



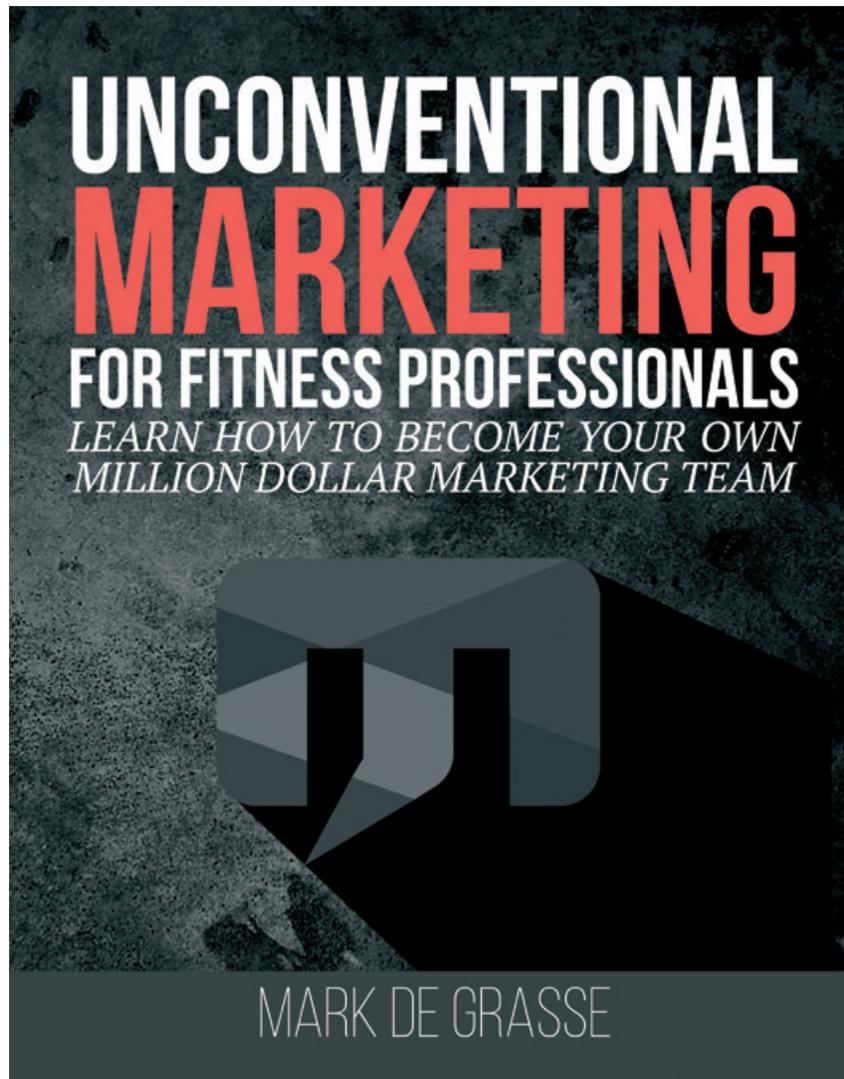
TOP 10 ONLINE MARKETING CHEAT CODES

By Mark de Grasse



WHATEVER
GOOD THINGS
WE BUILD
END UP
BUILDING US.

JIM ROHN



*TOP 10 ONLINE MARKETING CHEAT CODES IS AN EXCERPT FROM THE BOOK
UNCONVENTIONAL MARKETING FOR FITNESS PROFESSIONALS*

Unconventional Marketing for Fitness Professionals is a comprehensive guide to online marketing in the fitness industry using low or no-cost methods. The book outlines a succinct guide that will help you coordinate your Branding, Content Marketing, Email Marketing, and Social Media Marketing into one strategy.

Get it at

<http://markdegrasse.com/product/unconventional-marketing-for-fitness-ebook-digital/>

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WELCOME

To My Fellow Entrepreneur,

I have never had the luxury of excessive resources; I build things myself. This is a good thing. What few people realize is that the struggle of the small business owner is a blessing: it eliminates the weak and protects us from unworthy competition. It also teaches us how and why we do things the way we do.

If and when we grow and succeed, we are then prepared to manage more qualified individuals underneath us. If it was not for our experience doing things ourselves, we would risk being taken advantage of by our hired resources.

This short ebook contains my favorite online marketing “cheat codes.” I created dozens of these for my book, *Unconventional Marketing*.

I believe that with a little bit of hard work and the willingness to learn you can do almost anything.

Good luck, and I look forward to helping you succeed.

Sincerely,

A handwritten signature in black ink, appearing to read 'M de G', with a long horizontal flourish extending to the right.

Mark de Grasse



CHEATCODE

HOW TO SPY ON YOUR COMPETITION

PURPOSE

“Spy” probably isn’t the right word; “observe” would be better (the word “spy” sounds cooler though, so I’m sticking with it). Below I’ll show you how to evaluate your competitor’s marketing methods to figure out why they are as big as they are. Below is a list of questions that you’ll need to ask and answer in order to see how your competitors market themselves.

STEP BY STEP GUIDE

STEP 1: WHAT DOES THEIR WEBSITE FOCUS ON?

Look at your competitor’s home page, starting at the top and working your way down. What does their primary navigation bar say about their focus? Do they emphasize a certain type of training? Are they all about products or services? Do they focus on describing the company? Move down to the first set of pictures (it’s usually going to be some form of slider). What kind of pictures do they use for their products? Is there a common theme or message that they emphasize? Do they feature lots of sales or encourage people to find out more about an upcoming event? Move farther down the page and see what they consider secondary to their primary imagery. Do they list direct links to their products or major product categories? Do they include links to recent articles, company news, or blog posts? Do they list upcoming events or simply more information related to the brand?

STEP 2: WHAT DO THEY POST ABOUT ON FACEBOOK?

If nothing else, you need to see what they are doing on Facebook. No matter what, Facebook is most likely to be the main source of social media traffic to their webpage. Look at what they have posted for the last two weeks. What are the posts about? Workouts, exercises, product uses, upcoming sales, exercise motivation, fitness tips, etc? How often do they post and when do they seem to emphasize product sales? Do they promote a sale every Wednesday or Thursday? Should you promote a sale on those days? Which posts seem to resonate the most with their audience? Find out how many likes, shares, and comments that each post gets and figure out the average per post. Then, look at the posts that do the best. What do they have in common? Do they challenge their followers to do something? Are they contests? Are they particular images with particular messages?

STEP 3: FIND OUT HOW POPULAR THEIR WEBSITES ARE THROUGH ALEXA.COM

Alexa.com is a free and simple way to judge your competitors. Just go to Alexa.com and type in your competitor’s website address. You’ll instantly find out their rank globally and within the United States. As a general rule, if they are ranked under 100,000 globally and under 25,000 in the United States, they are kicking some ass. If this is the case, you may want to seriously consider following their lead in regard to how they target the market.



PURPOSE

Selecting your Primary Keyword is an extremely important task. It will guide the creation of several aspects of your company, especially if you plan on having your business be largely dependent on online marketing. It needs to be broad enough to potentially capture a lot of monthly traffic, while specific enough to accurately represent your brand and target your niche.

STEP BY STEP GUIDE

STEP 1: CREATE A LIST OF POTENTIAL WORDS THAT DESCRIBE YOUR PRIMARY OFFERING

If you had to sum up your business in one or two words, what would those words be? If you're a specialized trainer, it might be "kettlebell expert," "power lifter," or "gymnastic coach." If you're a nutritionist, it could be "paleo specialist," "fat loss chef," or "supplement expert." If you have a product, a certain category may fit; something like "gym accessories," "agility training tools," or "group fitness equipment" may describe you. Make a list of 5 to 10 phrases.

STEP 2: RESEARCH PRIMARY KEYWORD OPTIONS ON ADWORDS

Login to your Google Adwords account (if you don't have one yet, go to adwords.google.com and set one up for free). Go to TOOLS > KEYWORD PLANNER. Type in the list that you created in Step 1. Click GET IDEAS, then click the tab KEYWORD IDEAS under the chart. Review which keyword phrase is looked up the most. Next, scroll down and sort the keyword chart by "Avg. monthly searches." Look for a second and third phrase that could be useful.

STEP 3: FIND OUT WHO IS RANKING WITH THOSE KEYWORDS

Type each of your Primary Keyword options into a Google search. Look at who is ranked on the first page. Are they big companies? If the companies or websites that have top rankings are very large, you may want to pick a keyword that has less competition. How many results came up for your search? If the results are more than 10 million you probably need a more targeted phrase; try for the 250k to 1 million range instead.

STEP 4: SELECT YOUR PRIMARY KEYWORD

Now that you have some idea of how often your potential keywords are looked up and who you're competing with to get them ranked, you probably have enough information to make a decision. Select your Primary Keyword and commit it to memory; you're going to be using it a lot!



PURPOSE

Fiverr.com is an excellent website that allows you to hire a variety of professionals for \$5 at a time. Whether you have an idea of what you want for your logo or not, this is an extremely cheap option to have a talented graphic designer work on your company logo.

STEP BY STEP GUIDE

STEP 1: FIND EXAMPLES OF LOGOS THAT YOU'D LIKE TO EMULATE

Chances are that you have a list of company logos that you really like. Find your top five favorite logos (they don't have to be in the fitness industry) and observe the different aspects that you like about them. Do you like the font? Do you like the style and design of the logo? Do you like how it is shaped? What do you think about the colors used? Is there a general "feel" you like about them? Save the logos to your computer and make a list of the different things you like about them.

STEP 2: SEARCH FOR A FIVERR LOGO DESIGNER

Fiverr breaks down logo design into four primary categories: Modern, Vintage, Hand Drawn, and 3D. Search each one to get a feel for who is designing something similar to what you're looking for. Reference the logos you found in Step 1 and compare them to the different logos created by Fiverr designers.

STEP 3: SELECT A DESIGNER FOR A GIG

Pay attention to what the designer is offering for \$5; some may not include any kind of revision for that price, at which point you may want to pay for "Gig Extras" like revisions or multiple logo variations. You'll also want to find out what type of file you'll get when you hire someone; ideally you'll want editable versions like .eps, .psd and .ai. You'll need these if you want to use them for print graphics, banners, and other materials. If you use this link, you can get your first gig for free: <https://www.fiverr.com/s2/317d93b7c7>

RECOMMENDATIONS

After using the Fiverr service several times for different projects, I could recommend the following Fiverr gigs/designers:

Srishet123: <https://www.fiverr.com/srishet123/do-a-logo>

Design_4u: https://www.fiverr.com/design_4u/make-a-product-intro-or-logo-reveal

Smash_14: https://www.fiverr.com/smash_14/both-eye-catching-logos-with-unlimited-revisions



PURPOSE

If you want your website to be the focal point of your business, a good domain name could mean the difference between a year of work promoting yourself or a month. Some domain names can give you instant credibility, even if your company is brand new. Combine that with a good website and logo, and you're on your way. Follow these steps if you want to start your business off with a killer domain name.

STEP BY STEP GUIDE

STEP 1: REVIEW YOUR PRIMARY KEYWORD OPTIONS

In the "How to Select Your Primary Keyword" Cheatcode, you learned about how to find potential keywords that relate to your new or existing fitness company. You can use this keyword to create your domain, maximizing your website's potential for ranking on search engines for that word or phrase. It may be a long shot, but you should check to see if that exact keyword phrase is available through [GoDaddy.com](https://www.godaddy.com). If your keyword phrase is looked up more than 10,000 times a month and it's available as a .com (nothing but a .com matters by the way; don't even think about a .net, .fit, etc.), buy it immediately.

STEP 2A: TRY ADDING YOUR LOCATION

One way to become the instant "expert" in your area is to simply add your location, either broadly or specifically, to your primary keyword. For example, if your Primary Keyword is "kettlebell training," see if your country, state, or city is available (in that order). If it is, get it. Imagine you lived in Oregon and were looking online for an expert in kettlebell training and you found two websites: www.KettlebellTrainingExtremeResults.com and www.OregonKettlebellTraining.com. Which one do you think you would click on if you want a local trainer?

STEP 2B: TRY ADDING A DESCRIPTIVE WORD

Another way to incorporate your Primary Keyword into your domain is to simply add a descriptive word to it. The easiest way to do this is to include some variation of the words "expert" or "professional." Again, if you use the Primary Keyword "kettlebell training," you could go with something like, www.KettlebellTrainingPro.com, www.KettlebellTrainingFreak.com, www.KettlebellTrainingGuru.com, or www.KettlebellTrainingExperts.com.

STEP 2C: TRY GETTING SUPER SPECIFIC

If you really want to dominate a space, you could get extremely specific with your domain name then focus all of your content on that one area. In fitness, the easiest way to do this is by adding a body part to your Primary Keyword. Again, for "kettlebell training," examples would be: www.KettlebellTrainingShoulders.com, www.KettlebellTrainingLegs.com, www.KettlebellTrainingGrip.com, or www.KettlebellTrainingAbdominals.com.



PURPOSE

Choosing article keywords involves two important things: making sure people are actually looking those keywords up, and finding out why your competitors rank on those keywords. Doing these two tasks is really easy. The following is a general guideline; as you get more skilled at doing this, you'll probably come up with your own procedure.

EXAMPLE

You want write an article about how to fix a common flaw that people make when performing the Kettlebell Goblet Squat.

STEP BY STEP GUIDE

STEP 1: DETERMINE POSSIBLE KEYWORDS BASED ON ARTICLE SUBJECT

Once you have an idea of what article you want to write, think of the best keywords that relate to it. For this example, your possible article keywords could be goblet squat, kettlebell squat, how to kettlebell squat, squat mistakes, kettlebell mistakes, etc.

STEP 2: DETERMINE KEYWORD PHRASE OPTIONS ON ADWORDS

Login to your Google Adwords account. Go to TOOLS > KEYWORD PLANNER. Type in your keyword ideas. Click GET IDEAS, then click the tab KEYWORD IDEAS under the chart. Review which keyword phrase is looked up the most. In this example, "goblet squat" is looked up 27,100 times each month (anything with over 1,500 avg. monthly searches is a potential candidate and you want 2-3 keyword phrases ideally). Next, scroll down and sort the keyword chart by "Avg. monthly searches." Look for a second and third phrase that could be included in the title of your article; in this case, "kettlebell training" is looked up 8,100 times.

STEP 3: FIND OUT WHICH COMPETITORS ARE RANKING

Go to Google and type in each of your potential keyword phrases. In this case, BreakingMuscle.com has the highest organic search rank for their article, "How To Do The Perfect Goblet Squat."

STEP 4: FIND OUT WHY YOUR COMPETITOR IS RANKING

Click on the link to the top article and review the title, primary headers, pictures, length, and other media (e.g. videos, audio links, etc.). Look at what keywords they use and how often they use them. Then right click on the side of the page and click "View Page Source." Search the code for "meta" and review the meta description and meta keywords. You now know what your competitor wrote and how they got ranked.

STEP 5: SELECT KEYWORDS

Now that you have all the information you need, you can select your keywords. In this case, I would select one specific and one general. Specific would be "kettlebell goblet squat" and general would be "kettlebell training."



PURPOSE

Article titles are tricky and will require that you experiment to see what your audience is interested in. Different article types require different types of titles; is your article for SEO or viral, or specifically created for social media? While that must be taken into consideration when creating a title, there are some consistencies between the different content types. Here is how to create a general article title for anything you have.

EXAMPLE

We're going to continue with the example from the Cheatcode "How to Choose Article Keywords."

STEP BY STEP GUIDE

STEP 1: REFERENCE YOUR KEYWORDS

You wrote your article after finding the keywords, now it's time to name the sucker. For our example, the keywords are "kettlebell goblet squat" and "kettlebell training."

STEP 2: CONFIGURE THE KEYWORDS

If possible, combinations of the keyword phrases are ideal for the title. At the very least, you need to use your primary keyword phrase (kettlebell goblet squat). If you could work "kettlebell training" in there too, that would be awesome but isn't necessary. Here's the cheater way to do it:

Kettlebell Training: Kettlebell Goblet Squats

Not bad, but if we get rid of the "kettlebell training," we can create something more likely to be typed in by someone looking for instruction on the exercise. How's this:

How to do Kettlebell Goblet Squats Properly

Again, not too shabby, but still kind of generic and boring; let's add some spice.

STEP 3: ADD SOME SPICE

Adding spice could take away from your SEO-points, but in this case it will not. Challenging your reader is a good way to get them to click. Look at this:

You Are Doing Kettlebell Goblet Squats WRONG

Take that reader! You might get some blow back from this, but you'll also get more clicks, especially on social media. Just make sure the content is good. Here's another example:

Kettlebell Goblet Squats in 3 Easy Steps

It's all the same content, but each type will change who the interested reader will be. Try each style out to see what works.

QUICK TIP

Don't make the mistake of going too broad with your keywords or you will never get any kind of ranking. "Kettlebell" is not a keyword phrase, but "kettlebells for fighters" is. You have to be specific enough to set yourself apart from the general mass of content. The only way you will rank on broad phrases is if you have an entire section of your website dedicated to that keyword (and good SEO techniques).



PURPOSE

I've tried a variety of different email campaign platforms and I've always found that Mad Mimi is easiest to use. When you're trying to stay consistent with your promotions, ease of use should be a huge consideration. Mad Mimi allows you to quickly upload pics, drag and drop layouts, create opt-in forms, and input your social media links.

STEP BY STEP GUIDE

STEP 1: SET UP YOUR MAD MIMI ACCOUNT FOR FREE

Mad Mimi will allow you to set up an account and email up to 100 contacts for free. If you're just getting started, this is the perfect solution. If you have more than 100 contacts, you can set up an account for \$10 per month, 1,000 contacts for \$12, or 10,000 for \$42 per month.

STEP 2: UPLOAD YOUR EMAIL LIST

After logging in, click on the "Audience" tab, then click on the "Add Contacts" button on the right side. Paste your contacts into the corresponding field and name your list (I'd just call it "Newsletter" for now).

STEP 3: CREATE YOUR EMAIL

Click on the "Dashboard" tab, then click the "Compose!" button on the right side. On the right side you'll see an "Images" tab; in that box click "Browse" and upload your logo (preferably a rectangular version that includes your logo, company name, and slogan). Drag and drop the uploaded image into the header position. Next, upload an image from your most popular piece of content on your website. Use the "Text & Image" template button to create an article section. Drag your article picture into place, write the title of your article in the description box along with a short description of the piece and a "Read More" hyperlink underneath that. Be sure to link both the words "Read More" and the picture.

STEP 4: SEND!

That's it! Click the "Continue" button at the bottom of the screen, select your list and click "Continue," then input your name, email, and a subject line. Your subject should be a shortened version of the article within the email; never use the word "Newsletter" with the date as your email subject! Try to make it interesting. If the article is "5 Ways to Use Strength Training Exercises to Improve Injury Resistance," you might want to use a subject line like, "5 Ways Strength Training Make You Bulletproof."

STEP 5: IMPROVEMENTS FOR NEXT TIME

Steps 1 to 4 can be done in 30 minutes, but if you want to enhance your email for next time, I would go back into the account and add all of your social media links (just click "Social" on the top right) and improve your email template to match your branding using the "Themes" tab (next to the "Images" tab) when you compose your template. I would also try to include at least 3-4 articles or promotions to click.



PURPOSE

Do you need pro-grade pics for every single article you publish? No! Even so, your pics do need to be clear enough to support your content. Even if you have a business partner or friend to help you out, there will still be times when you might need to snap a picture of yourself. The following is a quick guide to make sure you get a good shot that doesn't look like you took it yourself.

STEP BY STEP GUIDE

STEP 1: FORGET ABOUT THE HANDHELD SELFIE & MIRRORS

There are very, very few cases where you'll be able to use a selfie or mirror shot for an article. The only exception I can think of is for a Transformation article where you took a before and after picture of yourself to prove that your techniques/diet/mindset/etc. helped you succeed. Even then, if you're serious about good content, you should set up the camera outside of the bathroom!

STEP 2: DOWNLOAD A TIMER APP & BUY A SMARTPHONE HOLDER

Rather than doing a handheld selfie, you should simply get a holder for your smart phone so you can set it up with a tripod. Simply go to www.CowboyStudio.com and search "smart phone" and you can buy one for \$5. Search "camera timer" in your smart phone app store to find a good timer.

STEP 3: GET THE RIGHT BACKGROUND & LIGHTING

Remember that every picture you take either adds or subtracts from your branding efforts. If you want to maximize your branding, you need to be consistent. One easy way to maintain consistency is to pick a background that you can use often. Ideally, the background won't be cluttered, it will feature a banner or decal with your logo, and have some of the color elements of your brand. In most cases, it will probably need to have a lot of lighting as well (preferably natural light, but that might be tough to find).

STEP 4: TAKE A BIG STEP BACK AND GET THE RIGHT ANGLE

In terms of pictures that will be useful for your content creation tasks, you'll need to get an angle that shows the correct form for the exercise or technique you're trying to demonstrate. While you could zoom in on your legs because it's a lower body exercise, I don't recommend it. Rather, you should always try to get a full body shot where your body fills the frame as much as possible. You can always crop the portion you want to zoom in on, but you can't zoom out on a image once it's made. You'll also want to exemplify the form aspects with the right angle. If you want to show how you should be avoiding lumbar flexion during a deep kettlebell front squat, you need to get a profile shot. If you're talking about how the kettlebell comes across your body during the Figure 8 exercise, you'll need a frontal shot. Think about what you're going to write prior to shooting the pic.

STEP 5: EDIT THE SHOT

Is there a chance that the shot that you take couldn't use any improvement through a photo editing application? Possibly, but in 99% of cases, it will need some work. Use PicMonkey.com to apply some effects.



PURPOSE

If you want to meet your goals, you need to know what they are in the first place. Saying that you want to make \$100,000 per year on affiliate marketing means nothing. You need to take that number and apply your historic performance to find out exactly how much traffic you need. If you don't have any historic results, meaning that you've made \$0 through the revenue stream you're planning on exploiting, you are not ready for this step. You need to prove you can make \$1, then you can start making projections. Until then, get to work.

EXAMPLE

If you wanted to increase your income from \$60,000 to \$120,000, here is how you would create a traffic objective. I used the visitor metric alone for this calculation.

RAW DATA

Annual Direct Website Revenue: \$60,000

Monthly Direct Website Revenue: \$5,000

Average Monthly Visitors: 7,000

CALCULATIONS

\$ per Visitor: \$0.71

PROJECTIONS

Total Monthly Visitors Necessary for \$120,000: 14,084

If you then factor in how much content you were creating per month (articles, videos, posts, etc.), you can then project how much content you'll need to create in order to meet this objective. This is just an estimate, but it will give you a clear goal that you can aim for.



HOW TO BRAND YOUR SOCIAL MEDIA CHANNELS

PURPOSE

Branding your social media channels is a great way to reinforce your image, especially when you're starting out. It's simple and free, and it will put your different platforms way ahead of your competitors. The trick is to follow the dimensional guidelines of each platform to make sure your image looks correct on each channel.

STEP BY STEP GUIDE

STEP 1: FIND OUT THE CORRECT DIMENSIONS FOR YOUR IMAGES

The following are the current dimensions of the icon and header images of each of the essential social media networks at the writing of this book:

NETWORK	ICON DIMENSIONS	HEADER DIMENSIONS
FACEBOOK	180px x 180px	851px x 315px
INSTAGRAM	110px x 110px	NA
TWITTER	400px x 400px	1,500px x 500px
YOUTUBE	800px 800px	2,560px x 1,440px
PINTEREST	165px x 165px	NA

The dimensions of icon and header images for your social media platforms change sometimes, but not to worry! Using this link you'll be able to always find the up to date information: <http://sproutsocial.com/insights/social-media-image-sizes-guide/>

STEP 2: USE PICMONKEY.COM TO CREATE YOUR GRAPHICS

Go to the PicMonkey.com homepage and click on the "Design" link. Upload a your logo and use the "CROP" and "RESIZE" functions of the "Basic Edits" menu to adjust the background to the proper pixel dimensions as listed in Step 1.

STEP 3: UPLOAD YOUR GRAPHICS TO YOUR SOCIAL NETWORKS

While each social media network has a slightly different process, most have an "Account" or "Preferences" link in the upper right hand corner that will give you access to make changes to your profile.

RESOURCES

PURPOSE	COMPANY	LINK
FREE ICONS	LUX REPO	WWW.UXREPO.COM
FREE FONTS	DAFONT	WWW.DAFONT.COM
EMAIL MARKETING PLATFORM	MAD MIMI	WWW.MADMIMI.COM
EMAIL MARKETING PLATFORM	MAIL CHIMP	WWW.MAILCHIMP.COM
CHEAP MARKETING MATERIAL PRINTING	PRINT PLACE	WWW.PRINTPLACE.COM
ARTICLE EDITORS	ODESK	WWW.ODESK.COM
CHEAP DESIGN SERVICES	FIVERR	WWW.FIVERR.COM
CHEAP STOCK PHOTOGRAPHY	DEPOSIT PHOTOS	WWW.DEPOSITPHOTOS.COM
WORDPRESS HOSTING & INSTALLATION	WP ENGINE	WWW.WPENGINE.COM
AFFILIATE MARKETING VENDOR	HYLETE	WWW.HYTELE.COM
SOCIAL MEDIA MANAGEMENT	SPROUT SOCIAL	WWW.SPROUTSOCIAL.COM
PHOTO & VIDEO LIGHTING EQUIPMENT	COWBOY STUDIO	WWW.COWBOYSTUDIO.COM
LOGO STINGS & OTHER GRAPHICS	GRAPHIC RIVER	WWW.GRAPHICRIVER.NET
CHEAP STOCK MUSIC	AUDIO JUNGLE	WWW.AUDIOJUNGLE.NET
WEBSITE STATISTICS	GOOGLE ANALYTICS	WWW.GOOGLE.COM/ANALYTICS
DESIGN SOFTWARE	ADOBE CREATIVE SUITE	WWW.ADOBE.COM
ONLINE GRAPHIC DESIGN	PIC MONKEY	WWW.PICMONKEY.COM
PROFESSIONAL VIDEO HOSTING	VIMEO	WWW.VIMEO.COM/PRO
SEO RESEARCH	GOOGLE ADWORDS	WWW.ADWORDS.GOOGLE.COM
T-SHIRT MOCK UPS	SNAPTEE	WWW.SNAPTEE.CO
TRADEMARK RESEARCH	USPTO	WWW.USPTO.GOV
AFFILIATE MARKETING VENDOR	CLICKBANK	WWW.CLICKBANK.COM