

Daniel Hall Presents



Episode 109

New Ways to Build Your Business with Your Website

with Brian Basilico

Welcome to this episode of the Real Fast Results podcast! Today's special guest is someone that can really rock your world if you are a content creator, indie publisher, or self-published author. If you are a coach or trainer, what's going to be covered is really going to help you as well. Brian Basilico is here to share his advice with you. He is an internationally recognized author, and he's the author of a bestselling book titled, [*It's Not About You, It's About Bacon*](#). This book is about relationship marketing in a social media world.

Brian is also a speaker, a trainer, and an adjunct professor. Plus, he has over 35 years of marketing experience, and he even has an award-winning internet marketing company called [B2B Interactive Marketing](#). He's a syndicated blogger and podcaster too, and he has been featured in professional publications such as *Entrepreneur* and *Inc. Magazine* as well as other radio shows and podcasts. Brian, welcome to the show!

Promise: The Marketing Trifecta

The big fat promise is this: I am going to show you today how to utilize your website in a way that you've never thought about before, and it's through something that I call "The Marketing Trifecta". We'll dig into that in a minute, but it's going to generate the results that you want in order to create more business.

One of the things that I've learned over the course of years... I have been doing marketing for over 35 years and websites for over 20 years. I understand the whole concept. I mean, we were

coding by hand way back yonder, and now we have WordPress. The latest trend is landing pages and things like that, and that is what websites are now. They are a series of landing pages. **No longer do we want to take people to a homepage, we want to take them to a page that answers their question.**

“Okay, give me the information about my book,” or “Solve my problem.” In that one page, you’ve got one opportunity to convince them that you understand their problem, you have the solution to their problem, and that they need to contact you, or take some action, so that you can solve it. Now, Part 2 of this is Google Analytics. I don’t know how many people out there really understand how to read Google Analytics, but I can tell you that the vast majority of business owners have no clue what it means.

They look at it, and they say, “Ooh! I got more traffic!” Or, maybe it’s, “Ooh! I got less traffic!” But, what is that traffic doing? Are they actually getting to the pages that you want them to, or are they following through and getting to your contact page? Are they filling out your form, emailing you, or doing those kinds of things? Then, the third piece of the puzzle (and this is what I call “The Marketing Trifecta”) is content marketing. Creating great content, like, podcasts, web content with videos, blogs, or whatever it is. It could be pictures, or it could be “the quote of the day”.

If it’s on your website, and you can drive people back to your website through social media, you can measure all of that with Google Analytics. And, the goal is to get them to the page that they are interested in and getting them to take action. That’s what the whole “Marketing Trifecta” is all about.

Your Website Should Consist of a Series of Webpages that Answer Questions

The one thing that most people don’t understand... The average business, and I work with tons. I’ve got one business that gets 40,000 visits a month. Take a guess at what they do? It’s a funeral home! All of their traffic comes from obituaries on Facebook. So, once they figured out where the traffic was coming from, they were able to use that as a marketing tool to drive more traffic to their website.

It’s amazing, but yeah, it does work. **So, whether you are selling a book, whether you are selling a service, or you’re a coach, you need to really hone in your message.** You aren’t selling anything other than a solution to somebody’s problem. If you can get that message across in one page, in a very, very short period of time, you’re going to be successful.

The old methodology was getting people to the homepage and getting them to navigate to the next stuff, but the bottom line is that people only go to 2-3 pages on a website, and they spend 2-3 minutes there. If you make them hunt for information, they will stop. **If you can drive them right to exactly what they are looking for, answer their question, and give them a call to**

action, the chances of them engaging with you and potentially doing business with you skyrocket.

How This Works

I work with one-on-one coaching clients and teach them how to market themselves better. One of their biggest problems is that they get in their own way with their own messages. Two of my clients right now, one is a journalist and the other one is a PhD doctor who is an executive coach. She speaks like a doctor, she talks like a doctor, and everything she writes is like a doctor, and then the journalist wants to write an article. But, the bottom line is that they have to get inside the journey that the person they are trying to talk to is taking and explain to them exactly where they are at, feel empathy for them, and then get them to say, “You know what? You understand me. I need to talk to you.” It’s that simple.

Marketing Trifecta Steps

Step #1 - Have a Killer Website

Well, the first thing that you have to do is take a look at your website. Is your website set up exactly the way that we talked about? Now, here’s the thing. Keep learning people. Listen to this podcast, and listen to other podcasts. You know, get advice from people, but more importantly, you may need to hire a copywriter to come in. Explain to them exactly what you want.

The fact of the matter is that we should always work to our strengths and hire to our weaknesses. My nickname is “Captain Typo”. I suck at writing, okay? But, I can talk a book into my microphone with no problem. So, that’s a way that I can communicate it, and then I get it to someone who is an editor, who can actually take it and turn it into something that’s focused towards the end user. That’s the way that I’m able to do it.

You’ve got to make sure that you’re looking at it with a critical eye, and give other people the opportunity to do that, and get your website set up first. **It is the most important thing to have a killer website.**

Step #2 - Learn How to Use Google Analytics

The second thing is to learn to use analytics. Understand what you are seeing and learn how to read it the right way.

What pages are they coming from? I know people who have bought traffic from different companies, and they are getting thousands and thousands of hits, but they are all coming from India and China. Are people going to buy you, your book, your services, your coaching from China? No. What you need to do is make sure... I’d rather have 10 people that are absolutely the right type of client than 1,000 people that could never be a client.

Step #3 - Content Marketing Strategy

Then, the third thing is to come up with a marketing strategy for your content that builds upon exactly what your webpages say. Do things that are going to encourage people to say, “I want to click on this, I want to end up back on this page, and then I want to learn more about it.” That’s it.

Step #1 - Tips - Have a Killer Website

Well, when I wrote my book, the first one, [*It's Not About You, It's About Bacon*](#), what I did was two things. Every single day, I wrote a 50-word blog article with a networking tip, and I put that up on Facebook, Twitter, LinkedIn, Pinterest, Google+, and every place I possibly could. Each one contained a link back to the website, and at the bottom of it, I would have a link to the book. Then, from that book's page, I would have a synopsis, I would have some testimonials, and I would have a link to Amazon, to buy it. To this day, that still works.

The second thing that I used was a quote. It was just an inspirational quote. I would throw that out there, and it would do the exact same thing. So, it’s about creating content that is going to engage an audience outside of your sphere of influence, and getting them to know that A) you exist, and B) that you know what you’re talking about, and C) this may be worth spending \$20, \$25, \$50, or whatever you’re selling your book for.

Can I Use this to Build My Email List?

You can get them on your email list. You can offer them the first three chapters of your book for free. You can offer them self-assessments. I mean, there are tons of things that you can create to get people on your email list. When they get to those pages, if they aren’t ready to purchase, then obviously, you’ve got something in there that’s going to give them the opportunity to jump on your list. Both of those things, I think, should co-exist. You know, when people are ready to take action, they’ll take action.

I understand that the mindset is one action per page, but sometimes you do have to give people that option because they aren’t always ready to make that jump. You know, if you are a coach, not everyone is going to call you up and say, “Hey, I’m ready to get into a \$2,400-a-year program with you.” Right? But, that person may be ready to receive your weekly content, so they will sign up for your list. So you can set up one thing that says, “Contact me for a free 15-minute consultation,” and the other one is, “Not ready? Get on my list.” I think those two things work in concert with each other.

What Tool Should I Use for Setting Up My Webpages?

Just create a WordPress page, and have it as part of a core website. Now, you can just create individual pages, if you don’t want to go through the whole process of creating a full website, with testimonials, and speaker bios, and other things. [LeadPages](#) is great. [ClickFunnels](#)

is great. There's software out there, like [Optimizepress](#) and [Profit Builder](#), where you can create just single-paged websites that allow you to do that kind of stuff.

But, writing a sales page is not unto itself, you know, because usually those are long-form. They aren't short, 300-word, get to the point, kind of things. So, that's a whole other... It's a different animal, and generally speaking, that's for trying to sell something that's a little bit more complex, or a little bit more in-depth. Maybe even a little higher priced. So, you've got to know where you are going. If you are trying to sell a higher-priced thing, that might be the right thing, but if you are trying to sell a book or get someone on your webinar, it could be a lot simpler.

Either do it directly in WordPress and make the page really solid, or use one of those tools, like Lead Pages or Optimizepress, or whatever, to create individual pages. I have a lot of sites. I have 22 sites. I don't know if you've ever heard of Connie Ragen Green, who has 500. I'm not quite that efficient to do that, but a lot of them are just single-paged websites for specific products. So, those are in that realm.

Step #2 Tips - Using Google Analytics

First and foremost, just get off the homepage. Alright? The homepage tells you the basics. It tells you the number of people that showed up, the number of sessions, the average time, and all of those kinds of things. You've got to dig a little deeper. So, you have the audience, you have behaviors, and conversions. There's a bunch of different information. One of the key things you want to look at is what pages people are going to. There are numerous places where you can check that out, but generally speaking, you want to see what pages people are accessing the most. And, see how much time people are spending on the page.

Now we are getting a little more complex, but you can set up goals. So, you can see if someone actually signed up for your email newsletter and got to your "thank you" page, or if they've downloaded your special report, or those kinds of things. Also, look at the demographics from a standpoint of geography. Where are they coming from? Are they coming from the United States? Another thing that you want to look at are the referral sources. Which ones are driving the most traffic? I can see, on my podcast, that Facebook is my #1 source. When it comes to my blogs, it's LinkedIn that's #1.

They are on two separate websites, yeah, but it's because of the audience. People on LinkedIn are used to reading, and it's not as much of a multimedia platform as Facebook is. So, I know that I'm going to focus more of my podcast stuff on Facebook, and I'm going to focus more of my print stuff on LinkedIn. When you start to understand what's driving traffic where, then you can concentrate more on the things that are working and do less of what's not working. That's a really, really quick, big picture synopsis, but there's a lot more to learn.

Where Can I Go to Learn More About Google Analytics?

Absolutely. If you don't mind me being a shameless self-promoter, I have a website, and a training course, that's relatively inexpensive. It's called [GoogleAnalyticsSecrets.com](#). If you

want to go learn for free, you can go to Google and they actually have courses. **I'm a certified Google expert because I've gone through their courses and got certified.** So, you can do that too, but I can tell you that, for the most part, a lot of it is going to be over most people's heads. It's almost too much to learn.

If either one of those aren't good, there's Udemy, there's LinkedIn who bought Lynda. There are tons of different places to learn these things. The key thing is to find somebody who you know, like, and trust that can teach you things. There are a lot of great people out there, like Andy Crestodina. I don't know if you've ever heard of him, but the man is fabulous. There are tons of people out there that teach this stuff. Find a good resource, research it, and learn as much as you can.

Of course, you'll actually want to get Google Analytics installed on your site. That would be helpful, and it's free. It doesn't cost you anything, and in WordPress, it's so simple. It's literally a plug-in. You'll have to come up with something called the UA code, which stands for "Universal Analytics". You plug in that one number, and then all of the sudden it starts tracking.

And, it always helps to start with a Gmail account. Everything starts with a Gmail account. So, get a Gmail account for your business name, for your name, or whatever makes the most sense. I've got Brian.Basilico@gmail.com, and I write all of my stuff out of there. Then, everything in Google, including Google Business, Google+, Google Places, which is where the maps are, if you have a location-based business, and Gmail. Everything is based out of that one account, and Google Analytics is part of that as well.

Step #3 Tips - Content Marketing Strategy

Well, one thing that I teach in my book is that you always have to meet people where they're at, okay? I'm going to give you a quick story. When I bought my iPhone 6, my wife had a rotary dial cell phone. So I gave her my iPhone 5, and I said, "Honey, hit the button," and she hit the button, and to Sirri she said, "Text Timmy," which is one of her kids. It said, "Hello. How are you doing?" Then, within 10 seconds, he texted her back, and she went, "Oh my God! I could leave a message, and I wouldn't hear from him for two weeks."

So, she finally figured out that texting was the way to reach our kids. Well, it's the same thing with your audience. Some people like to read, some people like to listen, some people like to watch. **So one of the things that I'm going to say about content marketing is that video can be converted into audio, and audio can be converted into text. The thing is that you have to put out the content in as many platforms, across as many social media, email, aggregators, blog aggregators, whatever you can do.** Get it in as many places as you can.

This, again, is where Google Analytics comes in. It will tell you what's getting found. So, take that content and spread it out as wide as you can because you're going to reach different audiences with different formats. Don't just blog. If that's what you want to do, that's fine, but here's what I do. I've got a podcast on Mondays. I do a monocast. It's me talking about a

topic. On Wednesdays, I do guest expert interviews. I take those, and I get them transcribed by Rev.com. It's \$1 a minute. Then I take that and I turn it into my blog.

I don't have to write a blog. It's already there. The content is there. So I convert it to a blog, and I put it on a different website. I take those two things, and I've got something Monday, Tuesday, and Wednesday. Thursday I have an email broadcast that goes out to my list, which says, "Here's this week's content. Here's the monocast, the blog, and the expert interview." And, I mention any speeches that I'm giving, and it advertises any of my books, and all of these other things. All I'm doing is sharing the content that I've created with people. The more you can take your content and expand it, and make it repurposed in ways that's going to help you spread the message to a larger audience, that's the thing that's going to make the biggest difference.

Can You Tell Me More About Reaching My Audience?

You don't know where people are at. The example I use all of the time is that most of the clients that I get heard me speak at a conference or speak at a local event two or three years ago, and then they signed up to my email list, and they've been listening to the podcast and reading the blog. All of the sudden, they turn around and say, "You know what? I'm ready. It's time. Let's work together." Sometimes this takes two and a half years, or three years, but that's okay.

You've got to be in front of people with helpful content. Another thing too is that if you are in the constant content delivery mode, people unsubscribe from your list a lot less. They know they can click on it if they want to. They don't have to, but sometimes they do and they get great results out of it, but if you're constantly selling this, and selling that, and telling them to buy your book, and telling them to come to your webinar, those are good...

You know, you've got to do that every once and a while, and interject it, but if you're in that constant content delivery mode, then if you do those things occasionally, people understand it, they expect it, and they won't unsubscribe as much. If all you are doing is selling, your list gets a little bit weaker. So, I think that being a content delivery person first is a great way to build a tribe. That's it.

Final Tips

Absolutely. In my first book, *[It's Not About You, It's About Bacon](#)*, BACON is actually an acronym. It stands for "Building Authentic Connections Online Networking". **I want people to understand that we are all in the relationship business. We are here to build relationships with people.** We may not be able to help them, but we could be a resource to get some help for them. If people know, like, and trust you enough... That's what social media does. That's what content delivery does.

If you can be a resource to people, they will return the favor in one way, shape, or form. So, always think of everything that you do as building a relationship. Nobody walks into a bar, taps a man or a woman on the shoulder, and says, "Hey, you look nice. You want to get married right

now?” That’s not the way it works. It takes time. So, be patient, be consistent, and make sure that you are always forward thinking. Be a servant leader and not just a salesperson.

Connecting with Brian

The easiest thing to do is search for “Brian Basilico” on Google. You’ll find all of my sites, my podcasts, my books, and everything. You will find everything about me, so if you want to find me on LinkedIn, Facebook, Twitter, or any of those things, that’s the way to do it. You can connect up with me, jump on any of my websites, grab some content, and see if it can help you.

Resources

[*It's Not About You, It's About Bacon*](#) - Brian's Book

[GoogleAnalyticsSecrets.com](#) - Brain's Course

[LeadPages](#)

[ClickFunnels](#)

[Optimizepress](#)

[Profit Builder](#)

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