



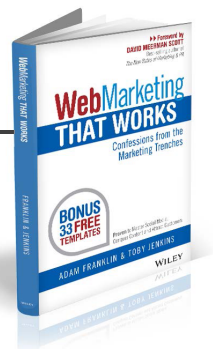
# HOW TO BECOME AN ATTRACTION BUSINESS WITH DIGITAL MARKETING

Part #3: 8 Step Blueprint



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This is a transcript of the video training you can watch at:

<http://www.bluewiremedia.com.au/3-attraction-business-8-step-blueprint>

## WELCOME

Thanks for joining me for the third part of the **'How to Become an Attraction Business'** training series. As you may know by now, my name is Adam Franklin and I'm the co-author of **Web Marketing That Works**, an Amazon #1 bestseller, and I'm also a professional speaker and trainer.

I'm really pleased you're here because this training is perfect for you if you're a digital marketing consultant, like I used to be for many years. Whether you're a business owner, entrepreneur or in professional services. Maybe you're a mortgage broker, financial advisor, real estate agent, stock broker, dentist, personal trainer or coach. This training is also perfect for you if you love what you do and you also want your marketing to get a little bit more traction to produce more leads, clients and revenue.



What I'm going to teach isn't designed to drag you away from what you do best and from what brings in your revenue. It's merely designed to complement, enhance and amplify the great work that you're already doing. If you've not seen the first two videos, please head back and check those out.

By now I hope you realise this is a big opportunity to become an attraction business

and that it's actually much easier than you might have thought. Especially if you felt worried that you didn't have technical skills or that you were time poor or already overwhelmed. Today I'm going to show you how your web marketing universe fits together and I'm going to reveal the eight step blueprint of exactly what the building blocks are that you need to put in place.

Once you know these eight steps, you'll be able to implement these so that you can become more of an attraction business. My question for you is, are you ready to join me? Now remember, I know the pain of being a chasing business. As you may recall from the first video, when Tobes and I started we were pounding the pavement, knocking on doors, cold calling and getting rejected all the time. It was gruelling and tedious. Now, as you can imagine being an attraction business is whole lot more fun and flexible. We've each got our own definition of what we want our business and our lifestyle to look like.

Once you know these eight steps, you'll be able to implement these so that you can become more of an attraction business. My question for you is, "are you ready to join me?" Now remember, I know the pain of being a chasing business. As you may recall from the first video, when Tobes and I started we were pounding the pavement, knocking on doors, cold calling and getting rejected all the time. It was gruelling and tedious. Now, as you can imagine being an attraction business is whole lot more fun and flexible. We've each got our own definition of what we want our business and our lifestyle to look like.

That's great because as an attraction business you've got the choice. That's why I decided to film these video intros down here at Bondi Beach. For me, this is what having an attraction business is all about. I even shot some of the montages myself because I wanted to give you an idea of what it is I really love about Bondi Beach. I really like being able to work with students and clients on my own terms, with people who value what I do and with people who refer me to their friends. I also love being able to come down here to Bondi and go for a surf at the beach, maybe a swim at Icebergs or a jog along the sand. I also enjoy travelling around the world, teaching this material at conferences and at workshops and I love having 1,000s of new emails of subscribers join me each month as they begin their own marketing journey.

How about you? What's your ideal situation look like? Imagine your life when there's leads coming into your business.

When you're attracting clients who really want to work with you and you're working with clients who truly value what you do, who energise you and who are a joy to work with. Well I'm about to show you the eight step blueprint to make this a reality. I'm going to show you how you can become an attraction business, so of course you

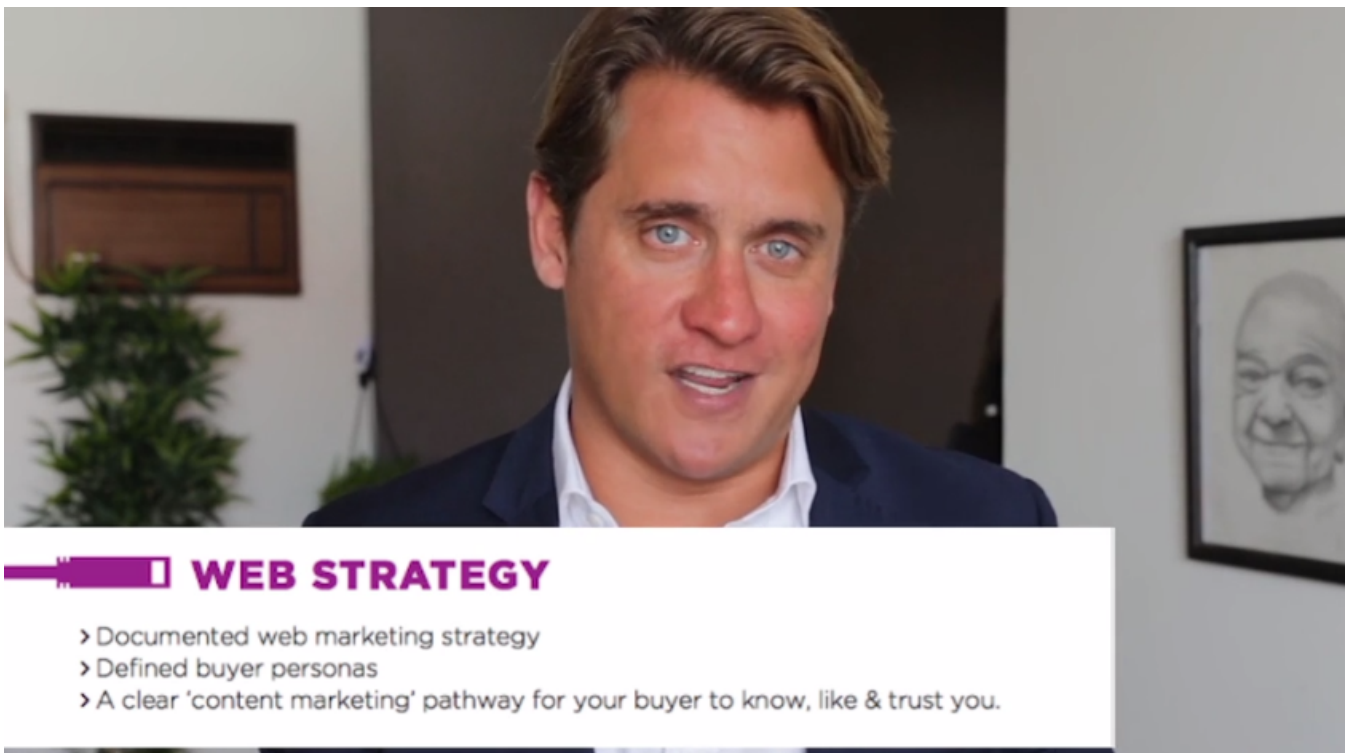
don't need to always rely on being a chasing business. Let's head to the studio for the third lesson.

**Welcome to the third video in 'How to Become an Attraction Business'.** I'm excited to share today the eight step blueprint of how everything comes together. If you've not seen the first two videos, go back and watch them. Video one was about identifying your ideal buyer, what we call a buyer persona and there's the buyer persona template you can fill in there. The second video talked about your lead magnet or your flagship content. That gift of content that you give to the marketplace that helps your ideal buyer solve a problem or step closer to one of their goals. Once you've got those two things knotted out, everything else falls into place and everything else is designed to amplify your results. Today we're going to cover the eight step blueprint. Thank you for the comments and feedback from the other videos, I really appreciate that. Now let's see how it all comes together. This eight step blueprint is going to give you a bird's eye view of exactly what you need to do to create that attraction business and to really harness the power of digital marketing.



## STEP 1: WEB STRATEGY

The very first step involves your web strategy and firstly documenting your web strategy. In previous videos we've spoken about the web strategy planning template. That is your guide to visualise how your web universe fits together and also to document not only your buyer persona, but the journey that you want to take people on. Document your strategy and then define your buyer persona. Thirdly, think about the journey you want to take people on. We've talked about a lead magnet and how you get somebody's email address and the permission to communicate with them. Then think about what subsequent steps you want to lay out for them so that they can go on that journey to doing business with you.



## STEP 2: WEBSITE

The second step involves your website. We used to build websites in our early days at Bluewire media and I've heard plenty of horror stories from clients and everyone else as to how difficult they can be to manage and to deliver on time and on budget. Look, don't let that be a barrier. We often overthink a website. We often think that we need to put everything that we know on a website. Look you don't.

There's only a handful of pages on your website that get the lion's share of traffic anyway. Really focus on that. Make sure that your website does have a landing page where you house your flagship content, that gift that you give to the world. Make sure you've got an about us page and a contact page. You don't have to overthink everything else. A lot of that other stuff is nice to have. It's great to have other mechanisms for sharing your flagship content like the exit pop-up that I mentioned in video two. The [pseudo 00:07:24] me suite of products are fantastic there. In an ideal world you've got a blog with three to five pieces of anchor content. What I mean by anchor content is really high quality, good value blog articles that again help your buyer go on that journey to doing business with you. Finally, once you do have blog articles then it's really easy to repurpose them into other forms of content.

## WEBSITE

- > Website (ideally Wordpress)
- > Flagship content (aka a lead magnet)
- > Landing page
- > Exit popups for email opt-ins
- > Blog with 3-5 'anchor content' posts
- > Great headlines for landing page & anchor posts
- > Editorial calendar to repurpose your existing content

For example, you might take a blog post and turn that into an ebook or you might take a blog article and take pieces of that and turn them into little Instagram images or Pinterest graphics or share them on Twitter or Facebook. You can repurpose the content so that you've got content to share across the social networks.

## STEP 3: EMAIL MARKETING

The third step of the blueprint is email marketing. This is still powerhouse of digital marketing. People are still way more likely to buy from you via email than any other platform hands down. Which is why that lead magnet and that landing page is so important because you earn that trust and you earn that permission to communicate with people. You nurture them with content and then it's typically email that people buy from. The three things to keep in mind with email is, send a regular newsletter.



Secondly have an email autoresponder sequence. You might hear this called a lead nurturing sequence or an auto responder. Basically it's a series of emails that you send to people that join your ecosystem. They download the lead magnet and then you nurture them with a series of emails.

Last but not least, make sure that you send commercial offers or sales emails. You do want to be getting more clients and more revenue, so make sure that you remember to actually make offers to people because you are helping them and if you can guide them on that journey to being a client or a customer, then you're really helping them out. Don't forget to ask the question. To recap, the three things you need within email marketing is a regular newsletter, an email auto responder sequence and sales emails.

## PART 4: SEARCH ENGINE OPTIMISATION

Part four of the blueprint is search engine optimization. Which is really just a fancy way of saying, getting found on Google so that people visit your website. SEO can be so confusing when you do a Google search or you read blogs about it, but it doesn't need to be. The key to SEO is appreciating that most of your traffic comes to just a handful of the pages on your website. You don't need to overthink it, you don't need to optimise all the pages on your website. Just really focus on what I call the money pages.

### SEARCH ENGINE OPTIMISATION

- › SEO-focused content on your 'money pages' (highest traffic and most conversions)
- › A list of keyword phrases that people are searching for
- › A plan to increase Domain Authority by earning backlinks, guest blogging, influencer outreach and PR.

What I mean by a money page is a page that gets the most traffic or a page that leads to commercial outcomes like sales. Just focus on optimising say five pages of your website and what optimising means is, making sure that the content is useful for the person reading it. Which hopefully will be your ideal buyer and secondly that the information on that page is accessible and makes sense to Google. Really getting the 'on page' SEO stuff right. It's a little bit technical but all that means is that you're just putting the right keywords in the backend of your Wordpress or your website system. The next step of SEO is to think about the keyword phrases that people are typing into Google that you would like to rank for. The more we can think about what people want to know about, the more content we can create that matches up to that. There's a tool that I use called [keywordtool.io](https://keywordtool.io), that's the web address.



If you type keywords in there, it will actually tell you what types of questions people are asking and what types of keyword phrases people are using when they look for that topic. You can use that information to get a whole list of content ideas and then over time you can create content that matches up to those search terms because you know that people are searching for it. Now the third and final part of SEO is increasing your domain or authority. Google looks at a whole bunch of clues and signals from around the internet, but still the most powerful signal that Google looks for is back links. Links coming back to your website. Also known as inbound links. Any other website on the internet that has a link pointing to you, that's considered a back link. If you can get more good quality, high authority backlinks coming to you that is going to increase your domain authority. One of the pro tips for doing that is to do a Google search of your name and your company name.

See who has written about you or mentioned you and look to see if they've linked to you. If they haven't linked to you, reach out to them and ask them nicely if they wouldn't mind linking to your site. This is such an easy thing to do that sense a powerful signal to Google that your website is trustworthy and authoritative. As well, another pro tip is if you're getting interviewed for a mainstream publication like a news website or a popular blog. Always make sure you ask the question, "do you mind linking to my website somewhere in this article?" They may not always say yes, but if you do get a backlink, again, that is super, super powerful.

## **STEP 5: SOCIAL MEDIA**

The fifth step of the blueprint is social media. Now there's a few things to think about when it comes to social media because it is such a vast area of your digital marketing. Firstly I want you to think about your social media strategy, why you're on there? What are you hoping to achieve? Of course, I've got lots of templates on our website that can help you with that.

The second thing to consider with social media is to get everybody on the same page when it comes to your social media guidelines. This is really just a simple document so that if you have a team of people, maybe you've got contractors, staff and agencies helping you out. It's a really neat way to make sure that everybody knows what's acceptable and what's not. Now I've got a template on our website as well that's a free download. Go and download that and use it, but of course it's worth me just pointing out that our social media guidelines document is not legally binding. A social media policy typically is legally binding. That's got to be put together by a lawyer and a lawyer I am not. If you do want a legally binding policy, that's when you need to see a lawyer.

The guidelines is a really great way just as a guideline to make sure everybody's going in the same direction. Now the third part of social media is to have a plan of attack for when you get negative comments.



We don't want to get negative comments but at the end of the day it's kind of inevitable that somebody will make some negative comment about you at some stage. Again I have a template for this. It's called the **Negative Comments Response Template**. Download that, fill it in and then you've got a plan of attack, a process to follow for when you do get negative comments.

## STEP 6: SOCIAL MEDIA 201

The sixth part of the blueprint to becoming an attraction business is social media 201. The last part was just about the strategy, how to handle a negative comments and the guidelines. This is where we look at each of the major platforms. We're talking about LinkedIn, Facebook, Twitter, Instagram and Pinterest. Now the great thing about social media is that it amplifies what you're already doing. If you've got the existing stuff in place and you're following this blueprint, then social media can really throw fuel on the fire and amplify what you're doing.

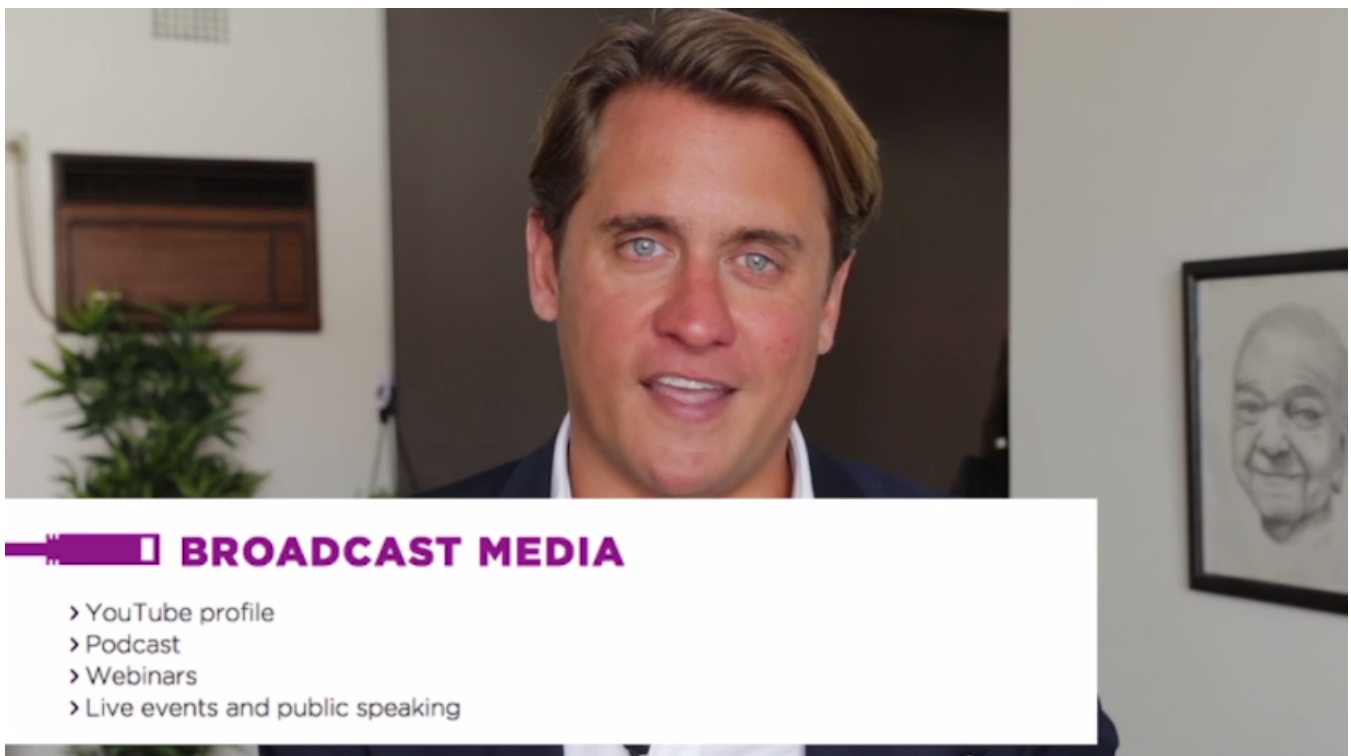


Also beware if you jump into social media too soon and your foundational stuff isn't quite right yet, then social media can cause some headaches, because it's going to shine more of a light on some of the things that you may need to work on.

That's why social media is further down the list in this eight step blueprint, but once everything's working okay, getting onto these platforms can be phenomenal because you can connect with virtually anybody. You can form relationships through these platforms and you can share your content and your readers and buyers can share your content through their social media networks. You do see that amplification effect and again you're getting your content in the hands of new people through social media which allows more people to discover you and again that's helping you become an attraction business, not a chasing business. This works regardless of whether you say digital marketing consultant, which I know many people watching this video are. It works if you're in professional services like accounting or financial adviser or mortgage broking. Social media is very powerful tool to attract people into your business.

## STEP 7: BROADCAST MEDIA

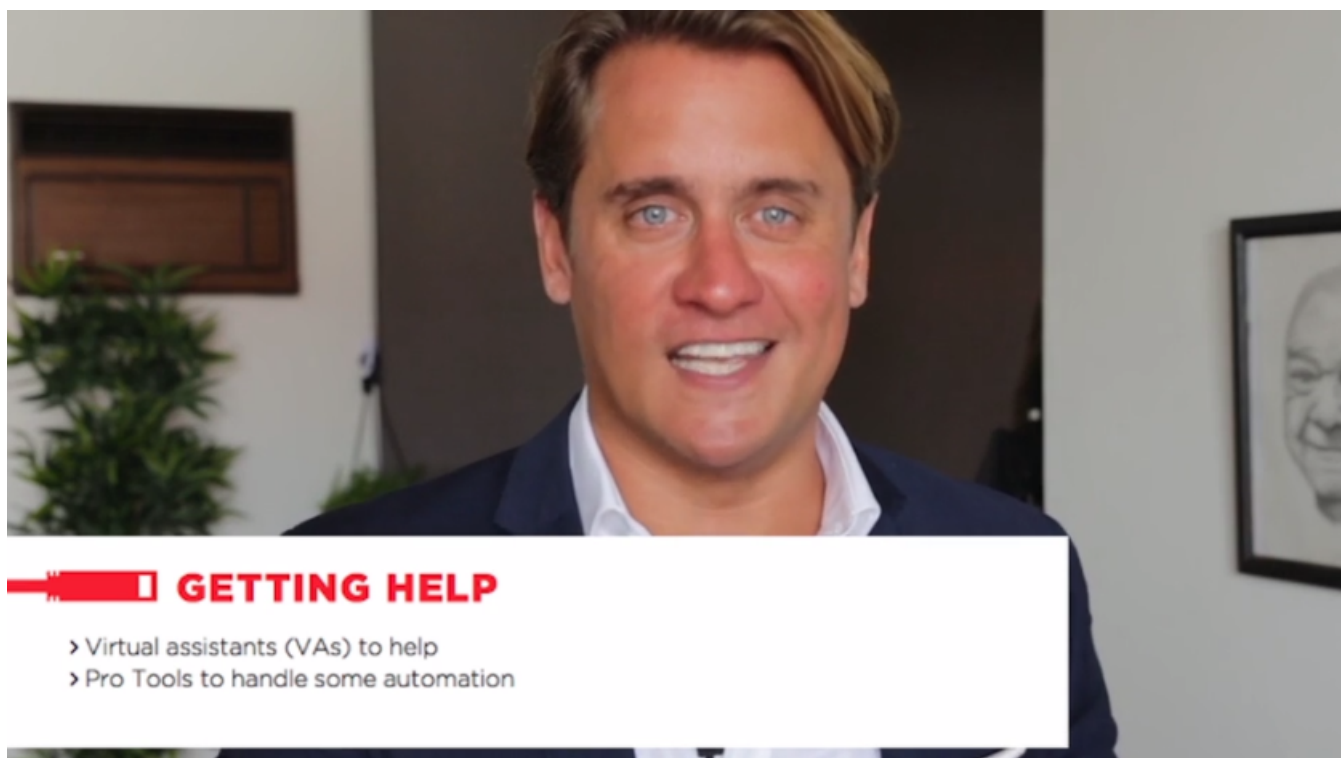
The seventh stage of this eight step blueprint is what I call broadcast media platforms. Things like YouTube, things like podcasts, webinars and even taking it offline into speaking and events. As you graduate to things like live webinars, live events or public speaking, the stakes are a lot higher, it's a bit more scary because things can go wrong. That's why I encourage you to ease into it and do it when you feel you and your company are ready. Also keep in mind that it's a very powerful way to attract people into your business at scale. It's a great way to build your authority and it's a really fantastic way to share your message with more people who you can help. The eighth step of this eight step blueprint is to get help as marketers, as consultants, as business owners, we're busy, we've got lots of stuff to do. It's really important to understand and acknowledge that we can't do it alone, we do need help. Especially if you want any form of sanity and productivity in your day. What I recommend doing is enlisting the help of either team members at your own organisation or if you don't have them yet, look at hiring assistants or virtual assistants.



A virtual assistant or a VA as they're known, are people that can do work for your organisation, even if they're not in your office. They might be in a different city around Australia or around the world. They can help you do things that you're not very good at. You may not be the best Wordpress formatting person. You may not be the best podcast editor or video editor. Get help from people who love those

tasks and that frees you up to do the stuff that you're best suited to doing. The final thing to keep in mind is to use software to help with stuff that can be automated. Now there's a whole bunch of tools like [Meet Edgar](#), which is a paid tool for scheduling and posting articles or content to social media platforms. There's buffer which does much the same. It starts off as a free version. There's tools like Feedly for following lots of different blog posts and then sharing the ones that you think are going to be most useful with your audience.

## STEP 8: GETTING HELP



There's all sorts of pro tools that can just free up a whole lot of your time and make life easier. Things like **Wordswag** or **Type-o-rama** for doing Instagram quotes. There's a whole bunch of those that I want you to consider using. I've spoken about the pseudo me suite of products. I've spoken about lead pages or landing pages. There's a whole bunch of those types of things that you can use. Some have a cost, some are free. I do encourage to consider virtual assistance and using software to help this eight step blueprint become a reality. It does require some work and it does require some help. It requires some guidance and some training and that's what I'm here to help with. If you are interested in knowing more about this eight step blueprint but at a much more detailed level for each and every one of those steps then I will be introducing a training programme that may be of interest to you. I'm going to introduce that shortly in a coming video.

If you're a marketing consultant, if you're a professional services person like an accountant, a mortgage broker or financial advisor or if you're a business owner and

you really want to become an attraction business. You really want to build this digital marketing asset that attracts leads, clients and opportunities that frees you up to do the work that you do best. To work your magic with your clients. If you want to get a copy of this eight step blueprint feel free to download it on the page. It's a free download, not option required, but it lays out all the steps that you need to think about and to implement. Again, if you want to dive deeper into each of those. My training programme will be highly beneficial. If you want to go it alone, that's fine too. I've laid out every single step of the journey, all you need to do is go ahead and learn about each of those and put it into practise. In the next video I'm going to show you how you can get involved with my training programme if you're interested. It will only be open for a short period of time.

I'm going to explain more about what you can expect and how it works in the next video. In the meantime, download the template, absorb all the content that I've taught you. It really does cover everything that you need to know to build an attraction business, to make the most of your digital marketing. If you go back and study the other videos and other templates, you've got more than enough to be getting started with and if you're ready take it to the next level. Stay tuned for the next video. Leave a comment, ask a question, leave me some feed back and I'll see you in the next video.



**DOWNLOAD THE BLUEPRINT**



*My name is Adam Franklin  
and I'll see you in the next video.*

## FEEL FREE TO SHARE

If you found the 8 Step Blueprint useful, please feel free to blog about it, tweet it, link to it and share it with the world!

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