

ClickNewz!

BUSINESS BRAINSTORMING Q&A SESSION



Hi! My name is Lynn. I'm best known for ClickNewz and work online full time as a Professional Blogger and Super Affiliate. I have more than 18 years experience in a variety of online business models... and a passion for helping others achieve the same success & lifestyle!

~Lynn Terry

✧ Internet Marketing Q&A ✧

Thank you for joining in live, or requesting the replay of our FUN live "Brainstorming Hour"! We covered a lot of great topics about blogging & online business, including:

- Getting Traffic
- Building An Audience
- Video Creation & Editing Tips
- How Many Products To Promote?
- Crafting Your Tagline
- Top 2 Sources For Conversions
- Running Facebook Groups
- Authority, Tribes, Funnels and other IM Jargon
- Why being a NON-Expert is SMART

... and a whole lot more!

It was a really fun fast-paced session with a lot of great questions, and even a few free downloads you'll LOVE. :-)
[Click Here To Watch The Interactive Replay](#)

The next few pages contain the text chat notes, the links that were shared, and a few additional resources. As I mentioned on the live brainstorming session, if you have questions or if you need help making a decision about YOUR blog or business, simply shoot me an email! You can reach me at asklynnterry@gmail.com

Getting Traffic vs Building An Audience

Q: In your opinion, what is the best way to start driving traffic?

A: It depends on where you are in your business and what you offer. I prefer to tailor the answer to your specific situation & business model. That said, my best advice is:

Instead of traffic, I recommend you build an audience. It's less about getting visitors to your website, and more about having an audience on a variety of popular platforms.

My own niche blog at TravelingLowCarb.com gets a fair amount of traffic: over 2 million pageviews last year, and currently seeing over 80,000 unique visitors a month.

But **the majority of my conversions don't happen on my website**, so the idea of "getting traffic" is not my highest priority or even a main goal. The two places I get the most conversions are from organic Facebook updates and via Email - not ON my website.

While I haven't done paid advertising yet this year for my site, if you want to increase your reach through targeted low-cost ads, the best resource is [Five Dollar Posts](#).

The reason I see such great conversions organically on Facebook is because I run an engaging Facebook Page, and also a very large and active Facebook Group. I didn't just focus on numbers, but rather on **building an audience** - which increases my reach dramatically, through the shares by people who are watching my group and page.

Facebook Groups is **the hottest thing** I am doing right now for traffic, exposure, engagement and conversions. See: [My Facebook Group Profits Report](#)

Email: I'm not doing some complicated marketing tactic or strategic follow-up series, or hammering my list with affiliate offers or anything. I simply set up a Blog Broadcast through [Aweber](#) which sends my new blog posts directly to my subscribers. I'm just blogging consistently, then the full post goes straight to their email. So a large number of my readers consume my blog content right inside their inbox!

In addition to conversions via email content, I make sales or affiliate commissions from promotions & recommendations I post directly to my Facebook Page and Group.

Yes, you want to get traffic. It's not the *be all end all*, but there are 3 GOOD reasons to get traffic: for on-site product conversions, for contextual advertising earnings (like Google AdSense), and if you [work with brands & sponsors](#). They like numbers. :)

Social Media List Building

Q: What happens to your business when Facebook goes the way of MySpace?

Yes, I'm building a huge audience on Facebook. Why? Because that's where everyone is hanging out online right now. :) But as any smart marketer should, I'm taking steps to use that platform (and others) for traffic and to build out my mailing list.

I have a landing page for my Facebook Group at 90DayLowCarbChallenge.com

There are a few *great* reasons to do this. The primary goal is List Building. I encourage group members to visit the page for challenge details and to sign up for the challenge by email. The landing page is also GREAT for search traffic.

My landing page ranks very high for several terms (usually #1 for "low carb challenge") which is great additional exposure for my challenge group & niche email list.

See: [Social List Building: How I Got Over 2,000 Subscribers In ONE Day](#)

As with all social media channels & off-site platforms, I don't try to "game the system" but simply use the platform as it's meant to be used. That gives me the best results!

Q: When a person is promoting various affiliate products under one niche 'umbrella' on their site, at what point does the variety of the selection become 'too much' - where it may 'dilute' your perceived authority and expertise on the main subject? That is, when is going too deep too much?

It used to be recommended that you create mini-sites, or go super micro-niche. That really limits you though, and a site like that can become irrelevant *very fast*.

It depends on your niche or business model, so we'll use my blog as an example. At TravelingLowCarb.com my readers *expect* to hear my opinion on *everything*. And they do. :) I highly recommend that you **HAVE A STRONG OPINION**. That means negative and positive alike - *take a stance*, and be both objective and honest. This is what will set you apart from others in your market, and what your readers will appreciate most.

It helps to have a hook or an angle that sets you apart as well. Unlike other low carb blogs, I don't cook. :) So instead of a "recipe blog" with fancy food photos, I talk more as a "non expert" and talk about REAL food and my own journey to a healthier lifestyle.

That gives me the opportunity to be more candid, and as a "non expert" my readers can relate to me - and it also takes the pressure off of me to "sound authoritative"...

“Monetize Your Own Life”

I review a wide variety of products on my low carb blog, including workout clothes and shoes and exercise equipment for example. It all relates to getting healthier and living a more active lifestyle - as part of the low carb diet.

This doesn't dilute my brand in any way. My readers actually enjoy and appreciate my thoughts and opinions, and the candid conversations about my own health goals - as well as my recommendations on those topics. In fact they ASK ME what my workout routine is, or which walking shoes I would recommend. :-)

What I promote is relevant, because I **make** it relevant. Many of my readers thank me for my candid mentions & recommendations, as **I openly discuss things whether I'm an affiliate or not**. They are so used to it now that they **come to me** and ask for my opinion and recommendations. *It makes for fun, engaging discussions!*

That's what you want to be for your market: a resource, and an objective one at that. Always be discussing things you're doing, trying, thinking, buying, returning (lol), etc. Don't be afraid to say what you don't like, or have a little fun with it. :)

Here are a couple of **examples of candid product discussions** on my blog:

<http://www.travelinglowcarb.com/7171/quest-protein-chips/>

<http://www.travelinglowcarb.com/7392/ab-carver-pro-video-review/>

As you can see in those two examples, I am very candid and unscripted in my videos. You don't have to do high quality professional videos all the time. Sometimes a more relaxed approach or discussion will give it a much more genuine feel. Have fun with it!

Tip: Be a NON Expert. Be an avid enthusiast instead. BE your target market.

See: <http://www.clicknewz.com/11993/monetize-your-life/>

Negative reviews, or even sharing what you *don't* like about products (or things, or places, or services) is a great way to establish an objective reputation in your market.

You aren't "real" if you love everything all the time. So be sure to mention the bad experiences or personal preferences! Sometimes a comparative product review can be the best approach for that reason. You can explain why Product A is a much better choice than Product B, or what factors you used in deciding between the two yourself.

Will You Lose Authority?

Will discussing a variety of products, or doing “negative reviews” cause you to lose authority, or dilute your brand? In my experience: NO. My audience really enjoys my candid nature and is constantly thanking me for testing things out and sharing my personal experience - good and bad alike. They consider me “one of them”.

It’s why they TRUST my recommendations. And trust, in my opinion is more important than “authority”. Consider ways you can gain trust...

In my niche there are a lot of gimmicky products, like “low carb foods”. I found some low carb bagels recently that sounded good, but just like my target market... I didn’t trust it! Just like them, I’ve “been burned before” by these so called low carb breads.

I decided to order them. I tried them, tested them various ways, discussed it publicly, and did a “take one for the team” series (lol) where I ate them every day for six straight days. And guess what? They really ARE great bagels! ... **Sales soared.** :-)

As part of my recommendation and promotion of these great products, I had to address the negatives. I had to get in front of the doubts and the skepticism I knew they’d have about it. I did my research, did a case study, and shared the positives & negatives.

Tip: Always look at the most negative reviews on Amazon, or via Google, about any product you want to recommend. Address the possible negatives in your review, so your reader is already “educated” when they get to the product page. Otherwise those negatives may affect the conversion rate! [See how I did that in this chair review...](#)

Authority is just an “Internet Marketing” term anyway - like Influence or Tribe (etc). What do they really mean?? **They’re all just buzz words in my opinion.** Is it *really* about establishing authority? To me it’s more about becoming someone (in your market) that people trust, enjoy, respect and go to for answers...

When I think of the word “authority” I imagine someone in a stiff uniform - with weapons (lol). That’s certainly not the image I want to portray to my readers! :-)

I’m simply a fun, interesting person with a particular lifestyle (low carb), and I make my lifestyle public for the purpose of helping others.

See: <http://www.clicknewz.com/11993/monetize-your-life/>

What Is The Purpose Of Your Site?

On the topic of going too narrow vs going too broad, it was suggested that each product could easily be it's own niche - or website. Or that mentioning too many products could confuse your readers, or "dilute your brand".

Never go TOO broad with your topics or recommendations. **Always stay within the scope or objective of your site or blog.** It wouldn't make sense for me to review VCR's on my low carb blog, for example. *Er, or anywhere these days I guess -lol.*

My goal with TravelingLowCarb.com is to help people become the happiest, healthiest version of themselves. That's my main objective. That includes a variety of things like weight loss, mindset, emotional eating issues, health problems, getting in shape, and getting healthier period. Plus of course the low carb diet and the food science behind it.

Note: A product is NOT a niche.

A product is just a product. Like I said earlier, creating an entire website around a single product is way too limiting, and can make that site irrelevant very quickly.

Instead of creating a site around a product or a brand, you want to create a website (or blog) around a *topic*. You can then discuss and recommend various products, services, brands and advertisers that are relevant to your *topic* - and to your *market*.

Q: What is the best way to come up with a TAGLINE?

To come up with a great tagline, you want to arrow down your purpose and objective. Consider your target market's point of view. What can I expect from visiting your site, reading your blog, or subscribing to your email list? What will I get out of it?

Your tagline should be all about RESULTS.

If you're not clear on your objectives: how you want to be known, what you want to be known for, and how you want to serve your market - in terms of results - download the free worksheet below. In fact, just download it and fill it out even if you think you ARE clear. The brainstorming - and your answers - might just surprise you. :)

[Free Objectives Worksheet](#)

Internet Marketing vs Marketing Online

I mentioned typical “internet marketing buzz words” earlier. There’s so much hype in the Internet Marketing space - and most of it, you should just IGNORE. That’s not to say some of it isn’t true, or that there isn’t a lot of great information out there. In fact, I just discussed that on my blog in this recent post:

[Truth Talk: Is This Internet Marketing Stuff Impossible or Unrealistic?!](#)

You should read that... and the discussion in the comment section too. :-)

Anyway, think less about “Internet Marketing” (community, tribe, and other jargon) and focus more on **your own business**: the people, ways you can truly serve your market, etc. It’s easy to get jaded within the IM space, I feel that way myself.

Don’t let that muddy up your perception of what a great business you can have online, and all the wonderful ways you can make a difference in your own market.

Focus on building an audience, a readership, instead of “internet marketing tactics.”

If you get stuck in the IM space, you’ll get totally turned off with online business. And you may find yourself stuck learning and learning and learning... but not actually taking action on what you learn, or actively DOING anything in YOUR business.

On that note I have a personal policy, which is:

Create at least as much content as you consume.

I mentioned that in a recent blog post you’ll enjoy titled [Finding TIME To Blog](#). The funny thing is (*don’t tell anyone! lol*) it took me THREE DAYS to write that post. :-) *Ha!*

That may sound impossible, but it’s not. It really forces you to get more picky about what you read and study (the amount of content you consume).

It disciplines you to randomly “surf” less, and pick and choose your “input” with more purpose. It also gets you in the habit of creating content, and is a great way to hold yourself accountable to the time spent learning... vs DOING. :)

Top Video Tips

After sharing some of my own videos and video reviews as live examples, there were some great questions on video creation and video editing. I don't consider myself a pro, but I do manage to pump out consistent videos, and my audience really enjoys them!

A really fun style of video that doesn't require you to get in front of a camera is the animation / informational style videos. Even if you DO like getting on video yourself, these are a great (*very engaging!*) addition to your video library. *People love them!*

See: [How To Make Animated Videos - Cheap and Fast!](#)

Video Cameras: People use a variety of camera types, including smartphones, which I see a lot. Any camera will do really, as even mobile cameras are good quality these days. I use an older Canon video camera and a basic tripod. I love the quality, the fact that it has a remote (which is very convenient), and it's super easy to use - very "auto mode" / "newbie" friendly -lol. You can see my hardware & software setup here:

[My Video Editing Software & Hardware Setup](#)

If you want something cheap but great, and you're going to be in front of a computer, or you can be mobile with a laptop, I highly recommend the [Logitech HD Pro Webcam](#). I have one, and **the quality is GREAT** on this camera! It doubles for video interviews and live broadcasts, but you can also record anything anywhere with this + a laptop.

It's less about the camera, and more about the lighting. You'll do best working in natural light (daylight). That's not always possible though, so I use a [continuous lighting kit](#).

The biggest problem most people have with video... is the editing. After trying several options on my PC, I finally bought a Macbook Pro laptop for video editing. It comes with a program called iMovie that makes video editing a BREEZE. *It was totally worth it.* :p

Video Editing Tip: I have never (EVER) made it through an entire video shoot without messing up. It happens. My advice: when you stumble, stutter, screw up, etc pause for a long bit (5-10 seconds) then start back at the beginning of that sentence or thought.

Long pauses make it EASY to edit out the mess ups, or add in your transitions. ;-)

Your videos DO NOT have to be scripted, staged or perfect. At all. *Mine certainly aren't!* The more real and candid you are, the more people will enjoy watching them. There's nothing worse than a "stiff" scripted video with no real personality...

Just Get Started!

Q: If someone is totally brand new, do you have a list or blog post for steps A, B, C, D, E? I started a website last month, still hidden. It's that new.

My advice: unhide your website, let it get indexed, let your domain start getting aged and established. No one will be looking at it if you're not sharing the link anyway, so go ahead and "work live" - and flesh out your site or blog as you go.

That's what I did when I started TravelingLowCarb.com. I just set it up real quick, nothing fancy, and started blogging. Then I revised and improved it as I went.

I teach everything I am doing (and have done) myself in a detailed step by step course called the [Niche Success Blueprint](#). You can [grab a single module, or two of them](#), to **test it out if you like** - to get a feel for what the course is like and whether you like it.

Note: The Niche Success Blueprint course, plus my Social Marketing Results course, are both free to members, so it's a better deal to [join the Private Brainstorming Group](#).

My advice: Just do it. Just hit the *GO!* button. Getting your hands dirty and working "in the trenches" is the only real way to learn.

Stop trying to get traffic, and start building an *audience*.

Stop trying to blog, and start *talking* to your market.

Stop trying to be "authentic", and just BE someone people *want* to follow.

Stop trying to be an authority, and be a non-expert. Be real, be FUN! :-)

Drop all the internet marketing terms (funnels, tribes, blah blah blah) and think: **How can I SERVE my market?** What can I do that is *really* going to benefit them?

Q: What if we need to generate cash flow first before we can do anything else?

Services are the quickest way to bring in fast cash. A second option is to "sell stuff". We all have plenty of things lying around - sell anything that isn't nailed down. Whatever it takes. ;-) Every situation is different of course, so feel free to email me if you need a quick chat or some advice on the next best step for YOU: AskLynnTerry@Gmail.com

Note From Lynn...

I hope you enjoyed the fun FREE Brainstorming Hour sessions, and the notes & examples I shared with you here too. Even more than that, I hope it gave you some creative ideas for your own blog or business you can implement right away.

I'm all about "Fast Action" and using the most efficient means to achieve the BEST results - in as little time as possible. It's how I run my own online business. As I mentioned during the sessions, I've been working online for more than 18 years, and blogging for more than a decade now. My online business is my sole source of income, and how I raised my two children and funded our (fun!) lifestyle.

If there's any way I can help you start or grow your business, I'm happy to do that. At the very least, I can give you my best recommendation or point you in the right direction. While I don't offer free email consulting, you are welcome to send me an email - asklynnterry@gmail.com - for a quick chat to help you figure out the next best step for YOU, based on where you are with your idea or business.

5 simple questions... that will give you a BIG dose of inspiration:
<http://www.clicknewz.com/12973/finish-strong/>

Best,
Lynn Terry

[Join us in the Private Brainstorming Group!](#)

[Schedule a Private Brainstorming Hour with Lynn](#)

[Social Marketing Results Exclusive Discount](#)

[Social Media Content Brainstorming Checklist](#)

[Objectives Worksheet](#)

[Facebook Group Profits Report](#)

Bill Carrington said: "I know there are a few group members here today, but I want the rest of you to know that Lynn's group works just like this meeting today. If you can do it and you are serious about working online... [Subscribe!!!](#)"

[Click here to learn more about it...](#)

Elaine Perry said: "Yes, I can't recommend this group enough! It's life changing! :)"