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TOMB OF THE UNKNOWN MARKETER



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Tomb of the Unknown Marketer

In this module, we're gonna be talking about the Tomb of the Unknown Marketer. Hopefully, I'm gonna help you to stay out of the Tomb of the Unknown Marketers, obviously, where you end up, if you're unable to raise awareness to who you are and to what you're selling online, there are some specific things that you need to do in today's market to be known, to become prevalent amongst your competitors, to get in front of your prospects face online.

The internet can be a lonely place. Make no mistake about it, and I'm gonna talk to you here about how to stay out of the tomb of the unknown marketer. There are some key things that you need to do. It's important that you do understand this. We're gonna start it with this opening statement.

Having an awesome idea means nothing until you can get others to share its benefits. Let me tell you something, the like button has become the new currency online. It used to be that you were judged by your list size. If you had a big subscriber list, people would be like, that guy's got a hundred thousand people on.

Now it's about how many likes, how many shares are you getting? It's not enough to just have a great idea to just have a great post, to have a great comment, to have a great product. It must be something that others want to share. It's gotta benefit them, and they've gotta want to share it.

If things are gonna grow online, if things are gonna go viral online today, it's gotta be content that others are gonna share its benefit, not just that others are gonna want to benefit from, but that they're gonna want to share it. Very, very important.

There have been many, many, many awesome ideas that just end up in the website graveyard because the creator of that product, the creator of that website, did not position it properly, did not set themselves up for success. And reciprocally, there have been some crappy products out there that just sell like crazy.

They went out of control because the person that was marketing it was very clever or positioned it for other people to want to share it, and it went viral. I'm sure that you at one point or another have gotten some song stuck in your head and you're like, why am I singing this? This song is terrible.

This person, anybody that's ever hummed a Britney Spears tune knows what I'm talking about, right? Sometimes it's like you find yourself like, you know, you're like, I'm not even, I'm not gonna try humming the song, but you know what I'm saying? And you, and what it is just the marketing.

It's been put in your face so many times. It's in your head now, and you find yourself singing it when you're in the shower or doing who knows what, saying, I can't get this stupid song out of my

head. Well, it's all about positioning. It's all about marketing. And for those of us that are having a reciprocal effect and are not having our products ingrained into the minds of others, we end up in the tomb of the unknown marketer.

Let's talk about the website graveyard that you just heard me mention. The internet is in fact a very lonely place. Look, nobody knows your website even exists, no matter how clever your title is. I was of the contention that if I had a cool sounding title that, you know, people would flock to my website, and I'd make all this money.

I can remember the day that my very, very first website went online. It wasn't even a website that I created. It was a website that I purchased. I purchased it for \$700. I bought this website sitting in my brother's family room with my wife in the other room, and we literally bought into this like company.

It was like this travel website kind of thing. We bought it. We were so excited. We were like, oh, man, this is great. And we were looking at the plan and what was gonna happen. Like, it just sounded so awesome. We came up with this great, we were talking about it all morning, came up with this great name for the website, and then we're like, oh, I'm building it all up all day.

Finally, we clicked the buy button, and we bought it, and we had our website up a little cookie cutter website they gave us. And we're like, yeah, now what? Nobody knew of our cleverness, I mean, the only way that someone would possibly find our website is if they literally typed in this word into their browser that we decided to name our very clever, we decided to name our site.

Unless somebody typed that in, they weren't gonna find our website. So now we had a whole new string of problems that we never anticipated in the excitement of creating our website and buying that website. And, then we never considered the fact that there are thousands of other people out there that probably have the same exact website because we just bought this cookie cutter website kind of system thing.

And so, a lot of things that I learned after the fact that determined whether that ended up determining that the site would end up in a graveyard along with many of my other sites. So, take it from me and it can be a lonely place online for every one of my awesome websites that you might've heard.

I've got a lot of them, you know, I've got over 60 active websites right now. We've probably got about another 60 or 70 domains that we own with redirects and different things. For every one of my awesome websites that you might've heard of out there, there are at least five awesome ones that you didn't hear of that I didn't position properly, that I didn't market properly, that I didn't raise awareness to properly.

They're still sitting on my server somewhere that still gets some visitors from time to time. But there is a website graveyard on my server. And I want to help you understand the things that it's

gonna take to stay out of this graveyard. Keep your websites out of this graveyard. Keep yourself out of the tomb of the unknown marketer.

Remember that every rocket that was ever launched by NASA is now the Kennedy Space Center, or in museums across the country. If it gets back to the Earth, it is in a museum. And this is the problem with the launch model, right? We launch these products and what happens after the launch? Oh, it's like a feast or famine, right?

You make some money, we create a product, build a website, we launch it, and then what happens? Dies down. And we're, we're hurrying about now creating our new product, and launching that one. And then what happens? We make a little bit of money and then it dies down, and then we scurry about and create another product, and we launch that one.

It almost like we start thinking, okay, well, okay, if I can, oh, now we start doing reverse math and we start saying, okay, well I made 2000 of that one, 3000 of that one, if I could do one of these a month and I could do 12 of 'them a year. But and we start doing that kind of mathematics and what do you end up with at the end of the year, 10 sites in your graveyard and two years later you got 20 sites in your graveyard.

Any one of those could potentially have been a million-dollar website, right? I mean, heck, every single one potentially could have been a million-dollar website. Did you know that when in football, every single play in the playbook is designed to score? There isn't one play that's designed to just get three yards.

There are definitely no play that's designed to get the quarterback sacked. Every single play is designed to score a touchdown. So every single website, similarly to the football playbook, every similar website that you build could potentially be the big one, right? It could potentially be the million dollar one, right? We seldom just create a website; I just want to make five or 600 bucks.

I just want to make, I'm going through all this trouble, build this site, get these keywords, do all this stuff, and I just want to make a couple hundred bucks. No, we don't, we don't create something with the intention of it ending up in a graveyard. But that's just kind of what happens.

We don't, you know, and it's important for us to understand this, you need to understand the process that's gonna happen to your sites. To stay out of the tomb of the unknown marketer, know that the launch model is kind of like a self-defeating business model. You're constantly having to come up with launches and launches and launches and eventually, all your sites end up in that graveyard or that museum.

Now, your products and your websites require a calculated marketing strategy if they're gonna survive the test of time. I have websites today that have been making me money for several years. I could tell you this, that first website that I talked about, that I bought in my brother's family room, that one that's not making me any money.

The site doesn't even exist anymore. That one ended up in the graveyard a long time ago. But after a while, I realized, wow, there are a formula to this. If I want these sites to keep making me money long term, I'm gonna need to do this. I'm gonna need to do that, I'm gonna need to do the other thing.

It must do with building brand awareness. And it's a battle. I'll tell you what, it is a battle. As a matter of fact, the Modern Marketing Battlegrounds deal with social media. It deals with raising and maintaining brand awareness. As a matter of fact, raising and maintaining brand awareness in today's social savvy markets is critical to your success.

You cannot just create the product. You cannot just create the website and think it's gonna keep making you money forever and ever and ever. It's just not, it's not gonna happen. It needs to be prevalent. It needs to be in front of people's faces. It needs to constantly be attracting people.

It needs to be something that people want to share continuously. Maintaining that brand awareness in today's social savvy market is critical regardless of the market that you're in. Let's talk about YouTube. YouTube is in fact a social network and it's one of the most powerful ones because it ranks you very, very high in Google.

And because it also helps you make a connection with people; video connects with people in a way that text and audio simply can't. We are a video society. We are a reality TV society. YouTube is where people see, and they see you. And it's where new customers can find you. People literally connect with you. They make a connection with you through video because they see who you are.

Facebook is where people get to know you and can develop a sense of relation with you. This is where they can relate with you. This is where they see, oh wow, this guy's human. Wow, this guy's funny. Oh wow. Check out this guy's kids. Oh wow, look, this guy lives here. They can relate to you.

They can see themselves as being like you, which is awesome. It helps to break down the digital divide somewhat together with YouTube. This is a very, very powerful combination. These are two social networks that you cannot ignore if you want to maintain your brand awareness, your blog.

Now, this isn't a social network, but honestly, your blog is where people learn from you. This is where you keep in touch with the world. And this is where you basically educate the world on your niche. This is where you position yourself as an authority. This is where you know, you develop that professional following that business, following this is where you take things to the next level, right?

Facebook and the social networks, well, they're more social, right? Your blog is where you present more of an official kind of thing for your site, for your niche, for your products. It's kind of

where you establish your business angles. And this is where you teach. This is where people can learn from you.

These three things, this trifecta, if you will, YouTube, Facebook, and your blogs. It's crucial, crucial to the long-term success of your product, to maintaining your brand awareness in today's social savvy markets. Here's a plan of attack. You should reverse engineer your online business.

You gotta start with the end in mind. When I sat in my brother's family room, we were just looking to build that, to get that one site up. We were like, oh man, this is gonna be awesome. Wow, if I get this one site, man, how many people go on vacations a year? Man, this is incredible.

If we do a travel website, man, and they already got it built, let's just buy it. We were so excited about having that site up. We're so excited. We didn't have an end game. We didn't have the end in mind. We weren't looking at the end zone. And we designed our football play to just get us through this huddle, basically.

What we ended up with is, you know, getting killed. We ended up in the tomb of the, you know, that side ended up in the graveyard. I've been able to keep myself out of the tomb so far. But what's important is that you reverse engineer the success of your online business, not just of one website.

Everything you're doing right now, well, what is the end game? I think it's important to start with the overall end plan of your business. What do I want to do? What am I building a business for? Am I building a business to retire? Am I building a business? because I want to sell it? Where's my highest ticket product? I want to sell maybe a \$30,000 package, a 20,000 package, a 10,000 package.

How am I gonna lead people to those big purchases where, you know, and it doesn't necessarily mean that you must start creating them right now, but it means that you should, for example, if I want to eventually learn, you know, teach people how to let's say my end goal is to start a base jumping community, a base jumping class. I am a base-jumping inspector instructor.

I jump from building to building, and I want to teach people how to base jump, right? Okay, so the first site or product that I start building probably shouldn't be about scuba diving, right? Because if my goal is to assemble people and put them into my base-jumping class, I'm kind of creating something in a totally different niche.

I mean, I guess somehow in some way, maybe extreme sports or something they could fall under. But I mean, come on, , it's important that you start with the end in mind. A lot of a lot of people make that mistake, you know, it's like you, we get tunnel vision and we're like, okay, let me just think of just right now.

Let me just think of what I'm gonna do right now instead of how I'm gonna win this battle. You know, you gotta attack in a way that's gonna end up, you know, getting you to win the war. You

gotta win the battle. You know, you gotta know which, are you gonna attack from an elevated position? Are you gonna attack from a ground position?

Best thing you could do is find a good vantage point when you're planning your attack. So you should reverse engineer the success of your attack and the success of your business by starting with the end in mind. You must find and infiltrate your target audience. You gotta get to know their likes, their dislikes, and their needs. Very, very important.

Find and infiltrate. That's the key word there. A lot of people end up falling victim to the traffic conundrum, right? And the traffic conundrum is like, they go, and they create a product. And then they're like, okay, now how do I get people to my site? You're fighting a losing battle there. You have dived right into the middle of a bunch of showing up to the gunfight with a knife.

That's what's happening there. You're jumping in the middle of a bunch of, and you're like, okay, well now I gotta learn how to fight you. You jumped into the battle without your armor, without planning it first. And this is what happens to people when they just start creating this, well, I heard that I gotta make a product.

That's how I gotta make, I gotta sell a product. So, if I don't have a product, how can I sell a product? Oh, well, now I made my product. Well, I gotta make a website. I mean, I got my product. How am I gonna sell my website? I don't have a website. Well, I got a website now. Well, now I need buyers.

How do I get traffic? Right? And then they go through like, and you know what I'm saying? They go through it backwards. So, the way to avoid that is to infiltrate your target audience, find out what they like, what they don't like, and what they need. And now knowing that information, going to reverse engineer the process, right? So now I found a target audience.

I found a whole bunch of different groups of forums and Facebook groups that contain base jumpers. And I've gotten to know them. I've infiltrated them, I've become friends with them. I post in their groups daily. I'm part of their community now. And I'm realizing that they love base jumping videos.

They absolutely love watching each other's videos. And they hate it when people don't use their real names in their videos, and they hate techno music in the back of the videos. And they need good maps of locations where they can go safely to try their base jumping, wow, I've got information.

Now I've got intelligence on my target audience. Now I go and create my product. Now I go and build my way, my website based on my audience's likes, dislikes, and needs. And guess what? If I do it that way, I don't must worry about traffic, right? Because I started with the traffic. I went and I found the traffic first.

I created the product based on the likes, dislikes, and needs of that target audience. So many people screw this up and they attack all wrong. They show up to the gunfight with a knife, they jump in and because they're like, oh, yeah, yeah, I gotta make money. Let me get this free report on how to make a product. Blah, I made a product, okay, now how do I get traffic?

They fall victim, oh, there are traffic, so you can't get traffic. And then they tried buying every traffic product in the book, but they're selling, they're trying to sell a product about underwater baskets regarding weaving. And there are like literally zero target audience for that. Because had you done your research, had you tried to infiltrate that market in the beginning, you would've realized, wow, there is no market. I literally must create this market.

If I'm gonna sell it, I must go and create it. You know? And that's tough, nobody wants it. Let me tell you something. You didn't turn to the internet to drive traffic, okay? You don't think driving traffic is not fun, okay? I mean, you don't need to create a full-time job out of driving traffic.

You know, when I was growing up, if somebody would ask me, oh, do you want to be when you grow up? I want to be a traffic driver. No, you know, it's not fun. You want to avoid having to do that. And if you're falling into that trap of, how do I get traffic? It's because you're creating the wrong products for the wrong people.

And what you need to do is find and infiltrate your target audience first, then create a product. Here's what you do when you find that and you infiltrate that target audience, right? You need to position yourself as a resourceful ally. You need to overdeliver unconditional value. You simply need to be present.

This is something that happens over time when people see you, when people read useful, you know, when they see that you're resourceful, they see that you're present, they see that you're there all the time. They ask you questions, they interact with you.

They see that you're a valuable person. That is when you start establishing a connection with people, that is when you are becoming a resourceful ally. And that's when you're gonna be able to recruit followers, which is the key. You want to assemble your followers in a neutral meeting ground that you can ultimately control.

Here's what I mean by that. What if you could create your own meeting ground for base jumpers? What if you could create your own online forum where all the base jumpers would like to be a part of, right? Because that's where all the cool base jumper dudes are. And that's where all the cool conversations and videos about base jumping are.

You want to be a part of this group, right? It could be a Facebook group, heck, it could be a Twitter hashtag, it could be a forum, it could be whatever. But you want to create that neutral meeting ground and assemble your followers in it, because you're literally building a stadium. You're

building a stadium, and you're now going to fill in those seats of those stadiums with your ideal prospects.

You're gonna build the stage and you're gonna get on that stage, and they're gonna revere you. And then you're gonna put in front of them ultimately what they like, and need based on what you learned. When you infiltrate your target audience, assemble your followers, create a neutral meeting ground that you can ultimately control. You need social survival gear.

Create a YouTube channel and a theme, a lot of people create, you drop the ball with a YouTube channel. YouTube is awesome. I am a huge advocate of an easy video suite for putting videos on my website. But there is a very, very distinct and undeniable use for YouTube and having a channel.

You people can subscribe to you on YouTube. You can also get good rankings in Google, because Google owns YouTube. There are all kinds of viral things that can happen with YouTube that cannot be dismissed. Create a YouTube channel. So, if you're doing a base-jumping site, why not have a cool base jumping YouTube channel? It's free. YouTube is free.

Get an account, create your channel, and you get a nice background made for it. What's that gonna cost you? 20 bucks, whatever, man. Get a nice base jumping background theme, then start creating some videos and putting them up to your channel. Start creating some videos and adding some videos to your YouTube channel.

Create a targeted Facebook group about face jumping, about your specific niche. And here's what's important about your Facebook group. Don't spam, don't force people that are not interested in base jumping to join your base-jumping group. This is such a huge mistake that people make when they first start out online.

They think that the way to make sales and to develop a following is to cram their idea, their offer down as many throats as possible. And nothing could be further from the truth. Instead, you need to infiltrate the marketplace, find out what they like, what they dislike, and what they need.

Create a neutral meeting ground for a targeted Facebook group. Don't create the group and then invite 1000 of your followers, people that you went to high school with, your grandparents, your family, people that are not interested, because you know, what's happening now is you're developing an opposite effect.

You're the guy now that's showing up to my party, trying to push stuff on me that I'm not interested in, because this isn't a base-jumping party dude. This is a Facebook group for base jumpers. I'm not even remotely interested in base jumping. Why would you invite me to this? Why would you post about this on my Facebook wall?

Why are you putting a comment on my blog about your Facebook group when my blog is about basket weaving? You don't want to spam. Some people think, oh, well, I'm not spamming. It's a

cool group. There is good value there. Yeah, good value for base jumpers. I'm a basket weaver. That's spam to me.

You need to find and infiltrate an audience of like-minded people. You need to know your demographic. And those are the people that you want to invite to your targeted Facebook group. Invest in your business, run some ads, purchase some solo mailings. Invite some people to your group and build that neutral ground.

Create a simple blog in your niche. Don't overcomplicate this whole blogging thing. You can very easily install WordPress. There are about a gazillion YouTube videos on how to do it. And there are free themes out there that are beautiful, and you can get some graphics made for a couple of bucks.

Heck, nowadays on Fiverr. I mean, you know what? Let's not even nickel and dime this thing. You should be willing to invest a couple of dollars, whether it's 50 bucks, 60 bucks into getting a header banner made and getting a nice theme for your blog. And start communicating with your world.

Start telling them about your experiences in base jumping. Start telling them what you've learned. Start sharing cool resources with them. You're now forming the trifecta, a YouTube channel that has cool videos, a targeted Facebook group that becomes your stadium, your audience, and you've got a niche now that's positioning you as the authority where you're teaching and sharing value with people.

Here's something that's powerful. There are probably groups in your niche. Let me tell you. The internet is huge. Facebook is huge. And down the road, your end game is to monetize your products and your business and put people into your base-jumping class. Here's what you should do.

You should join at least 10 Facebook groups. I recommend that you look for five that are niche related. So just five base jumping groups on Facebook and five that are affiliate groups. And what I mean by affiliate groups are groups of affiliates, of product sellers that may be interested in promoting your type of group, perhaps people that are into extreme sports products, people that are into fitness products.

Get in there, become an active member of these Facebook groups. Communicate with these people, both the ones that are eventually going to come into your neutral audience. They're gonna come to your neutral ground, the group that you control. And remember, don't spam. Don't just join a group for the purpose of saying, hey guys, come to my group now.

Now, don't do that. cause you're gonna be that guy. Don't be that guy. When you join a group, you want to become a person of value. You want to become someone that people want to follow. Leaders led from the front. They don't push from the back. I am going to put an idea in your head.

I am going to present to you the social samurai challenge. I want you to become a social samurai. And I assure you that if you do this for 30 days, if you want to become a prevalent person in your niche, if you want to get a following and you want to assemble a group of people that value you and will buy from you, I'm gonna recommend that you take the social samurai challenge and you've gotta be committed to it.

You've gotta be committed like a samurai. There is no backing down for 30 days. You need to become a social samurai, okay? And here's what I'm talking about, providing 30 days of relentless value. I've done this, I've done this, and it grew my business by leaps and bounds.

It was a sacrifice. I'm not gonna lie to you. It was a huge sacrifice. My wife and I sacrificed. We had to create content for 30 days straight. I'm gonna recommend that you make a daily three-minute YouTube video every single day for the next 30 days. Create a three-minute video, turn on your webcam and talk about a topic, some sort of topic that you researched online quick, that you learned about something that's in your head.

Everything overall is gonna fall within a theme. So, every day it's maybe a three-minute topic about base jumping. If that's the case, maybe the type of shoes to wear, maybe the type of gloves, maybe the locations, maybe, you know, safety tips. Maybe, you gotta come up with a three-minute video to talk about and put it on YouTube.

This could be a webcam video. This could be you holding the camera in front of yourself. This could be whatever. This is 30 days of relentless value. Make a daily three-minute YouTube video. Don't overcomplicate this. Just make sure it looks decent, okay? Make sure you have some good light.

You know, sometimes I watch some of these videos from people, and it looks like you're in a cave, man. It's dark, it's dingy. Your face is not visible very well. You're wearing glasses, you're wearing a hat. You look like a spy. Your video should be bright. They should be inviting. You should be smiling.

Make a daily three-minute video. You don't want to come out in the video, no problem. Make a couple of slides, you know, like what I'm doing right here. You're not looking at my face. You're watching a video with some text on it, and I'm just talking if that makes you more comfortable and do that.

But make a daily three-minute YouTube video being on camera. It's gonna be very powerful here because I talked about the importance of connecting with YouTube. Make a daily three-minute video and upload it to YouTube. The 30 days of Relentless value, the Samurai challenge is gonna require you to invest bare minimum an hour, maybe two hours a day, every single day.

I assure you, at the end of those 30 days, you're gonna have a following. You're gonna have presented some serious value to people, and you're gonna have some people that see you as an

authority in your niche. Make a daily three-minute YouTube video, post the video and a summary to your blog daily. Guess what this means?

This means if you don't have a blog in that niche, you need to make one. Don't make a big deal out of this. Don't cry. Just go and make a blog. Just go to, you know, get the domain for your blog. It's something that mentions the name of your niche in the domain. Go install WordPress on the domain.

Put a very, very basic theme on there. WordPress comes with some themes. Maybe get a nice order, a nice header graphic with a good picture on it and start posting the video and a summary of the video every single day. What's a summary of the video? Well, I would stay away from an exact word for a transcription, but what you could do is maybe just summarize if you've got a three-minute video.

Each minute is about a page and a half to two pages of text. So, a three-minute video can easily, if transcribed, be six pages of text. Now, you can summarize that and create maybe seven or eight paragraphs to put beneath your video as a blog post. So, you're literally gonna put the video on the top of your blog post every single day.

Make a daily three-minute video and post a YouTube, paste the YouTube video on your blog post and post a summary beneath your, beneath your video on your blog post, an excerpt of the video's value. This is important. Post an excerpt of the video's value on at least three Facebook groups, because remember, we talked about you joining five Facebook groups for the niche and five Facebook groups for affiliates.

Trust me, they're out there. All you need to do is type the name of your niche into the Facebook search bar. And guess what? You're gonna get dozens and dozens of groups, trust me. If not, go to Google. There are Google Hangouts, there are Google Groups as well, right? Google Pages.

Now you can go in there and you can just do the name of your niche and then type a group behind it. You're gonna come up with G Plus groups. There are gonna be Facebook groups. Post an excerpt of the value in three Facebook groups. Okay? So, let's say what here, here's what I mean by an excerpt of the value.

You make a daily three-minute video. And let's say this one was about the gloves that I use for base jumping. In my video I talked about, hey guys, these are, there are a couple of different types of gloves that I've used. I've used these ones that have the grip. I've used the ones that are fingerless, and I've used these leather ones, and I've found that the leather ones, yeah, they were cool, but you know, I developed blisters from them, so I didn't use those anymore.

I moved on to these other ones that don't have the fingers, and I realized I ended up getting blisters, but you know what? I found these, these ones right here that have like this texture on

them, and these are awesome. I avoid the ones without the fingers because like I said, I got a blister and this and that, and that is what happened.

Let me show you. This is a cool place to buy these, blah, blah, blah, blah, blah. And that's it. So now what I might do is I might post an excerpt from that video and on three Facebook groups about base jumping. And I might say, hey guys, I used to use fingerless gloves. And then one day I was jumping over this railing, and I was trying out this new move, and I cut my finger open, and I realized that's not the kind of glove to use anymore. I'm curious to hear your feelings about it.

But I've moved on to these other types of groups and I just leave it at these other types of gloves, and I just leave it at that. You don't necessarily must post a link. What'll happen is a conversation will start, and a couple of people will post a comment, ah, man, you know what? That happened to me. I used to have that one. And then somebody else would say, oh, you know what? I've never tried that type of glove. And then after a couple comments, you could jump back on that thread and you can say, you know what? Let me show you the ones I'm talking about. I just put a video about it on my blog. Boop, you dropped the link. You see how this is now the opposite of spam?

This is now a value. I've now provided value to a niche I am now. And you know what? People will start asking you for links to it, occasionally, as long as you're providing the value first in the group. If you want to say, hey, you know, I just wrote about this on my blog, use a quick little video or sometimes don't post to your blog.

Just don't link to your blog link directly to YouTube, alright? And in your YouTube video description, you can have a link back to your blog, right? So, everything is interconnected, right? So, in the description of your YouTube video, there are a link back to the blog. On the blog post, there are a link to the YouTube video.

When you're in your Facebook group, you can sometimes point to the blog, sometimes point to YouTube, sometimes don't point to anything at all. Become a person of value and post an excerpt of your video's value on at least three Facebook groups every day. So, remember, this is for 30 days straight relentless value.

You are gonna make a daily three-minute YouTube video. You're gonna post the video and a summary of the video to your blog daily. Then you're gonna post an excerpt of that video on at least three of the Facebook groups that you're a part of. Here's the last part that you're gonna do.

Every single day, you're gonna leave three powerful and shareable comments on congruent blogs. Some people might say, oh, on forums, that forums are okay as well on congruent forums or blogs. Okay? So, I wouldn't particularly leave a post about base jumping or a comment rather about base jumping on someone's basket weaving blog.

But if you go and you leave a cool comment, and what I mean by leaving a cool shareable comment is something that doesn't necessarily have a link in the comment itself. But when you're posting a comment to a WordPress blog, it asks you to enter your name, it asks you to enter your email address, and it asks you to enter your website on that part that it asks you to enter your website.

You can sometimes put your YouTube channel link, and you can sometimes put your Facebook group link. If you have a Facebook group, you can sometimes post your blog link. And these are all developing back links to your blog, which is now currently getting content put into it daily.

There is a viral aspect that starts to happen here. When you're doing all four of these things, you need to leave three powerful and shareable comments on congruent blogs. They need to be shareable. What I mean by shareable is there something that anyone that is involved in that niche would be okay sharing.

So, if it's got a link inside of it that scares people, if it's got an affiliate thing inside of it that scares people, if it's political, sexual, or somehow possibly offensive in nature, that's not shareable. So you, you want to avoid things that are not shareable. Do you want to just make it powerful? Meaning it delivers value? It's cool.

You know what's also cool? Humor. Humor is very, very cool, especially when it's humor that's very, very custom tailored to that specific niche. For instance, I used to be a paramedic. I belong to several paramedic and EMS groups, and there are certain things about our paramedic industry, certain tools, certain devices, certain things that we have on the ambulance that, you know, they, I might mention a Ladol monitor to you and you don't know what that is, but to another, paramedic, they know exactly what a Ladol monitor is.

And they know how long ago they used to weigh 40 pounds, and they used to must lug it up a stair for me and I could say, hey guys, I dropped the layer law on my foot and now I got a big green thumb that's funny to a big green toe.

You know, that's funny to somebody that understands what it is, but it will make no sense if I post that comment in your base-jumping block or on your base-jumping Facebook group, right? So, you need to leave three powerful and shareable comments on congruent blocks, congruent Facebook groups, and that's very important.

Make sure that everything is congruent. Make a daily three-minute YouTube video. Post the video and a summary to your blog daily. Post an excerpt of the video and the value of the video, rather on three Facebook groups and leave three powerful shareable comments on congruent blogs.

If you do this, if you have the Samurai Warrior inside of you and you are relentless and you dedicate an hour, hour and a half, maybe two hours, whatever, it's gonna take you to do this for

30 days, you are gonna establish yourself as an authority. Your blog is gonna be getting mad traffic, and you are gonna be able to sell stuff.

You're gonna have raised your social credibility. You will likely not end up in the tomb of the unknown marketer because you're known because for 30 days, you've been spreading content and you've been spreading relentless value. Beware of time bandits. It takes time to do this. And I don't know if you've ever come across the Bermuda Triangle of Marketing.

This Bermuda triangle of marketing sucks you in every day. And this is where you go, you check your email, right? You go and you check in your email, then you go, you check your stats. I only check my ClickBank, let me check my pay.com, let me check my Nanacast, let me check all my little stats. My JVZoo, oh, did I make any sales for my thing?

And then you're done with that. And you check your Facebook like, oh, let me see my messages. Oh, I got three, three messages. Oh, my Skype, oh, I got two messages in Skype, right? I'm checking my Skype. Oh, there are my chat box. My iChat. Like, okay, boom. And now it's been an hour since I checked emails. Oh, let me go see if I got new emails. Oh, there are three new emails. Bam, I'll respond to that email. Oh, look at, I gotta respond from this other guy. Boom, okay, it's been an hour. Lemme check my stats again. Boom.

And you spent your whole day checking email, checking stats and checking messages. Stop me when I lie. You know, what happens to all of us. Be aware of the Bermuda Triangle. Shut that stuff off and dedicate an hour to an hour and a half, two hours, whatever it takes for 30 days.

Do this in your business to establish yourself as a person of value. Provide that value. Here's another time bandit, failure to plan. If you don't plan, it's the same as planning to fail. Failure to plan is like planning to fail. You need to make a realistic schedule that you can maintain saying to yourself right now.

Well, I'm gonna start waking up two hours early tomorrow because Omar said that it's gonna take about two hours a day. So, I'm gonna start working. I usually wake up at six. I'm gonna start waking up at four before I go to work. You know what, you might do those two days, but that's gonna get old quick, man. cause the type of thing we're talking about is raising brand awareness and value.

It's not something that you start seeing right away. It's just not gonna start putting money into your PayPal account right away. This is something that's going to prevent you from ending up in the tomb of the unknown market. Or this is gonna prevent your sites, your products, and everything that you do your business from ending up in the graveyard of sites.

This is what's gonna position you as a person of value and authority figure in your niche. This isn't necessarily gonna start putting money into your PayPal, PayPal account today, but it's something

that's very necessary for the longevity of your business, for the success, the long-term success of your business.

You need to make a realistic schedule that you can maintain. So that means you need to run your business like a business and realize like, oh wow, this is gonna take time. Let me see, how am I gonna factor this in? And it doesn't mean that you must start the Samurai challenge tomorrow.

It means that maybe you should start planning, set aside at least an hour per day to raise awareness. And here's an important tip, don't plan on doing this weekly. Do it daily. Okay? Do it daily. So on Monday, I record Monday's video, put up Monday's blog post. Don't skip a day and say, I'll do two days tomorrow.

And don't spend all day Sunday trying to record and create all your blog posts for the week. It doesn't work that way because there are a couple of things that are happening psychologically and physically in your business when you do this daily. Number one, you're creating habits that are gonna stick with you in your business, and you're gonna continue creating videos. Because you're going to like the results that happen from creating this content and from establishing yourself as a position of value in these groups and on your blog.

You're gonna continue doing this, maybe not to the extent of once every single day, but maybe once a week, maybe a few times a month. And it's important that you don't do it weekly, because then it becomes an insurmountable task. What ends up happening now, it's like, I've gotta do seven of these. That's seven videos. That's all these seven blog posts. I gotta write seven videos, I gotta upload.

It becomes a whole day thing. I'm gonna be up from seven o'clock, I'm gonna do it all on Saturday. That means it became a tedious thing. It's no longer fun. It's no longer something that you look forward to doing now. You just created a job for yourself. Do it daily. Dedicate an hour to an hour and a half every single day instead of doing it on a weekly basis and sacrificing time with your family and putting in the entire day into something that isn't gonna directly give you money this week.

I recommend that you set aside at least an hour a day to raise awareness, keep your blinders on, and reward yourself. Like I said, this isn't something that's gonna start giving you money on day one. It's something that's very necessary for long-term survival. If you want to stay out for the tomb of the unknown marketer.

If you want to become a prevalent force to be reckoned with in your niche, if you want to end up becoming somebody that people want to be around, that people want to buy from, you need to stay focused. You need to realize that building your business and winning this battle. It must do with conviction. It must do with dedication.

It must do with an investment of your time and your money. And you need to be laser focused. Keep your blinders on just like a horse and a horse race. Keep those blinders on and reward yourself when you're done. Why not have a little bit of a weekly reward and then a nice big reward for yourself.

Maybe it could be treating yourself to a night out with the family. Maybe it could be to involve people. Get yourself an accountability partner. Maybe have your wife or your spouse or your partner or maybe somebody from work. Have them go and look at your blog every single day to make sure that you're doing it.

Tell them, make a bet with them and say, hey, look, I bet you, you know, 10 bucks that, if I don't do it, I owe you 10 bucks. You know what I mean? And you don't owe me anything, you know, but, you know, put yourself on the line. Put your back against the wall. Do something that's gonna hold you accountable.

I like to reward myself when I do things like these. I involve my wife. Maybe I'll say, hey, if we get this done by this day, we're gonna go out to Red Lobster and we're gonna go catch a movie and we're gonna have a date night this week. And, and she'll hold me to it, man. because she wants that date night to happen.

I recommend that you keep your blinders on and reward yourself. No one cares how much you know until they know how much you care. It's important that you realize that you need to become a person of value first. You can't just try to cram down their throats every little piece of information that you think is valuable.

You can't jump into a basket weaving course or a basket weaving group and start shoving down their throats, your base-jumping course just because you think it's about the numbers. It's not about the numbers. It's about the targeted, laser targeted audience. It's about infiltrating the appropriate demographic, the appropriate market, and assembling the alliance together and getting people on your side. That's what it's about.

And you're not gonna get people to care about you and be on your side and want to buy from you and want to be around you unless they know that you care about them first. You need to provide unconditional value first. I say you jump the social Samurai challenge, jump on board and do this.

Set aside the time and create these habits that'll stay with you throughout your entire career. And that will literally establish you as an authority in your niche. And you can repeat this process repeatedly from multiple niches. It will help you grow your business; it will help you get traffic organically to your site, and it will establish you as an authority in your marketplace.

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