

The New Rules of Online Business



3 LASTING Business Models

#1 Anchor for Each

#1 Traffic Source for Each

#1 Sales Trigger for Each

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New Rule #1

STABILITY



A friend was ranked
for 96 keywords.

NOW 4.

“I’m tired of playing
roulette with SEO.

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New Rule #2

AUTHENTICITY



Paul Evans
3 hours ago

Me: I'm going out of town to speak next week.

Sam: Thanks for telling me! ;)

Me: You won't even be here, so why do you care?

Sam: I let you know when I go places.

Me: Ah.

...See More

Like · Comment · Share

👍 Randa McCartha, Christine Steendahl and 22 others like this.

💬 View all 17 comments

Kathy Burrus Paul, I'll be there to hear you speak. Tell Sam I paid good money to come hear you!
50 minutes ago · Like

Paul Evans LOL! I will Kathy!
31 minutes ago · Like

Write a comment...

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New Rule #3

SIMPLICITY

Here's some of what you will learn from the 14 List Building Experts:

- ▶ Discover the **quickest**, most effective way to use Facebook to build a great list
- ▶ Learn how to **make great money** even if you have a small list
- ▶ Understand how to **identify your ideal clients** so you don't waste time purchasing after the wrong market (knowing this will save you time, frustration and money)
- ▶ Find out the one thing that is more important than virtually any skill you can develop to create the success attitude
- ▶ Learn the **top list building strategies** from 14 experts
- ▶ Discover how to **build your list organically** so you don't have to pay for leads
- ▶ Know **when to use paid advertising** and when to steer clear of it
- ▶ Learn how to **avoid the most common and costly mistakes** most people make with their list building efforts
- ▶ Gain insights on how to **build conscious partnerships** that create a winning outcome for everyone
- ▶ Understand the do's and don'ts of building a **profitable list**
- ▶ Find out the **#1 thing you MUST do** to build your list effectively
- ▶ Know how to assure **people want to stay on your list and are excited to buy your products and services**

POLL

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New Rule #4

MANUAL



High PR
Backlinks



3

Models

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Model 1

PLATFORM

↙ Social Communities ↘
communication Like minded



PLATFORM
- YOU!

SHARE
posts
Video
podcasts

Consistency
Recommend

Message/Mission ⇒
← Relationship

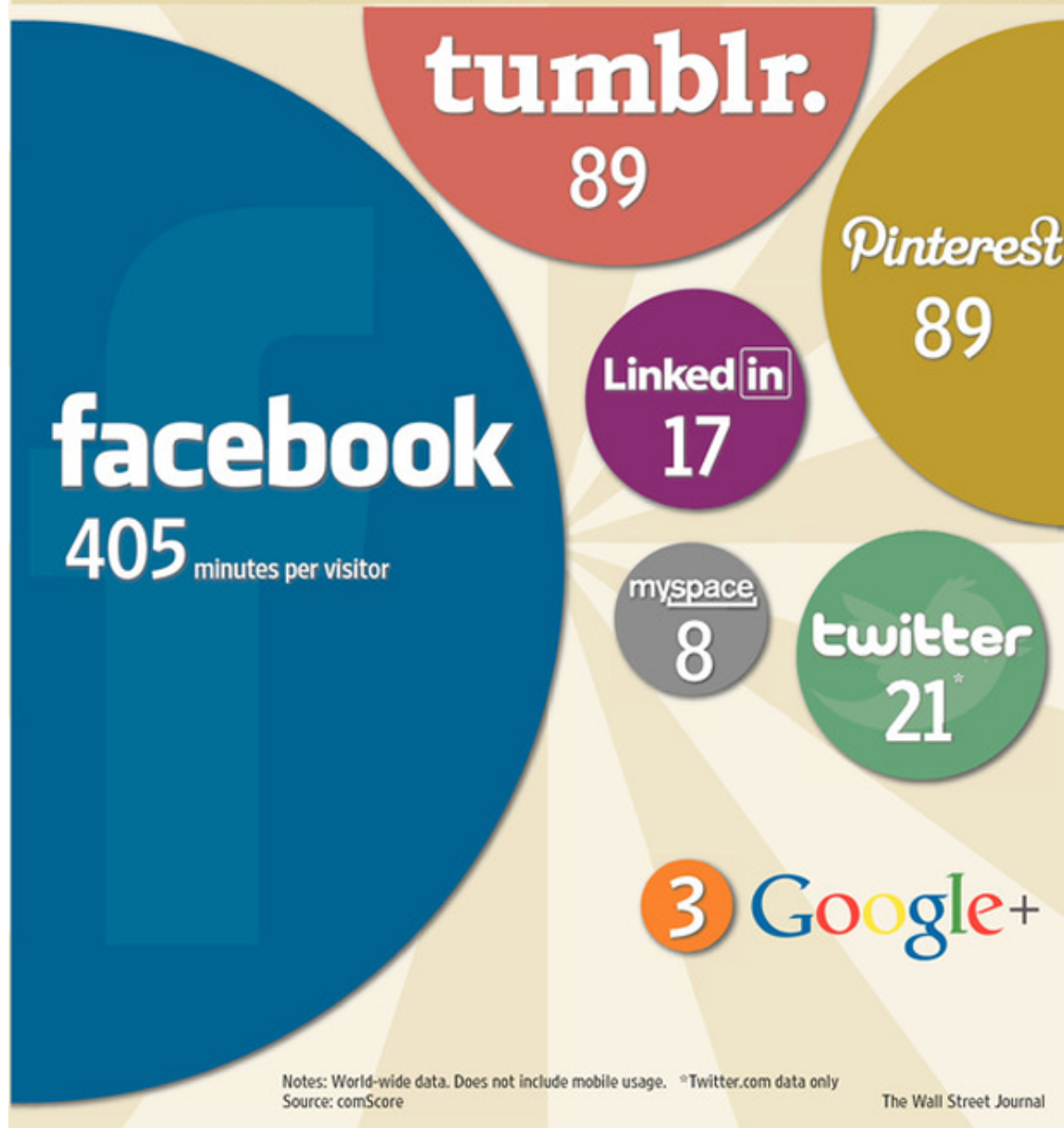
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**1/6th of the planet
is on Facebook.**

Will Google matter?

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Time Flies | Average minutes per visitor to social-media sites in January



Notes: World-wide data. Does not include mobile usage. *Twitter.com data only
Source: comScore

The Wall Street Journal

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Next Speaking Engagement: 6/7/2012 |
BlogWorld & New Media Expo NY | New York
City, NY [More events...](#)

Leadership

Productivity

Publishing

Social Media

Resources

Miscellany



THURSDAY, MAY 17, 2012

THE FINE LINE BETWEEN WORKING HARD AND LETTING GO

126

58

95



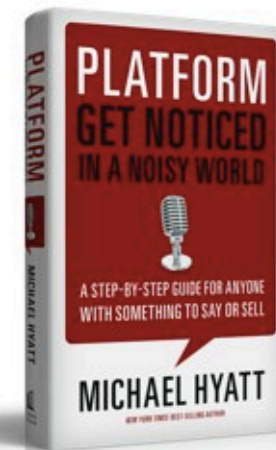
Share



Tweet

Comment

Some of my favorite memories of growing up are building model airplanes with my dad. I remember him showing me how to assemble, sand, and paint them. I think back on how proud I always was when we finished a project together.



THE PLATFORM BONUS OFFER LAUNCHES IN

00 10 05 00

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Model 2 PRODUCTS

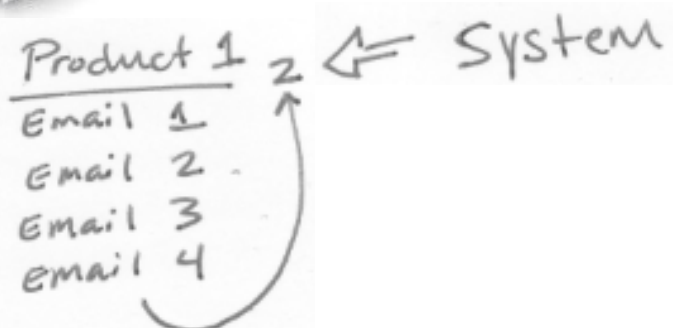


Paid TRAFFIC



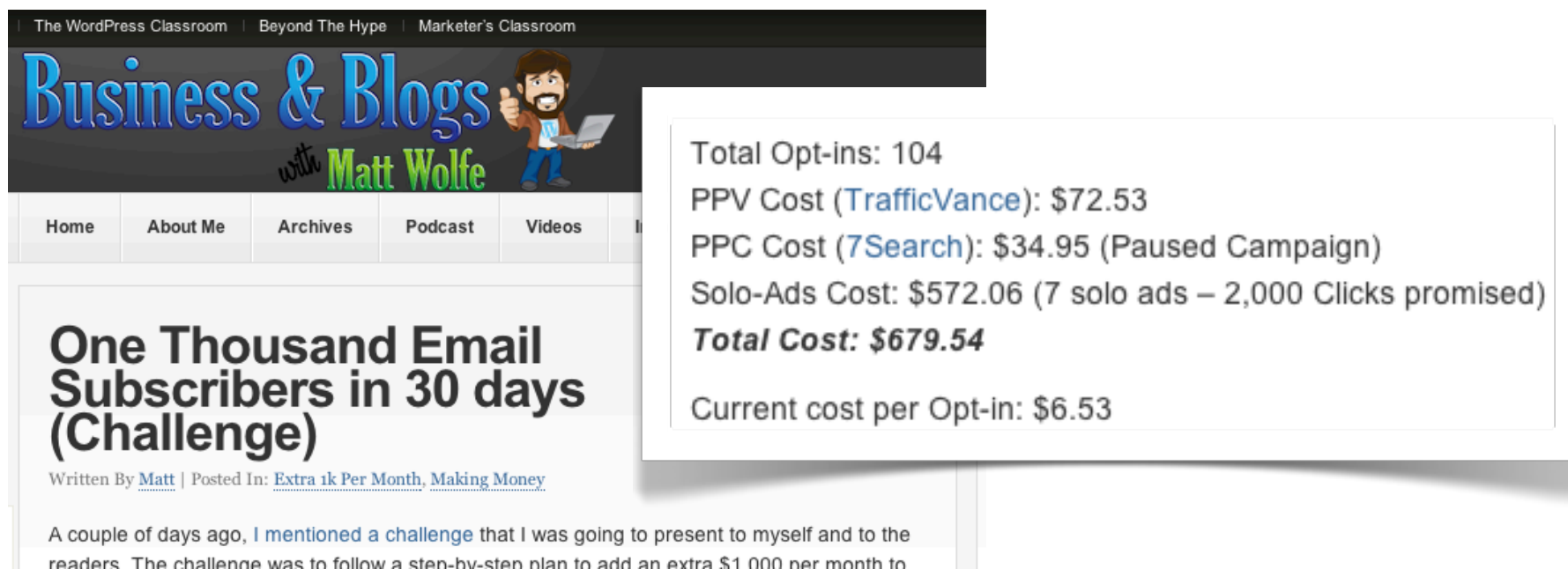
Credibility

Evidence
Testimonials
Research
Guarantee



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Real #s



The screenshot shows a WordPress blog post titled "One Thousand Email Subscribers in 30 days (Challenge)" by Matt. The blog header includes "Business & Blogs with Matt Wolfe" and navigation links for Home, About Me, Archives, Podcast, and Videos. A callout box on the right displays the following campaign data:

Total Opt-ins:	104
PPV Cost (TrafficVance):	\$72.53
PPC Cost (7Search):	\$34.95 (Paused Campaign)
Solo-Ads Cost:	\$572.06 (7 solo ads – 2,000 Clicks promised)
Total Cost:	\$679.54
Current cost per Opt-in:	\$6.53

The blog post content includes the text: "A couple of days ago, I mentioned a challenge that I was going to present to myself and to the readers. The challenge was to follow a step-by-step plan to add an extra \$1,000 per month to

<http://businessandblogs.com>

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Model 3

PUBLISHING

Search Traffic



Advertising
Affiliates
Adsense

Alignment

Authority



THE site.
Every topic in your
niche.
Thousands of pages.

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