

11 Simple Principles You *Absolutely, Positively* Must Understand Before Marketing Your Small Business Online

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Overwhelming.

It's the #1 term I hear from small business owners and entrepreneurs when it comes to online marketing.

Search Engine Optimization (SEO). Pay Per Click (PPC). Social Networking. Social Bookmarking. Local Search. Video Marketing. Article Marketing. Email Marketing. Affiliate Marketing. Blogging. Press Releases. Copywriting. Keyword Research. RSS Feeds.

The list goes on and on.

But while it's overwhelming (even for those who do Internet marketing for a living!), the good news is you don't have to know it all to successfully market your business online.

Think of it as being the conductor of a symphony orchestra. You don't have to be an expert on how to play the violin, trumpet, or flute to be a great conductor.

What you do need, however, is a strong foundation in the basics of music. You need to understand things like pitch and rhythm. You need to know what the capabilities of all the instruments in the orchestra are. And you need to know how to evaluate musicians and understand how to get them and their instruments playing in harmony.

If you have those fundamentals down, then you can make beautiful music. If not, you just end up with a lot of noise.

This report was written to provide you with the fundamentals of marketing your small business online.

In the course of working with small business owners struggling with how to use the Internet to effectively market their businesses, I've discovered 11 core

principles that help pave the way to a better understanding of the Internet marketing world.

These principles don't go into the "how-to" of online marketing strategies such as the ones listed on the previous page. Rather they are designed to provide a "big picture" overview of Internet marketing and make it a less intimidating undertaking - whether you hire others to help or do it yourself.

By keeping these principles in mind as you investigate various online marketing strategies, you'll be able to avoid the hype and sensationalism being peddled out there and focus on what's really important when it comes to effectively marketing your business online.

So, let's get started!

On the next page you'll find a "Cheat Sheet" that gives you a taste of all 11 Principles. A more in-depth look at each principle begins on page 5 . . . enjoy!

11 Simple Principles Cheat Sheet

Principle #1: The Secret to Marketing Online is Offline: *Take the marketing strategies that have proven effective for you offline and figure out how to do them more efficiently online.*

Principle #2: Content is King: *Original, helpful, quality content forms the foundation of all your online marketing efforts.*

Principle #3: Build Relationships: *Relationships form the cornerstone of building a successful business and the same is certainly true online.*

Principle #4: Your Most Valuable Online Asset: *An email list of people who have requested to receive information from you is your business' most valuable online asset.*

Principle #5: There's No Such Thing As Free Traffic: *Even the "free" clicks aren't really free.*

Principle #6: Diversify: *Diversify your online marketing efforts – don't rely on just one source to drive all your traffic and sales.*

Principle #7: One Thing: *While you should diversify your overall online marketing effort, you can't do it all yourself. Focus your own efforts to master just one way to drive traffic/sales.*

Principle #8: Do It Wrong Quickly: *Test and measure your results. If a strategy isn't working, get rid of it quickly and focus on ones that are.*

Principle #9: The 80/20 Rule: *80% of your results will come from 20% of your efforts. Your ROI is greater when you spend your time trying to improve the 20% that's already performing well.*

Principle #10: Search Engines Don't Have Credit Cards: *Write your headlines and copy for people first, search engines second.*

Principle #11: Research, Research, Research: *Keyword research. Competitive research. Market research. It's where your online marketing efforts should begin. All things being equal, the marketer who does the best research wins.*

1. The Secret To Marketing Online Is Offline

"What has been will be again, what has been done will be done again; there is nothing new under the sun."

This is true in all walks of life and marketing your business online is no exception.

Take a look under the hood at the marketing tools, strategies and technologies that have proven successful online. If you break them down and look at the core reason for their success, you'll see they all have their roots in marketing strategies that have proven successful offline long before the Internet came along.

Let me give you a few examples:

Social Networking Done Right

My friend [Dixie Gillaspie](#) is a master networker. Dixie flat out knows how to connect people. She knows how to build relationships. And she understands that all this starts with having a true Give First philosophy.

So it's no surprise that attending networking events has been a major part of Dixie's marketing plan and has contributed greatly to her professional and personal success.

Late in 2008 Dixie decided to find out what all the fuss over social networking was about. So she signed up for [Facebook](#), [Twitter](#) and [LinkedIn](#) and dove right into the world of social networking.

In less than 6 months, Dixie has become a social networking rock star. She has successfully leveraged these social networking sites to significantly expand her network, build a loyal fan base and develop more coaching/consulting opportunities for her company, [Pure Synchrony](#).

Oh, and Dixie can also deliver a presentation on how to leverage social networking for business that's superior to what many self-described "social media experts" are capable of.

But the reason Dixie has become so successful with social networking is not because of any insider secrets, tricks or whatever she's picked up along the way.

She's become successful because she understood how to network, connect people and build relationships in the offline world and simply transferred that expertise to the online world.

Sure, she's picked up a lot of great tips on the intricacies of using Facebook, Twitter and LinkedIn along the way, but that's not what has made her a social networking success story.

She's a social networking success story because she knew what she was good at offline, what worked in generating leads and opportunities for her business offline, and then figured out how to do it more effectively and efficiently online.

Direct Marketing on Steroids

Another example of this first Principle comes from my primary area of expertise, Google AdWords (Google's pay per click advertising program).

At its core, AdWords is direct marketing on steroids. If you are a student of direct marketing, you can easily make the transition to using AdWords successfully.

Sure, you can come at AdWords from a technical point of view. You can watch the free videos in Google's [AdWords Learning Center](#). You can mechanically go through the process of setting up your campaign according to some best practices you pick up from blogs. And you can even reach some level of success taking this approach.

But that's kind of like thinking since you were able to follow the instructions and assemble a bookshelf from IKEA, you can now build the custom solid cherry built-in entertainment system you've been wanting. The results just aren't going to look pretty!

Come at AdWords with a background in direct marketing, however, and it's a totally different story. You can easily learn the basic technical aspects of AdWords, apply your direct marketing know-how and build a highly successful AdWords campaign.

Because AdWords is not new. It has simply given people a way to do direct marketing that is quicker, easier and cheaper than anything that's come before.

One last point on Principle #1. . .

The Most Successful Internet Marketing Campaign Ever

Whether you agree with his policies or not, President Obama's 2008 election campaign was the most successful Internet marketing campaign in history. Here's a revealing quote from Chris Hughes, one of the main people responsible for the Obama campaign's online strategy. . .

"I don't care about online energy and enthusiasm just for the sake of online energy and enthusiasm," said Chris Hughes, head of New Media's social networking. "It's about making money, making phone calls, embedding video or having video forwarded to friends." There was nothing starry-eyed about Hughes, who had been the Harvard roommate and later partner of Facebook founder Mark Zuckerberg and made his first millions before he was 24. His goal

was to make old techniques - like call centers and getting polling information to voters more efficient. "When computer applications really take off, they take something people have always done and just make it easier for them to do it," he said. "And maybe bigger."

In other words, the secret to marketing online is offline.

Think about techniques you've successfully used offline to generate leads and sales. Think about what marketing strategies have historically been used to successfully sell products and services related to your offering. Then figure out what online tools and technologies are available to do them faster, cheaper, easier and with greater reach than ever before.

2. Content is King

Content is so absolutely critical to your online marketing success that Internet marketing guru, John Reese, once wrote that content is not KING...it's KONG.

Content forms the basis of all your online marketing efforts. Without content, no amount of search engine optimization, pay per click advertising, social media marketing, video marketing, article marketing, etc. will help you build a sustainable business.

Two Big Benefits of Quality Content

Consistently publishing authoritative, quality, original content will help you in two big areas:

1. **Credibility.** If you build relationships with people interested in you and your company, these people get to know you, like you and trust you. This helps make you THE go-to person in your niche and makes it easy for people to refer business your way or buy from you. (Much more on this in Principle 3.)

2. Search engine optimization (SEO). Here are a few ways that content helps your SEO efforts . . .

- Search engines like sites that are constantly updated with fresh content. Frequently updating your site or blog will train the search engines to visit your site more often which is generally good for your site's rankings.
- When you produce a lot of content related to your niche, you can't help but include a number of Long Tail keywords (keywords that have relatively low traffic volume and low competition). And it's much easier to get ranked on the first page of Google for Long Tail keywords than more highly competitive keywords.
- By regularly pumping out authoritative, relevant, interesting content you'll get more sites linking to yours and links are HUGE when it comes to SEO.

So spend some time thinking about how you can generate authoritative, relevant, valuable information on a regular basis (and, even better, repurpose content that you've already developed). It could be blog posts, articles, videos, widgets, podcasts, comments on other people's blogs, message board posts, etc. Ideally you want to put out a nice mix of the above.

The bottom line with content is before you spend a fortune on SEO, before you invest hours on social media, before you drive yourself crazy trying to chase the latest Internet marketing fad - have a content production strategy in place.

Regularly publishing valuable, authoritative, relevant, original, quality content will do more for your Internet marketing success than anything else.

3. Build Relationships

You've got a splitting headache and your medicine cabinet is empty. Unable to stand the pain, you high-tail it over to the local pharmacy and find two choices: Tylenol or a generic.

You can get a box of 225 Tylenol capsules for \$15.99 or a box of 500 generic acetaminophen capsules for \$11.99.

You know the pills in each box are the exact same thing. You know both will get rid of your headache. And you know the Tylenol costs way more than the generic.

Yet, if you're like most people, you still pay the \$4 extra to get half as many Tylenol capsules.

Why?

Because the makers of Tylenol have spent millions in developing their brand. And in doing so they've built (bought?) a relationship with you. They've gotten you to know them, like them and trust them. And because of that, you're willing to pay a premium for their product.

Are You the Tylenol or the Generic?

Now as a small business owner, you don't have millions of dollars to spend developing your brand. The good news is, you don't have to.

The web has made it easier to reach more people than ever before. Through blogs, social networking, email marketing, and more, you can provide great content and use it to build relationships.

And building relationships gets to the very heart of real, enduring business success both online and offline.

Simply put, people do business with those individuals and companies that they know, like and trust. And the more people you build relationships with, the more people that will know, like and trust you. And having that expanding group of people who know you, like you and trust you enhances your credibility.

The key to getting people to your website and buying something from you when they get there is the trust and credibility you have in the minds of your prospects.

It's what makes you the Tylenol instead of the generic.

Oh, and it's not just prospects and customers you want to build relationships with. It's potential partners, vendors, freelancers, affiliates, content experts, employees and more. Building relationships with members of all these groups can have a huge positive impact in the overall success of your online marketing campaign and, ultimately, your entire business.

The Key To Relationship Building

When it comes to building those relationships (whether online or off), the best advice I can offer you is to be a Giver.

Give your killer content.

Give your time.

Give your respect.

Give your assistance.

So whether it's on your blog, social media sites, your website, your email blasts, your videos, your articles or wherever - Give.

Build Relationships.

EARN the trust and respect of others.

It's the cornerstone of building a successful business over the long haul offline and the same is certainly true online as well.

4. Your Most Valuable Online Asset

What Internet marketing strategy consistently results in the highest conversion rates?

Paid search? Search engine optimization? Social media?

Nope.

It's email marketing.

But not to a list of email addresses you purchase. It's to a list of people who have *chosen* to receive information from you.

Creating that email list of people is your business' most valuable online asset.

Why?

Because you're going to use that list to deliver a consistent stream of authoritative, valuable, relevant and original content.

You're going to use it to keep yourself on the minds of people who have visited your site because they're interested in what you offer.

You're going to use it to build a relationship with the people on that list.

You're going to use it to get them to know you, like you and trust you. (Is any of this starting to sound familiar?! ;))

You're going to use it to give them reasons to return to your website.

And, from time to time, you're going to use it to send them news of special offers, new services, relevant 3rd party affiliate products you endorse, and more.

The Highest Conversion Rates On the Net

Numerous studies have shown that the conversion rates you get from sending offers to an email list that you build and cultivate are higher than any other form of Internet marketing.

So, how do you build your email list?

Glad you asked!

First, give people a reason to come to your site (good content anyone?!).

Then when they do, offer them a special report, whitepaper, free e-course, free ebook, newsletter, etc. in exchange for their email address. Think of it as an ethical bribe. They give you their email address, you give them some extremely valuable information.

That's all there is to it.

So as you set out marketing online, try to get people to opt-in to your email list. Build your list, respect the people on your list, provide them with quality content, and watch that list blossom into your business' most valuable asset.

5. There's No Such Thing As Free Traffic

As a Google AdWords specialist, at least a few times a month I have business owners tell me that they're not interested in AdWords because you have to pay for the traffic. They just want to get the "free" kind of traffic to their website.

I don't fault people at all for wanting to get free traffic. Especially small business owners. Especially in a bad economy.

But here's the thing - there's no such thing as free traffic.

When Is Free Is Not Really Free?

Yes, when someone finds you in the organic search results, you are not charged when they click the link to your website. However, getting ranked highly for any sort of competitive keyword that will drive any traffic of consequence to your website, is anything but free.

If you hire a search engine optimization (SEO) firm to help you, it can cost \$100s or \$1000s per month for their services. And SEO isn't a "do-it-once-and-you're-done" sort of thing. To be successful over the long haul, you have to keep working at it regularly.

If you decide to do it yourself, it's still going to cost you. It may not cost you out of pocket and you may not pay for the individual clicks, but it's going to cost you in time and opportunity costs.

The same is true for other forms of "free" online marketing strategies - video marketing, email marketing, article marketing, social networking, etc.

Again, while the clicks, views, technologies, etc. themselves may be free, to put yourself in a position to be competitive and drive a decent volume of traffic and sales takes a lot of time and money.

6. Diversify

"Don't put all your eggs in one basket."

There are literally hundreds of ways to drive traffic and sales on the Internet. While you'll never use most of them, you should use a good mix of strategies to market your business online.

Relying on just one source of traffic and sales to drive your online marketing efforts puts your business in a very dangerous position.

Why?

Does Google Own You?

Let's say you decide to focus on search engine optimization (SEO) and all your traffic comes from Google's organic search rankings (the main rankings that appear on the left side of the search results page).

What happens if Google changes their algorithm and instead of being ranked #1 for your top keyword, you're dropped to #483 overnight (yes, this does happen!)?

What if your top competitors figure out how to leap ahead of you in the rankings and people visit their sites instead of yours?

What if Microsoft's Bing search engine delivers better search results and people flock to them instead of using Google?

There actually are online business models that rely on Google for virtually all their traffic. It's great when it works, but what happens when it doesn't?

If you rely on one company to drive your site's traffic and/or revenue, you're not in charge of your business. Outside forces beyond your control can conspire against you and put you out of business very quickly.

So the simple way to avoid this is to diversify your online marketing efforts.

Get traffic to your website from multiple sources – organic search, paid search, social media, banner ads, affiliates, video marketing, article marketing and more.

The more sources of traffic you have, the less the impact of any one of those sources drying up will be. That gives you more control over your business and puts it in a much stronger position.

7. One Thing

Ever see the movie "City Slickers"?

There's a scene where a wise, crusty old cowboy named Curly (played by Jack Palance) shares the secret of life with Billy Crystal's character Mitch - a middle aged city slicker going through a mid-life crisis.

You can [watch the scene on You Tube](#), but the bottom line is that Curly's secret to life is this:

*"One thing. Just one thing. You stick to that, everything else don't mean sh*t."*

So what does this have to do with marketing your business online?

Beware The Black Hole of Internet Marketing

Well, it relates to something I call the "Black Hole" of Internet Marketing. The promise and excitement of Internet Marketing can suck you in before you know what's happening. And once it does, there's no turning back.

Oh, sure, it all starts out innocently enough. You want to promote your business online and you hear from a colleague or friend about the amazing success they've had using AdWords, Facebook or Twitter. Or maybe you read an interesting article about blogging or search engine optimization and think about giving that a try.

So you start poking around for more information and find gurus on the subject that seem to offer good information and insights.

You download an eBook, whitepaper or free report. Then download 2 or 5 or 20 more.

Next, you listen in on some teleseminars, get yourself on a few email lists, and maybe even purchase a product or two from the guru that promises to show you the technique that will skyrocket your sales through the roof.

But wait! Look over there. What's that shiny object? Ooooh, autoresponders! And what about video marketing? Wow, did you know about *that* secret for climbing up the search rankings?!

Rinse. Repeat.

I've seen this pattern happen again and again.

A Jack of All Trades and Master of None

Here's the thing - there is NO WAY to keep up with all the ways to drive traffic to your website and convert that traffic to paying customers. And in trying to learn it all, you just end up making yourself crazy hopping from strategy to strategy and never learn enough to be very effective in any one strategy.

So listen Curly's advice and stick to one thing. Find one way of driving traffic to your website and master it. Or find one way to convert that traffic into dollars and master that.

Now you may be thinking, "wait a minute!" You just said in the last Principle to diversify, but now you're saying to focus on One Thing. Which is it?

The answer is both. Principle 6 is about making sure that your overall online marketing effort is diversified and you have multiple sources that drive traffic and sales to your website.

Principle 7 is about making sure that you personally don't try to do it all yourself and drive yourself nuts. If you take that approach, you'll just end up being a jack of all trades and master of none. And as competitive as things are online these days, that's not going to cut it.

So stay focused on your One Thing and outsource the rest.

8. Do It Wrong Quickly

With all the ways you can market your business online how do you find what works best for you and your business?

It all comes down to testing and measuring results.

Years Ahead of Their Time

Probably the best books you'll ever read on Internet marketing were written decades ago - [Scientific Advertising](#) by Claude Hopkins and [Tested Advertising Methods](#) by John Caples. The principles they outline in these books on direct marketing are more applicable to Internet marketing than most of the over-hyped, sensationalistic garbage being peddled by many Internet Marketing "gurus" these days.

One thing that both Hopkins and Caples harp on is the critical importance of testing. You simply can't guess when it comes to your marketing efforts. Guessing is expensive.

To be successful over the long term, you have to consistently test your campaigns, measure the results, and know whether or not your advertising is generating a return on your investment.

The good news is you can do all this a lot easier than Hopkins and Caples ever could. When they conducted their tests, they were running direct mail campaigns and/or ads in newspapers, magazines, etc. back in the early to mid 1900s. The results often took weeks or months to come back and they had to be manually keyed in.

Not any more.

Test For Success

Depending on the volume of traffic in your niche, it's possible to test out a marketing campaign and get results back in a matter of hours or days. The speed of the Internet, combined with its low cost of use, make it easier than ever for marketers to test out a wide range of marketing ideas and strategies to see which produce the best results.

So try out a few different ways to market your business online. Start small. Keep expenses low. Test and measure the results. Build on what's working. Get rid of what's not working - *quickly*.

It's a strategy that's proven successful for decades offline and you can use the internet to do it faster, easier and cheaper than ever before. It's the surest way I know to create a successful online marketing campaign.

9. The 80/20 Rule

The 80/20 Rule (aka Pareto Principle) was originally developed to explain the distribution of wealth in Italy (20% of the people owned 80% of the country's accumulated wealth). But since then it's been applied to numerous other situations, including many in the business world.

The 80/20 Rule basically states that 80% of your results come from 20% of your efforts. And while this rule is alive and well online, often you'll find it's not 80/20, but more like 90/10 or 99/1.

For example, in your Google AdWords campaigns, you'll often find the top 10% of your keywords drive 90% of your results. In video marketing, you'll pretty much find that 99% of your traffic will come from videos posted on YouTube. And you'll find that similar patterns hold in other online marketing strategies.

Know Where to Focus

There are seemingly limitless ways you can market your business online. The key importance of the 80/20 rule comes from knowing *where* to focus your time and attention.

If you know that 90% of your AdWords success comes from the top 10% of your keywords, then focus on further optimizing your campaign for those keywords.

Why spend your time on the bottom 90% of keywords that are generating only 10% of your returns? Your return on investment will likely be much higher by focusing on the top 10% of keywords you know are producing and getting them to produce even more.

If 99% of your video traffic is going to come from YouTube, then don't waste too much time posting videos to sites that aren't going to drive that much traffic. You're time is better spent producing more great videos to share on YouTube or getting people to rate, comment on, and favorite your YouTube videos to help drive even more traffic to them.

It's all too easy to get sidetracked online. But instead of driving yourself crazy hopping from marketing strategy to marketing strategy and trying to turn rocks into diamonds, focus your efforts on polishing what's already showing some sparkle and make it shine even brighter.

10. Search Engines Don't Have Credit Cards

"If you build it, they will come."

That may be true in Iowa cornfields, but not so much online. Just because you put up a website, doesn't mean people are going to flock to it in droves. You have to work to get that traffic.

But here's a little secret - getting traffic isn't really that hard. If you build a site with the good quality content and use some fairly simple SEO, PPC, social media, etc. strategies, you'll get people to come to your site.

However, it's what happens once they get to your site that makes all the difference in the world. You can drive thousands of visitors to your site, but if they don't like what they see when they get there, it's all for naught.

Write For People First

In the quest to get traffic, there's a tendency to “write” for the search engines. People will try to stuff as many keywords into their site as possible thinking that it will help their site appear higher in the search engine rankings.

But what can end up happening is the while the copy on your website, the headline of your article or video, or the title tags on your web pages may look appealing to a search engine, they're not appealing to people.

And you don't want that.

Because in the end, search engines don't have credit cards. People do.

And you want your headlines, copy, title tags and more to appeal to, and resonate with, your prospects. The #1 ranking in Google will do you no good if the people who click through to your site are turned away by the content they find there.

By all means, if you know what keywords you're targeting and can incorporate them in your copy, do it! Just don't force it. Ideally, you find a good way to balance between writing for people and writing for search engines. But if you have to choose one over the other, just remember who pays the bills!

11. Research, Research, Research

All things being equal, the marketer who does the best research wins.

Research often gets overlooked in marketing. It's not fun or sexy. You'd rather just try to ace the test without studying.

But successful marketing campaigns are won or lost in the research stage. And the good news is that the Internet has made it easier, cheaper and faster to do research than ever before.

Here are a few ways you can leverage the Internet for research purposes:

The Keys to Keyword Research

Keywords are the language of the web. Every keyword represents a story. And even seemingly small differences between keywords can make for a huge difference in the story behind the search term.

For example, Google AdWords guru and PhD in Psychology [Glenn Livingston](#) is an expert at using Google AdWords for research purposes. He tells a story about being in a market selling to people interested in, of all things, guinea pigs.

After working his research magic, Glenn discovered that the people searching on the term "guinea pig" were looking for something much different than people searching on the term "guinea pigs."

People typing in "guinea pig," singular, were more likely to be looking for general information about guinea pigs: What are they? What do they look like?

People typing in "guinea pigs," plural, were a bit more advanced and were more likely interested in questions like: Do they bite? Are they good with kids? How do you take care of them? These people were much closer to buying a guinea pig than the first group.

One letter, huge difference.

Keyword research is critical to most marketing you do online from search engine optimization to paid search to article marketing and more.

When conducting your keyword research you'll want to find out things like what terms people are searching on, how much competition is out there for the keywords, and the stories that the keywords represent.

The more you understand this before you start your online marketing campaign, the better your chances of success. Because the more closely you can match your offer to the exact conversation going on in your prospect's brain when they type in those keywords, the more likely they'll visit your site and buy from you.

But keyword research is just one type of research you can do online.

Keeping an Eye on the Competition

Another is competitive research. Take a look at who your competitors are. What they are offering? Who's showing up at the top of the organic rankings? Who's showing up at the top of the paid rankings? Who stays in those top spots over time? What are they offering? What popular articles and videos are there in your niche?

Having this information does two big things for your marketing efforts:

First, you'll see what your competitors are doing well that you can incorporate (not copy!) and improve upon.

Second, it can give you ideas for holes that exist in the marketplace that you can exploit and use to differentiate your business from the rest.

Get to Know Your Prospects

Researching your prospects is also important. Because when it comes down to it, if there's no market for your product or service, the best marketing in the world isn't going to help you.

Learn where your prospects hang out online.

What words or phrases are they using that you could incorporate into your marketing message? What do they like about your competitors? What don't they like? What do they say is missing from the marketplace?

While research is the last principle in this report, it's where your online marketing journey should begin.

Know your keywords.

Know your prospects.

Know your competitors.

Watch what they're doing. Listen to what they have to say. Listen to what they're not saying.

And then let them lead you down the path to online marketing success.

Final Words

My objective in writing this report was twofold:

1. To make Internet marketing a less intimidating undertaking for small business owners, and ...
2. To provide a basic framework small business owners can use to make smarter decisions about how to most effectively market their businesses online.

If you've got value out of this report, please share it with others who you believe can also benefit from its content. And if you'd like help in getting your online marketing efforts on track, click on my email address adam@wordsthatclick.net and send me an email describing your situation. Either I'll be able to help you myself or, if not, point you in the right direction of others who can.

To your online marketing success,

Adam Kreitman

About The Author

Adam Kreitman is an entrepreneur, Internet marketing consultant, speaker, and dad (though not necessarily in that order). He is also the creator of the About You page, has been called a "smokin' hot piece of brain candy" by someone who knows these things, and is the Internet Marketing Expert on the The Rise To The Top, a TV shows which airs on ABC and online (you can find out more about any or all of these things [here](#)). Adam is the founder of Words That Click, where his mission is to save his clients money and increase the return on investment of their online marketing efforts. Since very few people will actually read this far, Adam is offering a free thirty minute online marketing phone consultation to the first seven people that do and who contact him at the phone number or email address listed below. You can get more Internet marketing tips and strategies from Adam at his blog, SWISSMoneyBlog.com (that's Sales While I Sleep Soundly). You can contact him by phone at 314-265-3147 or email at adam@wordsthatclick.net.