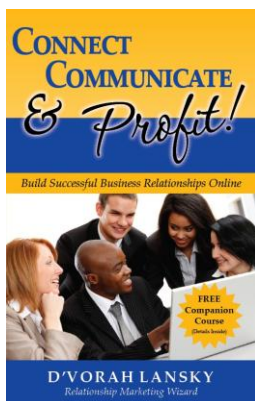




Connect, Communicate, and Profit

Build Successful Business Relationships Online



by D'vorah Lansky

*“The most important thing in any relationship is not
what you get, but what you give.”*

Eleanor Roosevelt

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Testimonials

“Let me make this simple. If you want to build a huge network of people who think about you, care about you, trust you and most importantly, refer you...but you only have a few minutes a day to do it, then you need to buy this book **today** and devour it. What more can I say?”

David Frey, CEO, Marketing Best Practices,
www.MarketingBestPractices.com

“If you want to profit from your people skills, D’vorah gives you a step-by-step roadmap to reach your goals through the power of relationships. Highly recommended!”

Noah St. John, Ph.D., No. 1 Bestselling author of
The Secret Code of Success,
www.SecretCodeBook.com

“From A-Z—articles to videos and everything in between—this book delivers on the tips and techniques with specific how-tos, clear instructions, and ideas for effectively communicating your messages authentically using relationship marketing. Packed with useful and valuable content, this is a definitive resource that you will refer to over and over again.”

Felicia J. Slattery, M.A., M.Ad.Ed., Author of
Cash in on Communication,
www.CommunicationTransformation.com

“D’vorah teaches the how to of ‘connecting’ and the how to of ‘profiting from your connections’ with passion, clarity and simplicity. Whatever your industry, whatever your walk of life, this book will prove to be a powerful tool for your success. Buy it now and profit from your investment.”

Rick Angel, Esq., Legal Advisor, Commercial Real Estate Transactions, Lecturer, and Author,
www.RickAngel.com

“Relationship building has always been critical in any business, but today it’s even more important because of the way we now communicate with one another. Text messages, social media, and email have digitized much of our social interaction, often leaving it cold, empty, and scattered. However, this book provides a wonderful roadmap for combining the speed of today’s communication with the effective relationship building methods of yesterday. This is a great book for any business owner looking to generate more sales, referrals, and connections in a given marketplace.”

Stu McLaren, Co-Founder, WishList Products,
www.WishListMember.com

“The next best thing to hiring D’vorah Lansky as your relationship marketing wizard is to read her book and apply her expertise to your business. Be prepared for explosive growth!”

Marge and Bruce Brown, Co-owners,
Quantum Results Coaching,
www.QuantumResultsCoaching.com

“Connect, Communicate, and Profit is a comprehensive book that walks you through a step-by-step, proven process to build successful business relationships online. D’vorah is a master, and I have personally benefitted from her vast knowledge and expertise.”

Marge Piccini, Founder and CEO of MVP & Company and co-author of *Incredible Business*,
www.MargePiccini.com

“D’vorah is indeed a ‘wizard’ when it comes to relationship marketing. In this book she shares with you the magic formula that has helped her to build a successful business by nurturing relationships.”

Reno Lovison, Author of
Turn Your Business Card Into Business,
www.BusinessCardToBusiness.com

“D’vorah Lansky really is the ‘wizard’ of relationship marketing! Her practical guidance in this book gives you more than a few strategies to apply to your own business; it gives you a whole new perspective on marketing. People are inundated with advertisements (traditional marketing) all day long. This book tells you how to make your business different enough (for you) to stand out and become the top go-to person for your product or business. And who couldn’t use customers that bring higher profits?”

Kristen J. Eckstein, Imagine! Studios, LLC, The Ultimate Book Coach, www.UltimateBookCoach.com

“D’vorah Lansky’s book is a must read if you have any interest in taking your business online. She shares fifteen years of learning in a concise and easy way to use. It’s so practical and provides action steps and resources all the way through to the end. Keep it on your computer desk and you’ll be referring to it again and again for its great ideas!”

Drew and Vicky Riggio, LaunchPad Coaching, LLC, www.LaunchPadCoaching.com

“The content provides a valuable survey of Internet marketing methods, offering a wealth of information and recommended resources. The material is very practical so you can start using it right away. The depth of content also offers plenty of room to grow, so that you continue to benefit from it as you evolve your skills.”

Joan Pagano, Author of *Strength Training for Women*, www.JoanPaganoFitness.com

“I find D’vorah’s content and teaching style so simple and “absorbable.” As a psychotherapist and an intuitive life coach, I tend to be extraordinarily right brained. I needed the lessons to build upon each other, which D’vorah’s content easily does. She is optimistic, full of belief in your skills, and the unique gift of each person. This shows in her writing style and also her personal contact. It doesn’t get much better than this!”

Sharon Massoth, LCSW, CPC,
Intuitive View Coaching,
www.SharonMassoth.com

“I found D’vorah’s programs extremely useful in helping me bring my businesses to the next level. The tremendous amount of information she provides on the use of Web sites, blogs, and social networking, as well as her proposals for the use of audio/video presentations as both educational and passive income-producing vehicles, are relevant, timely, and cutting edge for today’s businesses. There is substantial and significant content to her programs and most certainly countless valuable ideas for businesses of all kinds. I have followed through on many of her ideas and plan to go forward with even more, as I have seen growth in my businesses since those implementations.”

Dory Dzinski, LPC, NCC, Nationally Certified
Licensed Professional Counselor,
www.DoryDzinski.com

“This is a powerful book! I learned important Internet marketing strategies that were simple and free! D’vorah is an inspired teacher who delivers high content and high quality information. I highly recommend this book for solopreneurs who need to transition away from the ‘old school’ marketing techniques.”

Cheryl Jones-Reardon, MA, The Mindful Path,
www.TheMindfulPath.com

Foreword

If you wear the marketing hat in your company, then reading this book and taking action on what's inside could make the difference between thriving and merely surviving in the years ahead.

As you may have noticed, we are currently in the middle of a significant paradigm shift in the way customers and businesses interact.

Hang on to the old ways, and watch the inevitable decline of your business. Embrace the new methods of relationship marketing online, and position yourself for higher revenues and levels of profitability.

Never before have small business owners like you and I enjoyed such a level playing field when it comes to attracting customers.

Equipped with the strategies contained in this book, you can essentially eliminate the need for costly advertising methods that not only break the bank, but are becoming increasingly ineffective.

This is not a temporary, reversible trend. If you look closely you can easily see the writing on the wall.

- In 2010, Pepsi shocked the advertising universe by **not** advertising in the Super Bowl **for the first time in 23 years**. Instead, they're using online relationship building strategies to build greater loyalty and increase market share.

- The top 10 websites in the English speaking world are Google, Facebook, YouTube, Yahoo, Windows Live, Wikipedia, Blogger, MSN, Twitter, and WordPress (according to Alexa). All are based solely on the exchange of information in a customer-centered environment. In fact, **half of these** (Facebook, YouTube, Blogger, Twitter, and WordPress) **are completely based on information generated by users like you and me – for free!**
- A survey by the Nielsen Company in April 2009 asked more than 25,000 people from over 50 countries which forms of advertising they trust most. The categories that were scored as “*completely trust*” or “*somewhat trust*” may surprise you:
 - **Recommendations from people known: 90%**
 - **Consumer opinions posted online: 70%**
 - Brand (company-owned) websites: 70%
 - TV advertising: 62%
 - Newspaper advertising: 61%
 - Search engine results ads: 41%(Source: Nielsen.com)

So if consumer-driven research and word of mouth marketing are driving the information economy, how can the busy entrepreneur stand out in a noisy marketplace?

By becoming the obvious solution to the specific problems that customers face.

And that happens fastest through the consistent and strategic use of relationship marketing.

Like others, I'm sure you've heard about social media, personal branding, blogging, etc. But putting all the pieces together remains a struggle for so many. Why is it so difficult?

For one thing, many who attempt to master their own marketing while trying to run their business at the same time often suffer from "shiny object syndrome." Hopping from one magic bullet to the next, most fail to realize any real gains from this type of marketing because they lack these three important things:

- patience and persistence to finish what they start,
- clear steps to implement the different tactics,
- and a comprehensive integration of the essential elements of online marketing.

Connect, Communicate, and Profit gives you the last two of these components, as well as the confidence to supply your own patience and persistence.

Inside the following chapters, you'll find the same proven action steps successful professionals and entrepreneurs are using while their behind-the-times competitors hang on to obsolete and expensive forms of marketing.

More importantly, D'vorah makes it easy for you to implement these strategies.

Forget the arduous process of trial and error that your competition is relying on to figure it all out. D'vorah has done all the research for you, and provides you with the prioritized steps and cost-effective resources right here in this book.

Enjoy the journey!

Bob Jenkins, Author of *Take Action, Revise Later*,
www.BobTheTeacher.com

P.S. Let me know how you're putting D'vorah's strategies into action with a post to me (@BobTheTeacher) on Twitter!

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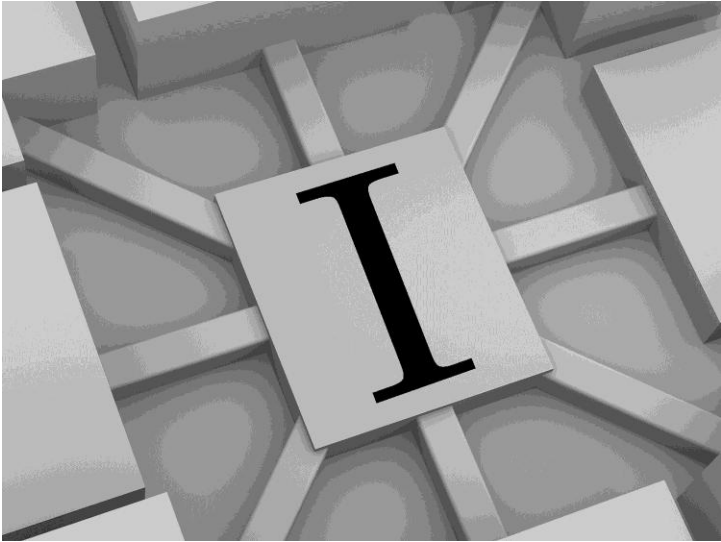
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Introduction

In today's busy world, where things move quickly and technology is king, it is essential to have a vibrant and interactive online presence. There are a variety of ways you can acquire the information and skill set to accomplish this. In *Connect, Communicate, and Profit* you will be presented with a comprehensive overview and related action steps to help you master key areas of Internet marketing.

This book is designed for small business professionals and entrepreneurs who want to market online or know that they need to be marketing online but aren't sure where to begin.

Ask yourself, do you want to:

- Get exposure for your business and your Web site?
- Learn the basics of social networking and understand how it can have a positive impact on your business?
- Develop and enhance your online presence and marketing campaigns?

If you answered “yes” to any of these questions, then this book is for you! After reading each chapter you will better understand the basics of Internet marketing and how to develop offline and online marketing techniques for the entrepreneur who wants to flourish in today’s Internet-driven business environment.

In *Connect, Communicate, and Profit*, you will be presented with the strategies and techniques needed to get you up to speed on the basics of Internet marketing and how to create a bridge between your online and offline networking and business-building practices.

It has been said that more of our message is conveyed via body language and vocal intonation than via the actual words that we use. In addition to in-person networking, there are many ways that you can share your voice intonation and presence with your online community. This can be primarily accomplished through audio and video technology. We will go into great detail about both of these areas in this book.

Connect, Communicate, and Profit presents several powerful and effective online relationship marketing strategies. We will discuss branding strategies, time management, blogging, social networking, in-person networking, greeting card marketing, developing a following and sharing your message via teleseminars, monetizing your expertise, and video marketing.

Whether you have a brick and mortar business or an online business, there are certain basic principles of relationship marketing that, when applied, will serve to help you grow your network, build awareness of your brand, and position yourself as an expert in your field.

Relationship marketing is focusing on building relationships with your prospects, clients, and your network with the intention of strengthening connections and “selling” **yourself**, not your products or services. Through relationship marketing you are presenting your authentic self and focusing on what you can do to be of help or service to others.

By developing a multi-pronged approach to networking that includes an integrated online and offline networking strategy, you will put yourself in front of more people and build relationships, alliances, and joint venture partnerships.

While this book will primarily focus on building business relationships online, we will be discussing key factors and tips for in-person networking as well. Nothing replaces the effectiveness and impact

created with in-person networking. Networking online is not meant to replace this traditional approach, but rather to enhance it. There is nothing like face-to-face interaction.

Why I Wrote This Book

When people find out about my professional experience and vast knowledge of Internet marketing, the most common comment I get is “Oh, we need to get together so you can teach me everything that you know.” For a while I did that, and then I realized that there is a great thirst for knowledge for Internet marketing and that I had an important message to deliver. Thus I developed a course called “Internet Marketing on a Shoestring.” By offering a course, I realized that I would be able to share this information with a wider audience and thus help them gain a working knowledge of Internet marketing. Writing a book is another way for me to share this important information with even more people.

Connect, Communicate, and Profit is the result of more than fifteen years’ experience in marketing online, along with an in-depth study of Internet marketing and in-person networking through my involvement with various Chambers of Commerce as well as BNI (Business Network International) groups. Over the past fifteen years I have spent thousands of hours learning and applying the techniques that I present in this book. I realize that the average business professional does not have this kind of time to devote to learning online marketing

strategies, but I am a person who loves to learn new things and wants to help others by sharing my knowledge so they can benefit from the information.

I love showing people how to connect online and build a deeper relationship with others in their local community so that when they see each other at local events, they will have a stronger bond and connection. This book is the result of that passion.

I know what it's like to invest hundreds of hours into learning specific aspects of Internet marketing and I realize that while most people don't have this kind of time to invest, they know that they need this information. In *Connect, Communicate, and Profit*, I will give you an overview of key Internet marketing strategies. I make it easy to understand each step, and follow with suggested action steps for each strategy. I designed these action steps to help you get up to speed on the foundation of these strategies. By reading and applying the information in this book and applying the suggested action steps, you will be able to develop a comprehensive online and offline relationship marketing strategy for your business.

What is Relationship Marketing?

If you were to Google the term “relationship marketing,” you would find a wide range of definitions. The same would hold true if you were to take a cross section of people who are actively involved in relationship marketing and ask them what they do. You would hear a slightly different

definition from each of them, because even though the concept has been around for centuries, relationship marketing is a new and budding field in today's business environment. The bottom line is that relationship marketing is about marketing second and building relationships first. People want to do business with people they know, like, and trust.

I was reminded of this recently when I was walking through a bookstore and overheard a conversation. Someone said, "I don't care how professional he is. If I don't like the guy, I'm not going to do business with him." That is the essence of relationship marketing.

Relationship marketing produces raving fans who refer you to other people without your even asking. It's about building a strong community of people, who come to see you as a go-to person because they know that you care about them and they know that you're knowledgeable. The reason you want to know about relationship marketing is because it's the key to growing your business. By building relationships with people, they're going to want to know you, they're going to want to refer you, and they're going to want to do business with you.

While it seems like common sense that this is how business should be done, this is not the norm. While "info-mercial" sales tactics may seem to work, you'll sell more products and services and increase your repeat customers and referrals by connecting with your market. People want to buy from people, not from a faceless corporation.

In order for people to get to know, like, and trust you, you need to find effective ways to connect with them and bring value to them, and thus begin to build a relationship with them. There are a variety of ways that you can build relationships, trust and credibility with your audience. First and foremost, become known as a “giver” and someone who cares about others.

The Oldest Form of Marketing on the Planet

To put relationship marketing in perspective with your own life, think back to when you have needed the services of a plumber or painter. Did you flip through the phone book and make a random phone call, or did you call someone you knew and ask for a referral to someone that person could highly recommend, someone they had a relationship with?

Doing business with people with whom we’ve built a relationship or with people who come highly recommended by people we have a relationship with is a big piece of relationship marketing.

There are many reasons to practice relationship marketing:

- Relationship marketing is more enjoyable than traditional marketing. By building relationships, you are building friendships and building your network.
- By helping people in your network, by referring them to others, and, when appropriate, being available to brainstorm

ideas with them, you will ensure that they're going to want to know you and potentially want to do business with you.

- Relationship marketing is the type of marketing that will not only bring more value to your business but will bring a sense of purpose to what you do.

Giving To Give

BNI, the world's largest referral organization, has a motto: "Givers Gain". Relationship marketing falls into this category. By giving to give, not giving to get or with thought of what you will gain, you become a valuable ally. Have you ever met people that you've come to admire and trust and, truth be told, it didn't matter what they were selling, you wanted to do business with them?

Relationship marketing is about reaching out and touching your potential client. As a small business owner or entrepreneur, you truly are the heart of your business. When potential clients come to know you on a personal level, they will consider you an ally and want to buy from you. To truly leverage relationship marketing to its full extent, you want to network in person as well as online and find a way to make a connection between the two. In the chapter on social networking and in-person networking, you will find several examples of how you can make this work.

Building Relationships with Greeting Card Marketing

People do not want to be sold, but they do want to buy. So why should they buy from you? People want to buy from people they like. You might buy a car one time from a person, but if that person doesn't keep in touch with you and let you know that they appreciate you, what's the likelihood of you buying another car from them?

On the other hand, what if that person sent you a card with a picture of you in front of your new car saying, "I hope you are enjoying your new car"? Or "Be sure to stop by for a free car wash when you are in the neighborhood"? What if they went on to keep in touch with you through the years and sent you a card on the anniversary of the date you purchased your car? This is relationship marketing. It's appreciating others, letting them know you care and making sure you come to mind when they have the need for your product or service.

Traditional marketing consists of newspaper ads, Yellow Page ads, even Internet ads or Google ads, but they don't have that personal touch. There are a lot of ways you can touch people. Sending a greeting card is just one of them, but it sets you apart in that people have something from you that is not trying to sell them something, but rather is an expression of your appreciation. By appreciating others you're going to grow your business.

When I moved to my new town in 2005, my back became sore from all the lifting and moving of boxes. I decided to treat myself to a massage. The first step I took was to reach for the Yellow Pages, since I was new in town and didn't have local friends to ask for a referral. I selected a local massage therapist and went to her for a massage. A few days later I received a beautiful card with lilacs on it. I opened it up and it said, "Thanks for coming by. Be sure to tell your friends and family where I am because I'll be happy to take care of them, too." That's what I remember from the card. I thought to myself, "What a wasted opportunity" and threw the card into the trash. I didn't care how pretty the cover was, since it seemed to be all about her wanting to grow her business with no apparent interest in or appreciation for me or my patronage.

What if, instead, that person had said something like this: "Thank you so much for taking the time to come and pamper yourself. It was a joy to meet you. The next time you would like some nurturing I would love to be able to offer you a massage. In fact, here's a coupon that you can enjoy on your next visit. I know you're new to town. If you have any questions or need any recommendations, give me a call. I'm happy to help."

A message like that would have demonstrated that she cared about me and appreciated my business. Instead her card gave the impression that she cared more about future sales than in developing relationships with her clients. Thus, I decided to find another massage therapist. I think a lot of business

is lost because people don't let their clients know that they truly care about them.

I'm the type of person who will go out of her way to connect with people, to help introduce them to others and bring them to events. When you build a relationship you're not just building a friendship, you're building trust. Once trust is built with someone, you can confidently refer business his or her way. You've built a relationship with someone you know will take good care of your friend or your family member. Thus, it becomes easy to refer them.

Traditional Direct Mail versus Heartfelt Appreciation

Let's talk about two different types of mailings that business people send out and you decide which type would be most effective. Ask yourself, are you sending give-to-give or give-to-get types of mailings to your clients? A give-to-get mailing is something that many professionals send out, thinking that they are touching their clients in a positive way. Here's an example: "Hi. I'm your local salesperson. Here is a recipe card for you to enjoy. I'm never too busy to take care of your referrals." Why would I want to send them referrals or want to do business with them? This type of card is not a card of appreciation that encourages relationship building. It is a give-to-get type of card. They gave me a recipe card, but they want to get my referrals. They haven't built credibility or trust. Why should I give them my referrals?

A give-to-give card could be from someone you met at a Chamber of Commerce event saying something like, “It was nice meeting you at the Chamber of Commerce networking event. I enjoyed our conversation and look forward to seeing you again soon.” That’s a give-to-give card. That type of heartfelt card would certainly get my attention. The sender is a person that I’d want to get to know better and who knows where that could lead. This could end up turning into business, a friendship, an introduction, or a warm entry the next time I go to an event.

So there’s a big difference between give-to-give and give-to-get. Before you send out an email or a card, stop and read it as if the message were addressed to you and pay attention to how it makes you feel.

I can’t stress enough how much effective marketing depends on relationships. Businesses that grow the quickest truly understand this concept. They focus on building the relationship and not on the sales or profits. So the bottom line is if you focus on relationships first, your business is going to grow so much faster than if you are only interested in making that sale.

The Essentials of Relationship Marketing Online

In today’s business environment you really need to be able to effectively combine online and offline marketing. Even if you are really good at one or the other, you need the combination of both.

The business professional who has a vibrant brick and mortar business but does not have a Web presence is creating a handicap for that business. The day of relying on the Yellow Pages and newspaper ads as the most effective way to bring in new clients is long gone. Your clients are likely turning to the Internet to do their initial research. If your business does not show up in their Google search, you are missing out on a lot of potential business.

At the same time, if you have an Internet-based business and you are not networking in person or doing anything to reach out through direct mail to thank and appreciate your clients, you are leaving a lot of money and potential repeat business on the table.

Even the savviest Internet marketers who have live events and online courses would benefit from keeping in touch with people through direct mail. In this way they will have the opportunity to stay at top of mind and get something in the hands of their prospects, clients, and networking contacts to let them know they care.

I remember the first time that I received something from an Internet marketer. I had purchased an online downloadable product and the person I purchased from sent me a DVD and a card in the mail. It caused me to sit up and take notice of this teacher and I wanted to know more about who he was and what other courses he might teach. This thought came into being because of how this teacher reached out to let me know that he cared and that

connecting with students and clients was important to him. I was so impressed that I started to visit his blog and keep up with him on the social networks.

Food for Thought

Just like in-person networking, building relationships with people online is not about trying to sell them “stuff.” Instead, sell them on “you” and create raving fans.

- As an example, think about the emails you get and the messages you get on the social networks. Which are the ones you read and which are the ones that you delete?
- How do you feel about the person whose list you signed up on, with the expectation of receiving informative content, along with product recommendations, and you discover that just about every email coming from that person is about them trying to sell you something?
- One of the best ways to become known, liked, and trusted is to become an authority in your field and find ways to share your knowledge and expertise with others.

As you apply these principles of relationship marketing and incorporate them into your online networking and business building strategies, you will be broadening the foundation of your business. In the following chapters I will present you with powerful online and offline relationship marketing techniques and strategies for growing your business.

At the end of each chapter you will find Action Steps that will allow you to apply the strategies discussed along with a list of resources mentioned in that chapter. In addition, at the end of this book you will find details about a free companion course that you'll receive as a thank-you gift for purchasing this book. In that course, I will show you how to connect, communicate, and profit by developing your online platform.

Take things one step at a time and you will be effectively marketing online in record time.

Here's to your success!

Dvora Lansky

About the Author



D'vorah Lansky, M.Ed.
Author, Educator, Coach

As a Relationship Marketing Wizard, I mentor business leaders and professionals across the globe to effectively and affordably market their businesses using online and offline relationship marketing strategies.

My work has appeared in *Chicken Soup for the Network Marketer's Soul*, *Corporate Mom Dropouts* and *Ignite Your Passion*. I am a professional network marketer and the executive producer of RelationshipMarketingCafe.com and TheBlogStation.com. I am an executive and top leader with SendOutCards. My independent distributorship can be found online at www.CardsYouRemember.com. Look for me on Twitter, Facebook, LinkedIn, and YouTube.

You can connect with me at:

- www.Twitter.com/marketingwizard
- www.Facebook.com/dvorah.lansky
- www.Linkedin.com/in/themarketingwizard

I've always been interested in technology and remember my first computer. It had a 40 megabyte—yes, you read that correctly, 40 megabyte—hard drive which we didn't think we

would ever fill up. When I first got started marketing online, it was back in the DOS days when you had to “disk park” to get your computer to turn off. I went from there to teaching myself how to build Web sites, program spreadsheets, and eventually build and design WordPress blogs. I built an international business where I connected and built relationships with people from around the globe. Back in those days I taught myself how to do all of this, as I was not aware of any courses being taught on these subjects.

I’ve gone on to continue my studies of Internet marketing. I’ve studied with some of the most successful Internet marketers in the world, including Armand Morin, Bob “the teacher” Jenkins, Connie Ragen Green, Dr. Jeanette Cates, Lon Naylor, Felicia Slattery, Nicole Dean, Andrew Lock, Frank Deardruff, Stu McLaren, and Tracy Childers.

What makes me unique as a marketer is that, in addition to my experience in Internet Marketing, I have been a leader in the network marketing industry for 15 years and have more than ten years’ experience with in-person networking. During that time I’ve been an active member and involved in various leadership positions in BNI, have participated in networking events with local Chambers of Commerce, and was a board member of our local DSWA (Direct Selling Women’s Alliance) chapter.

I love people and I mentor business professionals, both one-to-one and in small groups via my online private and group-coaching programs. I also have an

online radio show
(www.RelationshipMarketingCafe.com) and offer
teleseminars and online training programs
(www.AuthorsMarketingCircle.com).

When asked what my special gifts are, I reply
“seeing the best in people and loving them to
success.” The leadership position that I am in with
SendOutCards allows me the honor and privilege of
working with some of the kindest, most giving,
heart-centered individuals on the planet.

My dream is to continue to write books that provide
value and education and to exponentially grow my
business and my team. Someday soon, you’ll find me
writing from the balcony of my dream home, a beach
house on the coast of California.

Now that you have a clearer understanding of how
to grow your business and strengthen your
relationships via relationship marketing, take some
time to outline a plan of action. Each week, choose
one or two things to focus on and you will be amazed
at how your business and your connections will
grow.

I’d like to personally invite you to enjoy a free
companion course where you will be provided with
the opportunity to connect, communicate, and profit
through relationship marketing. Turn to the next
page for details.

Here’s to your success!

Dvora Lansky

Here's Your Free Companion Course:

Your First Seven Steps to Relationship Marketing Online

Congratulations, you now have the foundation for attaining relationship marketing success. Of the seven strategies that you've learned, blogging is the one strategy that my clients ask me to teach about the most. Thus, I've put together a seven part course to get you started with relationship marketing through your own blog.

Discover the secrets that some of the greatest sales people of all time have employed to create a loyal following, ongoing referrals, and customers for life.

Keeping in touch with your customers and prospects through an active blog will make them feel special and appreciated. This practice is one of the most powerful things you can do with regard to building business relationships.

If people know that the content they'll be receiving from you can help them to grow their businesses, they will make it a priority to read and listen to what you say.

Head over to the private member's area to gain immediate access to your course material.

Connect, Communicate, and Profit by Developing Your Online Platform

In this course I will take the mystery out of online relationship marketing through blogging.



You will learn how to:

1. Increase your visibility and gain exposure to new audiences with magnetic content.
2. Set up a professionally branded blog that promotes you as a leader in your field.
3. Discover ways to automate the functionality of your blog.
4. Make your blog easy to find with these search engine optimization secrets.
5. Engage your readers in conversations that lead to more referrals and sales.
6. Harness the power of popular Web sites to drive more traffic to your site.
7. Bring your offline clients into your online community.

**To access your free companion course, access
the special code at the back of
your purchased book.**

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