

The Social Entrepreneur

Get More Traffic, Attract More Clients & Make More Money Through Networking

By Pam Lawhorne

Do you know of someone who could benefit from this information? If so, please send them to www.pamlawhorne.com. There they will get my special report and audio for FREE along with all of my other resources once they sign up for my mailing list.

Thank you for helping me empower others!



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Your Time Is Now...

Dear Future Social Entrepreneur:

Thank you for signing up to receive my information. I am honored that you have allowed me to join you on your journey. Whether you're just starting your business, trying to clarify your niche or if you've been in business for several years and would like to find out how to use the internet to build your brand and expand your business - I'm going to share some things with you in this report that's going to change the way you do business online.

Would you be excited if I could show you how you can harness the power of the internet to generate more income by doing what you already know and love doing? What I'm going to share in this special report is how you can use the internet to generate more traffic to your website, attract more clients to your product or service and make more money than you ever imagined you would through social networking!

I'll also guarantee you that you're going to learn at **5 strategies** that you can immediately begin to implement that will help you start earning thousands of extra dollars per month in your business! After reading this report and listening to my audio, you'll have a clear understanding of how to use online marketing to increase your visibility, attract more clients and make more money using the powers of the internet and social networking.

And when you're done, you'll understand where to focus your energy so that you can maximize your results and prevent yourself from spending your valuable time on using outdated marketing strategies that no longer work. I have no doubt that this report will open your eyes to endless new possibilities, and if used correctly, it could dramatically increase your income while allowing you to work less.



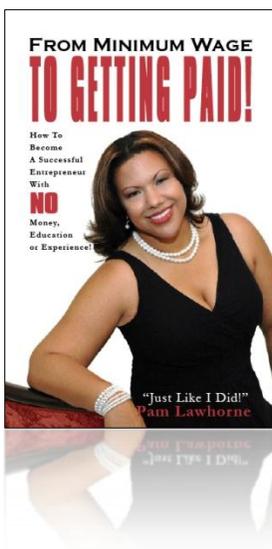
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A Little Info About Me...

My name is Pam Lawhorne and I am a online business coach and social networking specialist who teaches entrepreneurs how to increase their visibility, attract more clients and make more money using the powers of the internet and social networking.

I am the Chief Empowerment Officer of Empower U, Incorporated, a training and consulting firm that specializes in workshops, seminars and interactive coaching programs. My areas of expertise include online marketing, social media, entrepreneurship, small business start-up, business development and creative marketing.



I am the author of “From Minimum Wage To Getting Paid - How To Become A Successful Entrepreneur With No Money, Education Or Experience Just Like I Did!”

I am also a syndicated columnist who writes articles on empowerment, entrepreneurship, marketing as well as personal and business development.

Why Should You Trust Me...

I wasn't born with a silver spoon in my mouth. Actually, it was quite the opposite! I was raised, along with my three sisters, on the south side of Chicago by my mother who had some health issues and was on welfare. We lived in a small, two bedroom townhouse in a rough area of town where most of our friends were either on drugs, in gangs and selling drugs, and they eventually ended up dead or in jail.



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Me & My Children

By the time I was 16 years old, I had followed in mother's and sister's footsteps and had become a teenage mother. Poor, uneducated and with nowhere to turn, I got married at a young age and found myself in an abusive marriage. After a couple of years of dealing with the abuse, and having a second child I finally "woke up and took action" and did something that would forever change my life and that of my two children. With no money, no education and barely a roof over our heads, I took my kids and moved to a new city and started my first business. It was a huge risk but at the time I felt like I had no other choice.

I started a company where I matched real estate investors with home owners who were about to lose their properties. I ran my business out of my tiny two-bedroom apartment and from the front seat of my old Chevy Beretta. I had no budget and my clients mostly came from knocking on doors. But I was extremely determined and wanted to provide a better life for my children and most importantly I did not want to end up back on welfare.



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So I busted my butt and before I knew it my business began to grow, and grow and GROW... and from there I launched multiple companies which included a real estate investment firm, a mortgage company, a real estate sales firm, a marketing firm and then my training and consulting firm. Money literally seemed to be growing on trees... and life was good - no make that **GREAT!** And then in the blink of an eye everything changed and it was all gone!



My Home That I Lost To Foreclosure

I was at the height of my career. I lived in a big, beautiful 4500 sq ft home in an exclusive suburb outside of Charlotte, NC and along with my husband we owned and operated several multi-million dollar corporations. Then the mortgage and real estate industry collapsed and I lost everything! Well not exactly everything...



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I'm sure you remember... first the mortgage industry went under, then the real estate industry quickly followed then the entire economy took a nose dive! Before long I had lost everything and it was a horrible feeling! The businesses that I had spent so many years of my life building. My home, a bunch of investment properties, my life savings, all of the investments that I had spent years building - even my marriage fell apart! So when you hear me say "I'm no stranger to the difficulties that life can put in front of you"... know that I really and truly mean it!

But you know what? Even though it seemed like my world was falling apart I never stop believing in myself and my ability to bounce back. And most importantly... **I never lost my faith.**

What I learned from this experience is that my "traditional" business thought it made me a tremendous amount of money on a monthly basis; it also came with a huge amount of overhead. Plus it did provide me with any passive income and I quickly found out how horrible that can be because in my case, when the money stopped coming in everything pretty much collapsed right in front of my very eyes!

But it taught me a valuable lesson: even though I was self-employed... technically, I just worked for myself! The only difference was I was trading hours for dollars... but on a much higher level! Of course, that's all changed now! No longer do I have the stress or aggravation of overseeing a bunch of employees or dealing with mounds of paperwork, weekly payroll or monthly reports. Nope! Those days are over! Gone! Finite!

And I'd be lying if I told you I missed them! I've also come to the conclusion that the only way for me to truly have the time and financial freedom that I desire is by leveraging my time and energy more appropriately. I knew that over time I could create multiple streams of income for myself through my online businesses.



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The good thing is I walked away from this situation with a ton of knowledge and experience that I wouldn't trade for anything in the world! And furthermore, I am thankful for all of the opportunities I've had and all of the opportunities I have yet to receive! In the last 17+ years as an entrepreneur, I've learned so much offline that I can't believe how much of it how helped me succeed with my many businesses I run (from the comfort of my own home I might add) online.

I've taken that experience, and combined it with some trial and error, to come up with a streamlined system that I use to run my online businesses. And after many request and doing tons of consultations, I decided to compile this information because I quickly came to the realization that most people do not really know how to use social networking and online marketing to drive traffic to their online business.

Using my online marketing methods my clients typically see a significant increase in their traffic, ranking on both Google and [Alexa](#) and their following on the various social networks. So in this report I'm going to show you how to...

- set up your own "push button" traffic strategy for your business
- use article marketing to boost your traffic and your business
- implement link building to gain credibility and attract tons of traffic to your website
- properly use social networking to get more traffic and make more money
- use your blogging to get a ton of free traffic and new people to your website
- effectively use content marketing to get the desired resulted you want

I hope you enjoy it! ...



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Getting Started...

Website traffic, as you may know, is essential to your online marketing success. Without people visiting your website, nothing is going to happen and as a business owner I want you to succeed.

Ideally, whether you're just getting started or have been in business for a while, the goal is to generate a great return on your investment. That's why I'm going to focus showing you some free and low cost methods that you can use to generate online traffic. This will help you with getting more clients, and if you have a new business this will be especially helpful because in the beginning of a new business you typically don't often have a ton of money to spend on advertising and other, more expensive traffic generation tactics. And even if you've been in business for a while, why spend a bunch of money on getting traffic to your site when you can practically get it there for free? So let's jump in and get started!



Remember To Plan Your Traffic Strategy...

One of the biggest mistakes entrepreneurs make when trying to drive traffic to their website is the failure to plan.



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As with any business, even an online business - your number one task and responsibility is to have a plan for your business. Experts recommend spending at least 25% of your time planning. Everything from your finances to your traffic generation strategy should be planned accordingly.

Here are some of my top tips for what you need to consider when planning your traffic generation strategy:

- What are your traffic goals?
- What tactics are you going to use to achieve those goals? This is of course what we're talking about in this report.
- What is your budget if any?
- What goals do you have for each traffic tactic and how are you going to achieve them?
- How are your testing and tracking results?
- How will your tactics work together for maximum results?
- How often will you reassess, analyze and plan your strategy?

There isn't a right or wrong way to plan, what is important is that you do it. Having a plan will make sure you don't miss a step, make mistakes, or skip over a potentially effective traffic generation tactics. The real key more than anything is consistency!



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Traffic Tactic #1: Article Marketing

What is Article Marketing?

Article marketing is a simple and quite effective traffic generation strategy. The idea is to write articles and publish them on online article directories like ezines.com. The articles you publish will be on topics relevant to your niche business.

391,112 Expert Authors Sharing Their Best Articles

Submit your **high-quality, original** articles for more **exposure, credibility** and **traffic** back to your website.

[Start Your FREE MEMBERSHIP](#)

Article Categories

- Arts and Entertainment
- Automotive
- Book Reviews
- Business
- Cancer
- Communications
- Computers and Technology
- Finance
- Food and Drink
- Gaming
- Health and Fitness
- Home and Family
- Home Based Business
- Home Improvement
- Insurance
- Internet and Businesses Online
- Investing
- Kids and Teens
- Legal
- News and Society
- Pets
- Real Estate
- Recreation and Sports
- Reference and Education
- Relationships
- Self Improvement
- Shopping and Product Reviews
- Travel and Leisure
- Womens Interests
- Writing and Speaking

Ezine @articles

Google Custom Search

More Ways to Connect

New Expert Authors

- Monte from Branford, United States joined us 3 minutes ago
- Felipe from Bayonne, United States joined us 5 minutes ago
- Devaney from Wairoa, New Zealand joined us 6 minutes ago
- Vito from Avenel, United States joined us 7 minutes ago
- Roderick from Orange Park, United States joined us 7 minutes ago



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For example, if you have an internet business focused on natural treatments for diabetes then the articles you publish will all have something to do with natural treatments for diabetes.

This is important because the people who are reading your articles are prospects. You want to provide them with information relevant to your website topic because they're going to visit your website after they read your article. If your website is on a different topic then you have traffic coming to your site but it is traffic that is going to likely click away almost immediately. That doesn't do you any good.

How Article Marketing Works

When you write and publish an article on an article marketing directory you're actually accomplishing several things at once. You're first and foremost, driving traffic to your website. This is because not only will your article be available on the article directory for search engines to find and people to read, other website owners with similar topics can and will publish your article on their website.

When this happens you're now reaching a new group of people who will read your article and click through to your website. Now, we've mentioned clicking through to your website a few times and you may be wondering how this happens. Each article you publish will have at a minimum, an author's bio box at the bottom.



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This is where you include a little bit about yourself, a call to action and a link to your website. For example here is mine's:

Pam Lawhorne, an online business coach and social networking expert, helps entrepreneurs worldwide by teaching them how to use the internet and social media to attract more clients and make more money.

Get a free copy of her program “The Social Entrepreneur: Get More Traffic, Attract More Clients & Make More Money Through Networking” by visiting her site: <http://www.pamlawhorne.com>.

Some article directories also allow you to include embedded links within the body of your article. So article marketing enables you to build traffic in two very important ways. It creates links to your website, which in turn improves your SEO ranking and thus you receive more traffic from basic search engine searches.



It also improves your traffic because more people are coming across your content and clicking through to your website - you're reaching more people.



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Article marketing also helps boost your credibility as an expert in your niche topic. When you provide valuable information to people looking for a solution or answers, you become a trusted resource. Article marketing helps you achieve that goal.

How To Get The Job Done

The key to making the most of this traffic generation tactic is to write great articles. This means they're easy to read, offer a benefit and entice the reader to visit your site for more information.

There are a few key strategies to accomplishing this tactic well:

- Give your article an attention grabbing headline
- Use headings and subheadings to make your article easy to read. Headings and subheadings are also the ideal place to position your keywords.
- Focus on offering quality information. If you have trouble finding topics to write about, spend some time focusing on your prospect's problems. What would they want/need to know to solve those problems?
- Make sure to include a link to your website.
- Make sure to include a call to action.



- Focus on article directories that meet your needs. There are many large scale article directories and these are great to use. However, you may want to also look for article directories that cater to your industry.
- Always choose the appropriate category(s) when publishing your article.

What Does Article Marketing Cost?

For the most part, article marketing sites are free to publish your content on. This means the only real expense is the cost of creating the articles themselves. If you write the content yourself, then this is a completely free traffic tactic that will typically yield you some great results. If you choose to hire a writer to create the content for you, then you have the cost of the writer to consider. However, the return on investment is still quite wonderful.

Taking Your Article Marketing To The Next Level

An easy way to take your article marketing efforts to the next level is to publish your articles in newsletters, print publications and on other websites. This requires an additional step of finding relevant people and businesses interested in publishing your content. However, it can really give your efforts a boost and generate the credibility and traffic you're looking for.





Traffic Tactic #2: Link Building

What is Link Building?



Link building is the practice of generating incoming links to your website. Links are actually generated by using a number of tactics and I'll try to discuss as many of them as I possibly can here.

Link building often works as part of an integrated approach. For example, article marketing which was the first traffic tactic I discussed is actually a link building tactic as well because each website that publishes your articles is also creating a link back to your website.

How Link Building Works

Link building creates traffic in a number of ways. The first is that when you have a relevant and quality link coming into your website or web page, the search engines recognizes that link and then uses it to move you higher in the page rankings.



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The theory behind the search engine algorithms approach is that if your web page has a lot of quality links coming to it, then the page must be worthy of attention and therefore a higher page ranking.

Now notice I said “quality and relevant” incoming links. This means, and it’s quite important, that the websites linking to your web pages are in a relevant industry and are reputable websites. In general this isn’t a problem. The only mistake to make here is to register or create relationships with link farms. Link farms are websites that link to everyone and everything and thus devalue any link from them to you. Steer clear of sites such as these.

How to Get the Job Done

There are several ways to create incoming links. The first and perhaps the most significant way is to write such great content that people are motivated to share it with others by linking to it in their own content, on blogs and through their social networking interactions. Another term often used for this is “linkbait” because it works just like a worm on a hook.



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What makes great linkbait? Writing reviews, lists, tips and how to articles are all easily consumed online and offer an immediate value. Publishing this type of content on your website will typically generate you tons of traffic to your website.

You can also help improve the search engine ranking for specific pages on your site by linking them to other pages within your website too.

For example, if you're trying to generate traffic to your opt-in page, you can create links to that page by embedding links in content you publish on your website. There are actually different types of links and each has its own purpose.

The various types of links include:

Standard Link - A direct link which looks like a basic website address - www.yourwebsitehere.com.

Text Link - A link where the website address is embedded in the text. Used in your content, blog posts and articles.

Deep Link - A link to an internal web page, for example an article published on a website, rather than the home page.

One Way Link - A link that comes into your site from another website.

Reciprocal Link - A link that goes to a website where they also link to you.



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Business Directories & Linking

Another method for generating incoming links is to register with relevant and quality directories. For example, DMOZ, Google, and Yahoo are both great business directories to register with. They create incoming links from extremely reputable sources and listings are usually free. DMOZ, however doesn't accept all websites and the process can take some time. However, once you're registered, the information is shared with AOL Search, Google, Netscape Search, Yahoo Search, and hundreds of other sites. So it's well worth the time and effort.

What Does Linking And Directory Listings Cost?



This one is completely free. You can get upgrades listings with some business directories, however, unless this is one of your main marketing tactics, the extra expense may not be worth it.



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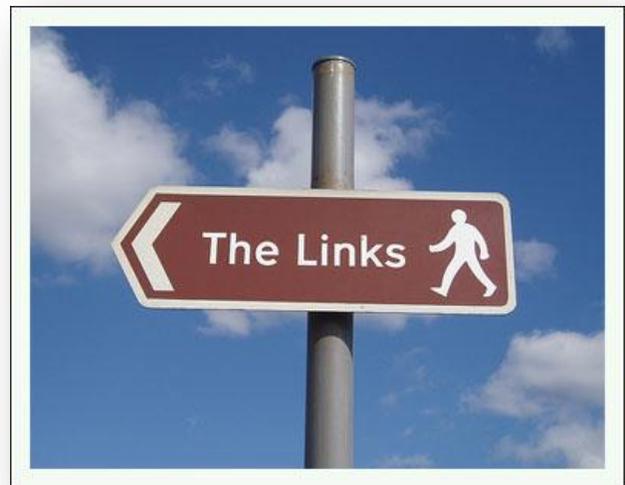
The goal is to generate quality and relevant links to your website. You can hire a webmaster or SEO expert to help you create a link generating strategy. However, it's also something you can manage yourself with a little advanced planning and a goal.

Taking Linking To The Next Level



Find out who's linking to your competition.

There are tools that can help you determine how many incoming links you have, and who they're from. You can also use some of these tools to find out who is linking to your competition.



The best way to really build incoming links is to bulk up your website with top-level content. When you're providing informative, entertaining and extremely valuable information, everyone and their cousin will start linking to you!



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We'll talk in the next few sections about how to integrate linking into other traffic tactics. In fact, I'll talk about Social Networking next and tell you how that provides you with more incoming links as well.



Traffic Tactic #3: Social Networking

What is Social Networking?



Social networking is the practice of connecting with other people on websites. While the main definition of social networking includes social networking sites like Twitter, Facebook and LinkedIn, there are actually many ways you can embrace online socializing outside of these sites.



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Most people don't realize it but interacting on industry blogs, forums and chat rooms is also considered social networking. Additionally, sites such as StumbleUpon, which is a bookmarking site, is also social networking because you're interacting with others to rate pages, subscribe to other Stumblers, and share content and information as well.

How Social Networking Works

The power of social networking is vast and your primary goal will be to use it to drive traffic to your website in order to build an audience and create awareness for your business. Social media sites and forums are fantastic for generating links to a website from relevant and reputable sites. And as I mentioned earlier, incoming links are a traffic generation tactic that works very well.

Social networking works in two primary ways. The first is that it allows you to create your own viral marketing campaign. This is done by creating a profile with a link to your website and "occasionally" publishing posts that link directly to your site. People will follow these links to your website and bam... all of a sudden you now have traffic! And often lots and lots of traffic! That's the great thing about social networking. One post on Twitter and thousands of people may see it, click on it and then visit your website. The potential for reach and exposure are beyond any other traffic tactic I can teach you!



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The second way is that social networking generates awareness of who you are and what you have to offer. If you put out the right messages, people will naturally visit your website to come and check you out to see what you're about.

To motivate linking to your site and thus visits to your site all you have to do is provide compelling and valuable content and publish it on your blog. Then tell others about it via social networking posts.

Teasers, questions and controversial statements are clicked on more often than "Check this out" type statements. However, test and track the posts that grab the most attention.



You can also motivate linking by using social networking badges on your web pages. For example, Twitter, Facebook, Digg, Del.icio.us and StumbleUpon, just to name a few, all have buttons or badges you can put on your web pages.



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When people like your content they can “tweet this” or “Stumble” them. Trust me when I say that it’s incredibly effective for generating traffic and links.

Outside of the social networking sites, there are other ways to get links back to your site and this can be accomplished when you post in a forum or leave a comment on someone’s blog.

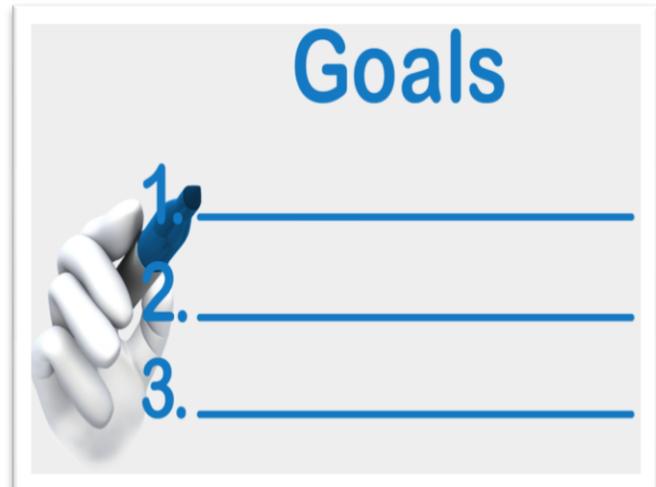
The way to do this is to create a profile or at least enter your name and URL before you comment on the blog. Doing so allows you to create a link to your website. You’d be surprised how many of the other people who make comments and the blog owner themselves actually click on your link and visit your website.

Another way to get links is by becoming active on industry forums. This is also a way to a wonderful way to build your personal brand awareness and show people what you have to offer. The key is to have valuable interactions. If you just leave, “thank you for the post” type comments, you won’t get much traffic to your site.



How To Get The Job Done

There are more social websites available to participate in than you likely have time for. The first step is to do some research. Create goals for your social networking efforts and compare sites based on how they'll help you achieve your goals.



You may look for things like number of daily visitors, how many people are in your industry, how easy is the site to use and so on. Register and create profiles one or two sites at the most. This way you can give each site your undivided attention. If you register with too many sites there's a real danger that you won't be able to give any your full attention and therefore won't achieve the traffic results you're looking for.

The next step is to actually connect with people and interact. Depending on the site you may want to invite people to be your friend and to follow people. If you're focusing on forums and commenting on blogs then this "friending" step can be skipped.



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Regardless of the site you choose to interact on, the key with building a community and website traffic is to become involved with others online. Offer value with your comments and yes, it's absolutely okay to post links to your website as long as they're mingled with interaction for the sake of contributing and interacting. Many marketers make the mistake of posting link after link to their website and the result is that they turn people off.

What Does Social Networking Cost?

Like the previous tactics, this one is absolutely free. The only potential expense is if you choose to hire someone to create a profile page for you. Twitter, Facebook, MySpace and some other sites offer this feature. However, you can generate tremendous traffic without having a customized profile page or fan page.



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Taking Social Networking To The Next Level

Once you've mastered the one or two social networking sites you've devoted your attention to, you can begin to add additional sites to your overall social networking strategy. Consider sites like StumbleUpon because it can easily be integrated with Twitter and Facebook so you can essentially create three posts with one keystroke.

You can also create a Fan page or upgrade your profile. However, the most beneficial way to take your social networking to the next levels is to spend more time networking. Begin to forge solid relationships with the power players in your industry. For example, if you're the owner of a cooking website, befriend Rachel Ray or Giada or another mainstream and extremely popular food personality.



Traffic Tactic #4: Blogging



What Is Blogging?

You're probably already familiar with blogging and blogs. It's essentially an online journal however, it's been embraced by businesses around the world as a valuable tool to build a brand and interact with customers and prospects.

Blogging originally started as a form of online diary. Due to the friendliness and usability of blogs, they were rapidly picked up as a tool by would be journalists to comment on the state of society, politics, sports and so on.

Marketers quickly saw the benefit of adding blogs to their business model and the blog has become one of the easiest and most commonly used marketing and communication tools available.



Blogs are now so popular that many corporations have full time bloggers that earn six figures working from their homes, their cars, or their favorite coffee shops. Even the largest companies in the world, like General Motors, blog to connect with and communicate with their audience.



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Blog is short for weblog which is a sequential; usually reverse chronological, series of postings. A post can be anything from a short paragraph meant to inspire to a 1000+ word essay on the topic of your choice. Don't worry if you're not a writer, blogs don't have to be strictly print content. Many new technologies have been developed to make audio and video blogging an easy addition to your blog.

How Blogging Works



Blogging works because it is naturally search engine friendly. Search engines are designed to crawl the web and look for new content. Each new blog post you publish is then crawled and indexed by the search engine spiders. This means, assuming you post often, that your blog is being indexed frequently.



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This increases your search engine page ranking which increases your traffic. The higher up you are on the search engine page rankings, the more traffic you get. People rarely scan past the first couple of pages of results so your goal is to make it to page one.

Blogs also motivate linking. People love to link to interesting, funny, valuable or controversial blog posts. They'll link to them from their own blog and they'll link to them from their social networking site of choice.

They also like to get involved and blogs cater to that by allowing comments. Stir up a controversy and you may find you have thousands of new visitors coming to your site and linking to it from their own website!

Blogs are used much like social media sites. They generate links to your website when you post interesting, funny and informative content. However, blogs differ slightly because you can keyword optimize your blog posts to boost search engine optimization. This of course boosts traffic too and by the way... search engines love blogs!

And there's a certain type of format that the search engines love more than any other kind and that's WordPress which is why most people, including myself, use them for their blog and/or their main website because they are SEO friendly and versatile!



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Now if you run your blog and website separately you can and should link your blog to your website. This will motivate people to click through and visit your website sales pages, opt-in pages and other pages you want to have high traffic results.

This linking can be accomplished by simply embedding links to your website where it feels natural and appropriate to do so. Of course, you can always include a call to action at the end of your post too. And don't forget your videos... you can embed links in them as well.

How To Get The Job Done

Optimizing blogs for the search engines is a straightforward and fairly systematic process. Search engines love blogs because of their ability to generate consistent and easily indexed content.



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Here's what you need to know to make the most of this particular traffic tactic:

Keywords

Optimize your blog domain name and your content for your niche keywords and keyword phrases. You can also tag and categorize your posts to help support keyword optimization.

Plug-ins

WordPress offers have a number of plug-ins to optimize your blog posts automatically. Other blogging platforms, like Blogger and TypePad, also have SEO tools you can use to optimize your blog.

Additionally, there are social networking plug-ins that makes it easy for your blog visitors to “Tweet” this, “Stumble” that, “Digg” or post on Facebook. Integrating your traffic tactics will help you use them to their full potential.

Content

Write or create content that inspires people to comment and to link to it. It doesn't have to be controversial to motivate people to get involved. Ask questions and offer valuable information.



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Formatting

Blog posts are generally meant to be consumed quickly. Audio and video messages should generally be kept to a few minutes and written content needs to be friendly on the eyes. Use headers and subheadings to break up ideas. Keep one idea per paragraph and keep your paragraphs short.

Use conversational language and don't forget to use lists and bullets where appropriate. Additionally, images help to make posts more attention grabbing and visually interesting. You can find stock photos online for a dollar and you can upload and post your own photos if you like.

Encourage Participation

Active blogs are well read blogs. To encourage participation and comments, ask questions. Controversial posts also encourage commenting, however you'll want to tread lightly here so you don't offend your readers.

Post Often

One of the best ways to grow your audience quickly is to post often. If you do not have the time to post on a regular basis, consider hiring a writer or adding guest writers to your blog so you don't have to do it alone.



What Does Blogging Cost?



Blogging is a low cost or no cost tool. Some platforms charge a fee however most of them are free. There are also a ton of wonderful and free blog templates that you can use in order to get the look and feel you want for your business.

That being said, it's often quite nice to have someone customize a template for you or create a blog template that fits your every need. This can cost anywhere from fifty dollars and go on up! So blogging can be free, cost you a little money or it can or it can be a bit expensive.

The good news is that you can change your blog template without losing any of your content and you can change it whenever you want to which means you can always start out with a free template and then have one customized for you when your budget allows.

Writing your blog content is also free unless you hire someone to write and post it for you. One way to get around the consistent content demand is to have guest bloggers.



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You can partner with other businesses in your industry and let them publish guest posts on your blog. It generates awareness for them and content and traffic for you.

Taking Your Blog To The Next Level

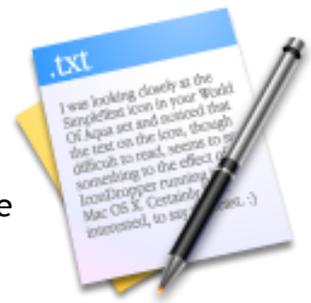
There's almost nothing you can't do with a blog. They're wonderful business building tools. This means once your blog is up and running, you'll want to create a plan to continue to grow it. This may involve changing your template as mentioned above or simply offering more content. Audio and video posts are also a great way to offer a variety of content if you've previously only offered written content.



Traffic Tactic #5: Content Marketing

What is Content Marketing?

Spend anytime online and you'll hear the phrase, "content is king." That's because content rules the internet! Anytime someone gets online, they're generally seeking out knowledge or in other words... content.



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They want information and that information can be in the form of articles, blog posts, gossip, data, audio or videos. It can be product information, how to information, news - you name it! But whatever it you call it it's still considered content.

As an online business owner, content will be what draws or drives people to your website. If your website is void of content, then you're not going to get much traffic and you're not going to keep visitors on your site for very long.

And search engines create their results based on the content you have on your website.

How Content Works

Content actually helps increase your website traffic in a number of ways. The first and perhaps the most important thing content accomplishes is that it helps you show up on the search engines. In fact, it's the only way you really can show up on the search engines. When your prospect does a search the search engines actually need something to compare. What they look at and "index" are your web pages and they're indexed and ranked based on the words on the page and the tagging.



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And remember, content doesn't have to be written content. It can be audio and video content as well. In fact, there's a growing trend amongst business owners to use video content to connect with their audience.

The second way content increases traffic is by linking. You can create an internal linking strategy to point the search engines to a few key pages thereby increasing their page ranking and generating more traffic. Plus quality content naturally motivates people to link to it. They'll link from their blogs, from their newsletters and websites and they'll link to your content in their social networking posts too! Links improve page ranking and they generate traffic.

How To Get The Job Done

The first step to creating an effective content strategy is to know the keywords people use to find your information. There are many useful keyword research tools. Some of them like the Google keywords tool are free while others charge a monthly subscription. You can and should also know what your competition is doing when it comes to keywords and stay on top of keyword trends as they relate to your industry.

Once you know your keywords, it's time to create a content strategy. This strategy will be based on two things, providing value to your audience by creating quality content and by appealing to the search engines so your audience can find you.



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For example, if you find that a popular keyword search phrase is “Type Two Diabetes Cures,” then you know you can create several articles, audio or video posts to address this search phrase and you know to use those keywords in your content. When positioning your keywords in an article or blog post you want to try to get them in the headline and first paragraph. Scatter them naturally throughout the body of the article and then try to also include them in the conclusion of the article.

When it comes to keywords, you want to steer clear of keyword stuffing. This is the practice of essentially stuffing your content with keywords. Not only does it make for an awful article, the search engine algorithms recognize the practice and penalize you for it. The goal when writing content is to write naturally and then go back and insert your keywords where they fit.

You will also want to use keywords naturally so they fit within the body of the article rather than making the article fit the keywords. This is accomplished by also using other words in the article that relate to the main keyword phrase. For example, “Curing diabetes” “Natural cures for diabetes,” “diabetes cures” and so on.

When using audio and video content, tag your content and if you’re using a host like YouTube, then make sure to also properly categorize the content. This will help with search engine optimization. On your website you can also optimize audio and video posts by creating a description and a title for the content. Search engines will recognize and index this content.



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What Does Keywords and Content Marketing Cost?



It's 100% free unless you hire someone to create the content. You may also want to seek help with the optimization of your website as it relates to adding keywords and tags to your website code.

This is a straightforward process however, and you're more than capable of managing it on your own.

Taking Keywords and Content Marketing To The Next Level

You can never have enough content so your basic content marketing strategy will be an ongoing one. Always strive to continue offering value to your website visitors.

And websites are now embracing what is called "User Generated Content." This is literally content created by your website visitors and it helps drive traffic and boost your search engine page ranking. Blog comments, article comments, rankings and reviews and even social media feeds allow you to incorporate user content into your SEO strategy.



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You see... it took me a while to perfect and then implement **my online business marketing system** but after some trial and error I finally got it right... and now I'd like to share it with you.

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