? So, if they're working, hey, welcome to so and so. We'll be right with you. You always want to welcome people when they walk through the door. It makes them feel special.

It makes them feel bad about leaving. And that's what's important. So, I hope you've gotten a lot out of these points that I've talked about. Content is king. It's important that you engage your visitor, engage your community, make sure that you take these actions to keep coming.

Keep people coming back because we spend all this time on selling and all this time on marketing and getting new people, but then we kind of forget about the people that we already have. So, edify your community.

Make, build, build a group of people that want to be there. Engage them with valuable content that's concise. Keep this video and the things that you've learned here in your mind whenever you're creating content for your websites.

Top Match
HIGHLY RECOMMENDED RESOURCE
Based on your interest in this subject you will greatly benefit from MAP.
Access this super affiliate platform
HERE