

GROW YOUR ONLINE BUSINESS
20% IN 20 DAYS

GUARANTEED

Introducing The HMA Guerilla Marketing
Secrets for Optimizing Your Web Site to
Build Your Business

**The Guerrilla Internet Marketing Home
Study Course By Nicholas Gilbert &
Michael Senoff**

Nicholas Gilbert's
Guerrilla Internet Marketing
Home Study Course
w/Michael Senoff

Workbook

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Any perceived slights of specific people or organizations is unintentional.

Dear Internet Business Owner,

My name is Nicholas Gilbert and I welcome to the Guerrilla Internet Marketing Home Study Course. This course was designed by an internet business owner, for internet business owners who need assistance in the marketing of their business.

This course is the result of hundreds of hours of hard work and several thousand hours of studying marketing. This course was created at a price point to help internet business owners who don't have thousands of dollars to spend on marketing.

Every effort went into creating these modules for you to get the most value out of this course. We went out of our way to bring you the audios, the transcripts, the book version and the workbook, and for good reason. The more methods you use to learn, the more you remember. To get the most from the course you should print off the transcripts and read along as you listen to the module. When you only listen to material or only read material you only retain 20% of it, if you listen and read it you retain 50% of it. This means you will get 150% more out of the course by reading and listening to it. After you have listened/read the module, do the workbook exercise. The workbook exercises are a review of the most important material from the course and a structured way for you to implement and apply the material to your business. It's extremely important that you do the workbook, while you retain 50% if you see and hear, you retain 80% if you are actively involved. **Meaning you will be getting 60% more** than if you just listened to the audios and read along in the transcripts, and **300% more than if you just listened to the audios.** The real art of learning is repetition. After you have gone through the course one time go back and spend one month on each module until you have mastered each one.

The guarantee: After you have listened to each audio lesson and gone through workbook sections. pick just 5-6 things to implement. If after 20 days you don't see a 20% increase in profit from the previous 20 days, I want you to return the product and completed workbook for a full refund.

To your success,

Nicholas Gilbert
YourMarketingMastermind.com

Module #1

Guerrilla Internet Marketing Weapons

Review

1. What are three Guerrilla Marketing uses for message forums:

1. _____
2. _____
3. _____

2. What are the three spy tools you can use:

1. _____
2. _____
3. _____

3. What percent of business is lost in the U.S. due to not following up with the customer?
_____ %

4. Finish this phrase

Affiliate or _____

5. What is the easiest way to increase revenue?

6. What are 4 sites you should have your products on:

1. Ebay
2. _____
3. _____
4. _____

7. What is another name for Automatic Recurring Purchases?

8. What should you have on your homepage?

9. What should you have on your checkout page?

10. What is a way you let your visitor know your business is going well, there is always someone to help them, and to keep them coming back to your site frequently?

11. T or F You want to focus on how great your company is, and state mainly information about your company.

12. What is the minimum you should sent out a newsletter?

- A. Quarterly
- B. Monthly
- C. Weekly
- D. Yearly

13. What are the three types of autoresponders?

- 1. _____
- 2. _____
- 3. _____

Exercises

Using the Google Toolbar, find out and write down your page rank

PageRank: ____

In Google type:

link:yourdomain

In the upper right it will say Results **1 - 10** of about **#** linking to **yourdomain**

Write down the number of links you have:

Links: ____

Go through the first few pages. Pick the 5 sites with the highest PageRank, make sure your link is still on the page and note them below. If you don't have 5 links on sites with a PageRank above 0, that's ok, you can enter less than 5.

PageRank	Full URL to page with your link

Using Alexa.com or the Alexa Toolbar, write down your site's traffic ranking, write "not listed" if you don't have one.

Traffic Ranking: _____

Check archive.org for your 2 main competitors and write down 5 major changes they have made to there site over the last 3 years. (IE. Price increase or decrease, changed their promotion, layout of there products.)

Domain1:		Domain2:	
Change	Date	Change	Date

___% of business is lost due to not following up with the customer, list 1 or 2 ways you plan to implement to follow up.

Automatic Recurring Purchases often make or break a company. List one product or service you can sell as “until further notice” and the details of how it will work.

Describe how you can improve your guarantee to make the customer more likely to purchase, without worrying about as much risk.

List the Guerrilla Internet Marketing Weapons you are familiar with

List the Guerrilla Internet Marketing Weapons you have used

List the Guerrilla Internet Marketing Weapons you are going to use and explain how you will use each one

State your USP

People often won't read the whole testimonial. That is why you use a Johnson box to draw attention do the best part of the testimonial. Pull out a phrase or sentence from 2 of your testimonials that really stand out and endorse your product.

1.

2.

Write down your core story

List 5 subjects you can use for a sequential autoresponder series

1.

2.

3.

4.

5.

Online Exercises:

Go to <http://YourMarketingMastermind.com/wizard.html>

Create and print your internet Guerrilla Marketing Plan, then hang it up near your desk.

Go to <http://yourmarketingmastermind.com/resources.php>

(You may need to register and login if you haven't already)

Click on WIIFM Checker

Find out the Customer Focus Ratio (CFR) for your 5 main pages.

Page 1 Name:

CFR:

Page 2 Name:

CFR:

Page 3 Name:

CFR:

Page 4 Name:

CFR:

Page 5 Name:

CFR:

NOTES

Module #2

Google AdWords

Review

1. What is the layman's formula that Google uses to determine the points for what spot your add will show up in.

Points = _____ x _____

2. T or F A great way to trick the algorithm is to set your bid really low, click it a whole bunch of times, and then raise the bid to get a huge point lead over everyone else.

3. T or F Only use the "Target by location" feature if you deliver food locally.

4. What are the 4 lines of the ad?

Line 1. _____

Line 2. _____

Line 3. _____

Line 4. _____

5. You should have at least __0 - __5 keywords.

6. List the 4 types of keywords you can use:

7. The main reason to start out with Google over other PPC companies is, Google easily allows you to _____ test

Exercises

Explain how you plan to use Google AdWords, for advertising, testing headlines of ads other than AdWords, or market testing

Write down 10 possible headlines for your next ad (the best way to do this is write down 5, then come back a few hours later and write down 5 more). Remember for Google AdWords the max characters for the headline is 25.

1234567890123456789012345

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____

Now ask around to narrow down headlines, ask employees, friends or family members.

The second line for your AdWords ad should be a benefit, everyone knows all the features for their product but many haven't thought of the benefits. Make a list of the benefit corresponding with each of your features.

[illegible]

List 10 keywords or key phrases relating to your site or business, then use Google's "Want More?" feature and <http://inventory.overture.com> to find 3 similar keywords for each.

Keyword/phrase	Similar #1	Similar #2	Similar #3
1.			
2.			
3.			
4.			
5.			
6.			
7.			
8.			
9.			
10.			

Write down 5 misspellings to try

Write down 5 words to negate

Create an ad using the secret {KeyWord:Default} variable

Headline:

Description1:

Description2:

URL:

If you still need more keywords, or want to try some new one a good place, not mentioned in the course, is <http://wordtracker.com/> This is a paid service but you can do as little as 1 week for about \$30.

Online Exercise

Go to: <http://YourMarketingMastermind.com/google.html>

This is a screen capture video on how to setup a split tested, regional AdWords campaign.

NOTES

Module #3

Affiliate Marketing

Review

1. Affiliate programs often account for ____% of a company's online revenue.
2. T or F Recruit as many affiliates as possible, 1000 affiliates are always better than 20.
3. List the 3 types of affiliate programs there are
Pay Per _____
Pay Per _____
Pay Per _____
4. List the 4 ways to recruit affiliates
 1. _____
 2. _____
 3. _____
 4. _____

Exercises

Of the three type of affiliate programs write down which type(s) you plan to use

Find 3 competitors with affiliate programs, and see which type they use and what their payout is.

Company	Affiliate Type	Payout

List how you plan to utilize each of the 4 methods to recruit affiliates

1. _____

2. _____

3. _____

4. _____

List 5 benefits/features of your affiliate program

1. _____

2. _____

3. _____

4. _____

5. _____

State your Affiliate program's USP

List 2 incentives you might to do encourage your affiliates to actively promote your product/service

1. _____

2. _____

Create then print your affiliate Dream 25 list. (next page)

Affiliate Dream 25 List

#	WebSite URL	Owner's Name	Phone	Email	Status/Notes*
1					
2					
3					
4					
5					
6					
7					
8					
9					
10					
11					
12					
13					
14					
15					
16					
17					
18					
19					
20					
21					
22					
23					
24					
25					

* SU= Signed up, NA= No Answer, CB= Call back, NI= Not Interested

NOTES

Module #4

Paid Online Advertising

Review

1. What is the golden rule for advertising online?

_____, _____, _____

2. T or F You should use the spy tools from module #1 when looking for a place to advertising on.

3. T or F Start out with a 6 or 12 month commitment to get a good deal.

4. _____ news is complementary to advertising online.

5. To get the best conversions you want to direct visitors to a _____.

Exercises

What percentage of your gross revenue will you use for online advertising?
____%

Go to <http://news.google.com/> and search for your main keywords. Make a list of the news sites, advertising sites, or any noncompetitor site that comes up.

Site	Contact

Make a list of sites that might be good to advertise on, either now, or in the future.

Possible Sites to Advertise On				
Domain	Traffic Ranking	Traffic Pattern*	Rank On Google for your Keywords	Names of Advertisers on there now**
*Up or Down based on 1 month ago				
**If the same advertisers are on there month after month the site is probably giving them business.				

Write down 3 possible offers to try for your landing page to increase conversions from a site you advertise on

1. _____
2. _____
3. _____

List the tracking software you are going to use. This can be the same software are you use for your affiliates. If you don't have one yet check out <http://www.qualityunit.com/postaffiliate/> or search www.HotScripts.com

Reading Exercise

Open the voiles.pdf document that you downloaded, go to page 74 and read the section entitled “How to slash your advertising costs up to 80% and use the savings to create more profits and more customers.

NOTES

Module #5

Website Analytics

Star Exercise

Go to <http://YourMarketingMastermind.com/star.jpg>

Print off 3 copies

On the first put 0 in the top right corner

On the second put 5 in the top right corner

On the third put 60 in the top right corner

Now as we did in the audio, grab a small mirror and draw a line in between the 2 stars looking only at the mirror. (Don't cheat and peak at that paper because then this test won't work write).

Wait 5 minutes, do the second star.

Then wait 60 minutes do the third star and compare.

Review

1. T or F You have to be really good a math to understand your web statistics.
2. T or F Everything on your site either adds or subtracts to your conversions.
3. T or F A good web stats program is expensive.
4. T or F In order to split test on the web you need expensive hardware and/or software.
5. When sending news letters the 6 stats you want to know are:
 1. _____
 2. _____
 3. _____
 4. _____
 5. _____
 6. _____
6. T or F After and email is opened the P.S. is the first thing the reader reads.
7. T or F If you're not a spammer and only send out legitimate newsletters your message will probably never be blocked or routed to a spam folder.

Exercises

Write down your 9 key stats, if you need to estimate, for example for lifetime value, make the estimate on the low end.

Website Stats	
1. NOH (Number of Hits)	
2. CR (Conversion Rate)	
3. ASO (Average Size Order)	
4. CPA (Cost Per Acquisition)	
5. CPH (Cost Per Hit)	
6. LV (Lifetime Value)	
7. ER (Exit Rate) Find this out for at least your 5 most popular pages	
Page1:	
Page2:	
Page3:	
Page4:	
Page5:	
8. SCAR (Shopping Cart Abandonment Rate)	
9. mAR (micro Action Rate) Find this out for at least 3 micro actions.	
mA1:	
mA2:	
mA3:	

List 3 changes you are going to do to try to improve your NOH

List 5 changes you are going to do to try to improve your CR

List 3 changes you are going to do to try to improve your ASO

Do you currently sell an “until further notice” product or service? If not list an idea you can try, to get a recurring income from your customers.

List 2 things you will try to change (remember to only test one at a time) to improve your exit rate on each of the 5 pages

List 3 changes you are going to do to try to prevent people from leaving your shopping cart without purchasing

List 2 things you will try to improve each mAR

Of the 31 changes you thought of, pick 8 to start implementing now.

List 5 things on your site you want to try to split test (Ex. product image, long copy vs. short copy, call to action, benefits)

I assuming you don't know all 6 News Letter Stats from your last mailing, so lets prepare for your next mailing.

Its always best to include the customer's name and/or some sort of personal information (city, business name, etc.) This information is merged in from your database by our newsletter script.

List a couple ways you can personalize your email

1. _____
2. _____

Come up with 2 subjects to try:

1. _____
2. _____

Next to the subject the more important part is the P.S., what is your P.S. going to say?

Now send a test email to yourself, your looking for a couple things here, 1. to make sure it looks good and 2. to check the spam score.

A couple times I've gotten emails that said

Dear \$firstname,

Because the newsletter script didn't insert the names properly. Plus you want to check for spacing, etc.

A quick way to check the Spam Assassin score is to right click on the message subject in Outlook, then click options. Look for X-Spam-Status: Yes/No, score=#

Write down what your spam score was:

Score: _____

You want the score to be as close to 0 as possible, without affecting the content of the message or doing something that may trigger a different spam filter. Test it thoroughly and get rid of what you can. I often have to send the email 15-20 times to get the score as low as I can. If you can only get it down to a 2 or 3 that's ok.

Look at the reasons why you were given points then check the definitions to find out why:

http://spamassassin.apache.org/tests_3_1_x.html

If you aren't sure why it gave you points check the .cf files for more info at:

<http://search.cpan.org/src/FELICITY/Mail-SpamAssassin-3.1.8/rules/>

Now, write down your new spam score:

Score: _____

When emailing for a promotion, it's good to do the initial emailing, then 2 follow ups. They second one can be FAQ's, either questions that people have asked you about the promotion or questions you think people will have. The third email should be "this promotion is ending soon" or "we only have X left".

They a lot of people think is:

They get the first email and say "this is good, I need to order this, I'll do so later"

They get the second email and say "oh yea, I gotta order that, I'll do so soon"

They get the third email and say "times running out, I'm going to order now"

Come up with a subject and opening paragraph for your second and third emails.

Second Email

Subject: _____

First Paragraph:

Third Email

Subject: _____

First Paragraph:

Online Exercise

Go to: <http://YourMarketingMastermind.com/awstats.html>

This is a screen capture video on AWstats.

NOTES

Bonus Module #6

25 Links From Nicholas Gilbert's Favorites List

Simply click the blue link to go to the site

1. www.Alexa.com - Here you will find the traffic ranking for sites and much more info.
2. www.Whois.sc - this is the site where you can look up who owns a domain and find the contact info for it.
3. www.HardToFindSeminars.com - Over 117 hours of audio interviews of business people, many are multimillionaires. You will at least want to listen to the Jay Conrad Levinson, Vic Conent, Brian Keith Voiles, and Bob Bly interviews.
4. www.HardToFindAds.com - This site has headlines from about 1,000 winning ads going all the way back to the 1910. You're not likely naturally going to be a great copywriter, so when creating an ad, search through HardToFindAds.com and find some headlines to model after.
5. www.Hotscripts.com - This site has thousands and thousands of free and low cost software packages. Custom web scripts often require a team of programmers to create plus a couple extra programmers to support and maintain the script, at hotscripts you can find already made scripts that will save you money and are easy to install.
6. www.Ebay.com - A site I'm sure you've heard of. The best thing I know about ebay is have your auction end on Sunday evening between 8 and 10pm Pacific Time. You should list products even if they don't sell because the googlebot spiders ebay regularly.
7. www.VistaPrint.com - I use this company for business cards, they have low prices, fast turn around, and they let you use your own custom design for only a couple bucks more. They have business cards and about 50 other customizable products. You should get the 250 free business cards that they offer and then you are on their mailing list, in which they will notify you of really good promotions.
8. www.PenguinWebHosting.com - this is my web hosting company; you will get a great package at a fair price, with scores of tools, and unmatched service and support.
9. www.YourMarketingMastermind.com - as you know this is my site, there is some great info in the free section, and in the newsletter. We also work individually with a limited number of clients, helping them track, convert and keep more customers. So if you have gone through all 5 of the modules you know there is a lot to implement.
10. www.KeyWordDensity.com - This site is a great SEO resource, and SEO stands for search engine optimization, optimizing your site for the search engines algorithm. One of the main things search engines look for when ranking your site is your keyword density. Keyword density is a percentage of the number of times your keyword appears divided by the total number of words. And it just doesn't look at the overall keyword density, they will check it for the title tag, alt tags, link text, URL, and more. The way to use this tool is to compare your site with the top 3 sites that come up for your target keyword. You then want to adjust your keyword density to get close to the number of the top sites. One thing to remember though is you don't necessarily want to try to beat their

percentage, the search engines have a fixed number that they are looking for. If the top site has a keyword density of 3% and you make your site 30% the search engine is likely to think you are trying to cheat their algorithm.

11. www.misspelledsearch.info - this site gives you common misspellings for your keywords. They don't have every keyword but you are likely to find your main keyword, or a phrase that contains that keyword. These can be used for terms you bid on with AdWords.

12. <http://safari.oreilly.com> - this is an online computer book library. They have books on HTML, web programming, ecommerce, search engine optimization, anything computer related. This runs \$19.95/mo, far less than the cost of one book. I like using this site for the convenience, when there is something you need to look up you don't even have to leave your desk.

13. www.PayPal.com - you want to accept multiple payment methods on your site and one of those should be PayPal. Plus if you sell on ebay its basically an unwritten rule that you must accept PayPal and that's what 99% of people pay by on ebay.

14. www.zen-cart.com , www.zencarttemplates.com , www.oscommerce.com/community/contributions - these are 3 sites that relate to your shopping cart. Zen-Cart and OScommerce are 2 pieces of what's called open source software. A couple people worked on the initial software and they make their source code freely available, then hundreds of other programmers work on small improvements for it. For example, one guy would fix a bug, another guy would create a shipping module to work with UPS. On the sites listed you can download the software and also add-on modules that people have contributed. The best part about open source software is it's all free.

15. www.qualityunit.com/postaffiliate - this is the affiliate management software that I use, you can get the basic version free and the deluxe version for \$99. You can also use this as your ad tracking software, to do this create a dummy affiliate for every site you advertise on.

16. www.newegg.com - Great place to buy computer parts and electronics, they have the best prices I have seen, fast shipping and a great return policy.

17. www.mmm.com/promote - this is the site for custom Post-its and other items made by 3M

18. www.searchbliss.com - This site has a lot of great stuff, including free SEO tools and articles, SEO stands for search engine optimization, and its got some cool web tools.

19. www.thegaryhalbertletter.com/newsletter-archives.htm - Gary Halbert was one of the world's greatest copywriters. This site has about 100 letters written by him, available to you for free.

20. www.archive.org - this is the way back machine. It has a history of web pages so you can see what a site looked like last month, 3 month ago, or 3 years ago.

21. www.paragonpromotions.com - this place has over 250,000 products you that they can put your logo on. Everything from bags, to clothing, pens, office accessories, and more. These are great for promotions and guerrilla marketing.

22. www.lulu.com - Lulu is a publishing network where you can sell your own written works, or write articles. The good thing about submitting an article to lulu is Google will pick it up and link to it.

23. www.PenguinDevel.com - this is the site to contact our recommended web development firm. They cover everything from HTML, to graphic design, to programming. They are located offshore, are very affordable and we personally use them.

24. <http://home.snafu.de/tilman/xenulink.html#Download> - this is a broken link checker. You download the tool to your computer, enter in your URL, then in about 5 minutes it has checked all of your links and will display a report so you can go back and fix the broken links. The good thing about this one is, it goes deep within your site and checks links to external sites as well.

25. www.Kall8.com - this is a place to get a cheap toll free number, or a separate phone number to use for your business. It comes with fax and voice mail, plus it records calls. The thing I like best about kall8 is it will email you with the caller id details if you miss a call.

NOTES

Answers To Review Questions

Module #1

1.
 1. To create involvement for your customers
 2. As a Support or FAQ channel
 3. To establish yourself as an expert on forums you don't own
2.
 1. archive.org
 2. Google Toolbar
 3. Alexa.com
3. 68
4. dissipate
5. Upselling to customers already ready to purchase
6.
 2. Epinions
 3. Froogle
 4. BizRate
7. Until Further Notice Items
8. Your USP
9. Your guarantee
10. Have the date, or dated content
11. F
12. B.
13.
 1. Vacation Autoresponder
 2. Denotative Autoresponder
 3. Sequential Autoresponder

Module #2

1. Points = bid x click through
2. F
3. F
4.
 - Line 1. Headline
 - Line 2. Benefit or Description Line #1
 - Line 3. Feature or Description Line #2
 - Line 4. URL
5. 20-25
6.
 1. Broad Keyword
 2. Phrase Match
 3. Exact Match
 4. Negative Match
7. split

Module #3

1. 50%

2. F

3.

Pay Per Click

Pay Per Lead

Pay Per Sale

4.

1. Recruit from your existing customer base
2. A link on your site to your affiliate program description page
3. Ask new customers to become affiliates
4. Recruit outside affiliates

Module #4

1. location, location, location
2. T
3. F
4. Google
5. landing page

Module #5

1. F
2. T
3. F
4. F
5.
 1. TS – total sent
 2. NO – number opened
 3. OR – open rate
 4. ORFES – open rate for each subject
 5. NOHE – number of hits from the mailing
 6. CRE – conversion rate
6. T
7. F

This concludes the workbook. Please remember to leave feedback on the course at:

<http://YourMarketingMastermind.com/feedback.php>

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