

Relationship Marketing:

**How 3 of the Biggest Names Online Today
Taught Me the Value of
Building Relationships to Grow My Business**



Presented by
Connie Ragen Green

"The very essence of relationship marketing is based on caring for other people in a personalized way. Acknowledgement, humility, and vulnerability go a long way." ~ Social media expert Mari Smith, in an interview by Darren Hardy of Success magazine.

Relationship marketing is what we do when we connect with people on the Internet as we build our businesses. It's done every single day in the offline world, so it makes perfect sense that we would form similar relationships on the Internet. You can use this to your advantage as you build your own business online.

When I decided to come online in 2006, it seemed like I was arriving late to a very important party. Everyone with a business similar to what I wanted to create already knew each other. The people whose lists I had joined referred to their 'friends' and 'colleagues' in the emails they sent out as though they had known each other for years or worked together at the same company. I felt like I was the only new person, and I never heard the term 'newbie' until at least a year later. Can you relate to this at all?

If any of this sounds familiar, then you know what I mean when I say that I felt like getting started with an online business might be too much of a challenge for me to take on. There were so many obstacles, such as the writing that would be required; the technology; and the marketing. This was a very lonely time in my life.

Soon I made a few online friends, and it was from them that I learned much of what worked for me during that first year. They introduced me to several people who offered classes at affordable prices. (I had already spent \$5,000 with someone who turned out to be of little help.) There was no social media at this time (hard to believe, I know) so we became friends through phone calls, emails, and at live events that were held around the country.

I signed up for a three month training on setting up and building my business through blogging, another course on article marketing, and yet another on how to use technology for web businesses.

At the end of this first year, sometime in 2007 or the beginning of 2008, I began to connect with people who were already doing great things online with their businesses. I never dreamed I could become a friend or a colleague of theirs, but I knew that these were the people I wanted to learn from and to meet in person at some point in the future.

These people, whom I admired so much, were Kathleen Gage, Denise Wakeman, and Ellen Britt. I'd like to tell you a little bit more about each of them here in this Special Report, and to also share some of their best strategies for building a successful business on the Internet.

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Kathleen Gage has been online for more than a dozen years. I was immediately impressed by the way she presented herself as a business professional. To this day I find myself quoting her concepts that she so generously shared from the time I first heard her on a teleseminar. She encouraged us to 'position ourselves as an expert' and to 'be a resource before you're a vendor'.

I have learned so much about building my business from Kathleen, and she continues to offer trainings that are thorough and thought provoking. She is the perfect example of someone who had the courage and the self-confidence to become the best at what she has to offer.

Here is an article by Kathleen on how to make sure you are prepared to do business:

How's Your Back-End?

By Kathleen Gage

One of my favorite shows is - America's Got Talent. I really enjoy watching raw talent come up from the ranks.

There's great talent and there's... well, let's just say, less than great. Week after week acts are eliminated until one stands victorious as the winner.

The mere fact that a singer, dancer, magician, or any act makes it to the top ten is against the odds.

Even if elimination happens along the way contestants build a fan base due to all the visibility. What I find most amazing is how often the opportunity to build an online fan base is missed due to a few missed steps.

Oh no! She's not prepared!

Tonight I saw a posting on Facebook from one of my favorites, Lys Agns. The posting announced her new website. I anticipated a well developed site and was disappointed to find very little information with the final line of about six reading, "Stay tuned for updates to this site."

I was saddened to see this. After all, Lys had visibility in front of millions of people over the last few months. Too bad she had not been advised on the importance of having her "backend" in place and ready to receive visitors.

Lys is not alone nor unique with this. Countless individuals miss incredible opportunities because they have not set up the right infrastructure for their marketing efforts.

About a year ago a contestant on The Shark Tank had a really unique product she was seeking funding for. I was so intrigued by what she created I hopped over to her website and found very little information and almost every link was dead. Whoa!!!! Another poorly developed backend.

Then you have someone like Jackie Evancho. Her website is definitely set up to optimize her fan base and online presence. jackieevancho.com

The questions that beg to be answered are:

How's your back-end?

Is your blog and website set up to receive visitors?

Do you have a way for people to access something of extremely high value in trade for their name and email address?

Do you have more than one way for them to do this?

Do you have your product offerings visible?

Do you have information that establishes your credibility and expert status?

Do you have a plan for follow up with those who want you to hear from you?

If you can't answer a resounding YES! To each and every one of these questions, you have work to do. And fast!

Anyone who knows me knows I am a stickler about consistent marketing to grow a business. However, before you begin extremely proactive marketing you absolutely must have your foundation in place. Don't be counted among the casualties of those who had a great shot at building an online following but may have missed the mark. Stand among the winners!

What's your favorite way to prepare and optimize your back-end?

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Kathleen Gage is an online marketing advisor for speakers, authors, coaches and consultants. Join the program that has helped so many people create a 6 figure annual income at <http://PositionYourselfAsAnExpert.com>.

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When I first heard Denise Wakeman on a teleseminar, back in 2007, I knew she was someone who was walking her talk. She shared information on blogging as a way to build a business and I took notes like crazy. This led to me signing up for one of her courses and learning even more from her on a regular basis.

I finally met Denise in person at the Blog World conference in Las Vegas in 2008, and again at an event in Los Angeles. She was just as personable and knowledgeable in person as she had been online. I have now gone on to be an affiliate for her programs, as well as being interviewed by her when I started one of the first Blogging Challenges in 2009.

Here is one of my favorite articles from Denise:

The Secret Way to Get More Traffic to Your Business Blog

By Denise Wakeman

Without traffic, your business blog is dead on the Internet. No one will see it unless you put up some road signs. Traffic is the life blood you need to bring your blog to the forefront of your prospects' attention. So what is the top secret way to get more traffic to your business blog?

The secret is: keyword research. Doing the right keyword research can land you a sweet spot on the first page of Google. That's great, but what if you don't even know what a keyword is? Here is a simple explanation. Think of it this way. A key unlocks a door. It allows people to get in to see what's on the other side of the door. This is the same way a key word works. You have the key to unlocking potential traffic to your website by using the right words.

Here is an example. Suppose your company is selling dog supplies. The basic key word that describes what your company sells would be "dog". If you were to type in the

search term "dog" on Google, you would see that it is an extremely popular search term. That is good. It means lots of people are interested in the term "dog".

Take a look again. Look at the number of ads that are being shown for "dog". There are page after page of ads, so even though the word "dog" brings great results, where do you think your new blog will wind up in the search rankings with all of that competition? Unless you pay for your ranking through Google pay per click then most likely you will never see it on page one of Google, at least not for years to come. You will not get any traffic to your business blog in the beginning at all using the search term "dog".

If that's the case, is there no hope? Not at all. Start to think about all of the specific dog supplies your company sells. Does your company sell organic dog food, or organic dog biscuits? Do you sell diamond studded dog leashes or Irish Setter training books? Can you see where you can go with keywords now? You will get much more traffic to your business blog if you use what are called "long tail keywords".

Instead of just using the term "dog", you have now added more specific key words like "Irish Setter training books" and "diamond studded dog leashes". When you go back into Google and type in these specific search terms, look at the number of search results up in the corner. With less competition, you will have a greater chance of getting your blog on the first pages of Google than when using the broader key word, "dog".

There are both free and paid tools available on the Internet to help you determine which keywords would be best for you to use. One of the best free tools is <http://www.freekeywords.wordtracker.com>. It's easy to use and will provide you with a huge list of potential keywords you can use for driving traffic to your business blog.

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From Denise Wakeman, Founder of The Blog Squad and an Online Marketing Advisor. And now I would like to invite you to learn even more and claim your free mini-course to discover just how easy it is to create, publish, and profit from your own business blog by visiting <http://Blogspirations.com>

Here is another article Denise wrote that shares some of her best strategies on the topic of blogging for your business:

Three Reasons Why Blogging is Important For Your Business

By Denise Wakeman

Blogging is important to your business for many reasons but here are three of the more important ones to help you understand why a blog will be a benefit to you.

The first reason is that the search engines love blogs. Blogs provide fresh content to meet the demands of information thirsty Internet searchers. Most blogs are updated at least one time per week (ideally) and even as often as every day. A good blog should be updated at least every three days to keep the search engines coming back. The blog that you write should have content relating to what your business has to offer and how it can benefit your target audience.

The second reason why blogging is important to your business is the fact that a good blog with updated, quality information and the right keywords, will drive a good deal of free (aka organic) traffic to your web site. When you provide a link to your main web site, a blog can drive traffic to it as well giving you double exposure.

Without traffic, neither your blog nor your web site would have much exposure on the Internet. Without free traffic, your business will be spending quite a bit of money on advertising to wind up at the top of the search engine pages. In fact, your blog may be the best in the world, but if it is on the last page of Google, no one will know your blog exists. You are either going to pay for getting that traffic or build your blog the right way from the start to get high rankings in the free organic search engines.

The third reason is that a blog can be started for free or very low cost. Businesses are cutting expenses these days due to the fluctuations in the economy. Advertising costs are being slashed. There isn't a better way to advertise on the Internet then by building a blog that has great content and keywords and as a result, drives free traffic to it. A blog can become your company's best source of free advertising.

Finally, keep your blog updated regularly. Link it to your web site. Submit your URL to directories and other free services available on the "Net for even more free exposure. Make blogging a priority for your business and you'll reap the rewards.

There are many more reasons why blogging is important for your business but these three reasons alone should give a company or small business reason to get started with building a blog for free right away. There is no excuse not to get started now.

Denise Wakeman is Founder of The Blog Squad and an Online Marketing Advisor. And now you're invited to claim your free instant access to a 5-part video course on how to get the best out of your blog. Visit <http://Blogspirations.com>

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The story of how I connected with Ellen Britt is a little bit different. I first met Ellen when I was speaking at my first Internet marketing conference in Atlanta in 2008. She had no idea who I was, yet she took the time out of her busy schedule to attend the event and listen to my presentation. This meant so much to me, and was the beginning of our friendship and professional relationship.

This is an article Ellen wrote which I particularly like, on how to 'recession-proof' your business:

Recession Proof Your Business - Five Easy Ways

By Ellen Britt

With the recession in full force, unemployment rates skyrocketing and "doom and gloom" financial news everywhere, many small business owners, including consultants, coaches, trainers and other service providers, are allowing themselves to be caught up in a disaster mentality.

Given the current economic climate, it's no wonder that many small business owners believe they have to "hunker down" and just ride out the storm, by implementing such fear-based tactics as cutting back on spending, downsizing staff and postponing launching new programs and products.

But this fear-based approach may be counterproductive. Over 85% of small to medium size businesses fail within four years of startup, with one of the primary reasons being inadequate marketing. This recession could actually be an opportunity in disguise.

There are five ways that you, as a small business owner can reposition yourself so you and your business can actually profit from the recession, rather than allowing yourself to be damaged by it:

1. Go where the money is: by launching a premium service to tap into the sizable portion of consumers who have more discretionary income than ever
2. Take advantage of less competition: with less clutter in the marketplace you will stand out. Now is the time to market more, not less!
3. Add (or ramp up) your online marketing plan: online sales are expected to continue to grow, with no slowdown in sight.
4. Negotiate deals: exceptional values on office space and equipment have never been better and the pool of available great employees has increased, allowing you to bring on star talent without breaking the bank.

5. Educate yourself: about what is actually working for successful entrepreneurs right now, so you can implement those strategies in your own business.

By taking action, rather than sticking your head in the sand, you can reposition yourself in this economy and essentially "recession-proof" your business.

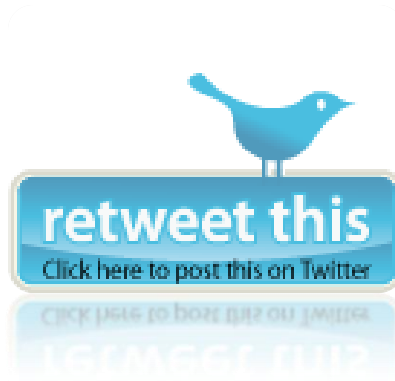
There are many ways to succeed online and make money on the internet, but building your list is one of the first things you should do, as emailing your list of people who know, like and trust you is the most profitable way to both give value to your customers and to make money on the internet. Discover how you can build your list, make an income you will love and give great value to your customers and clients. Sign up right now for Ellen Britt's FREE online newsletter to find out how to do exactly that. Go here: <http://connieloves.me/MarketingQi>

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So there you have it. These three hugely successful online entrepreneurs – Kathleen Gage, Denise Wakeman, and Ellen Britt– all use relationship marketing to connect with others. They have each shown that they care about other people, they acknowledge others, and they show their vulnerability, all traits that Mari Smith speaks of when she defines relationship marketing. I encourage you to take a closer look at what they teach and how they build relationships to see how you might incorporate more of what they do so well into your own business.

Go out of your way to build relationships with those whom you admire in your life. You never know where it could lead. Connecting with others is human nature, and sometimes we need to remind ourselves of the importance of doing this for our business.

I hope you have enjoyed this Special Report. You can create these for your own business very easily. Feel free to share the link for this report with your own list, on the social media sites, or in any way that works for you.



RESOURCES

Kathleen Gage – Check out her ongoing monthly VIP training at <http://PositionYourselfAsAnExpert.com>

Denise Wakeman – Create, publish, and profit from your business blog with this Free E-Course at <http://Blogspirations.com>

Ellen Britt – Learn more about Zen and the Art of Email List Building at <http://ConnieLoves.me/MarketingQi>

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WHO MAY BENEFIT FROM WHAT I HAVE WRITTEN.*