

# **DALFORT**

## **MEDIA**

### **ONLINE REPUTATION MANAGEMENT & BRANDING**

***Attract • Engage • Convert • Prosper***

Online Branding is the process of using written, audio and video content to position yourself as an expert in your field so that qualified prospects will seek you out and be ready and willing to pay the price you want to charge with little or no resistance.

Online Branding can take several forms:

- Articles
- Blog Posts
- Media Releases
- Web page audio and video messages
- Short videos posted to the various video sharing portals
- MP3 audio “podcasts”
- Teleseminars and webinars
- Online seminars, workshops and clinics
- Online video, MP3, CD, and DVD “how-to” programs
- Internet radio programs

The formats you choose will depend on your objectives and your budget.

Online Branding is important because in today’s digital world, it’s the consumers and business buyers that have the power, not the advertisers. Online Branding allows prospects to see and hear what you have to say in the comfort and privacy of their own environments. Online Branding positions you as an expert who can solve the problems of your target market.

When properly done, Online Branding pre-conditions and pre-sells qualified buyers of your product or service so that when they contact you, they will already believe you are the obvious choice to solve the problems they have. They will be more inclined to accept your price and terms with less justification and negotiation.

Imagine, now, how much more fun and financially rewarding your life will be when you and your business are recognized as the brand leader in your field! Online Branding can help you dominate your market!

What are the benefits of developing an Online Branding program?

- Online Branding is fast and easy to accomplish. It's possible to create and produce an Online Branding message in one business day.
- Online Branding conveys your personality and passion. Unlike static advertising, Online Branding messages can be a one-to-one communication – like one friend to another.
- Online Branding messages are easy and inexpensive to distribute. Once a message is produced, distribution can begin immediately using our proprietary syndication process. It's possible to see results in just a few hours to a few days.
- Online Branding is a preferred method of learning. Many busy people will not take the time to read sales materials but they will read short articles, blog posts, watch short videos or listen to podcasts on their MP3 or CD players. The easier you make it for people to consume your messages, the more likely they will be to buy from you.
- Online Branding messages can be packaged, bundled and even sold. Online Branding messages can be recycled, reformatted and re-purposed. They can be presented as a series, or combined to make an information product that can generate ongoing passive income.
- Online Branding messages can be updated easily. Today's digital editing software allows for changing or adding to content with ease.
- Online Branding creates cutting-edge perception of you. Since Online Branding is still in its early stages, your messages will position you as an innovative industry leader and cause qualified people to take a look at what you

offer first. Online Branding separates you from the crowd in a way that nothing else can.

What kinds of businesses would benefit from an Online Branding program?

You know how frustrating it is when you see, hear or read about other people in your industry – who are less qualified and experienced than you are – getting the recognition and money that should be going to you? Online Branding is for people who are ready to take immediate and consistent action to correct that. It's for businesses that want to dominate their industries.

Online Branding provides focused information about your abilities to deliver cost-effective solutions to the problems your target market has. Online Branding builds your reputation and image faster, easier and cheaper than any other form of promotion. What's more, Online Branding conveys your excitement and enthusiasm for what you do so that prospects will get a feel for your personality, business philosophy and ethics.

In other words, Online Branding separates you from the competition! Picture in your mind how nice it would be if your competitors weren't even on your prospects' radar screens. Online Branding helps you get more high-paying customers, clients or patients!

How are Online Branding messages consumed, meaning, where will people access them?

Online Branding outlets are everywhere. The foundation of our branding program is the submission of short-form videos to the various video sharing portals, like YouTube. We use several of these video sharing portals and we submit your videos to all these sites over a defined period of time, depending on how many you have.

These video submissions are specially encoded with the "money keywords" your target market is using to search for what you offer. It's not uncommon for videos to start showing up on money keyword searches almost immediately. And it's also very possible to get three or more links to your video on the first page of Google in a week or less.

We can also submit your audio MP3s to podcast sites, and we can submit both audio and video to social media sites, like Facebook, Twitter, LinkedIn, Technorati, and Delicious, just to name five of the most popular.

By the way, don't worry if you don't use these sites. Hundreds of millions of people DO use them every day to get information about products and services they want to buy. The key is to get the maximum exposure of your branding messages quickly and consistently. The more people that see your messages, the more buzz will develop and the more business you will do. It's that simple.

What should you say in your Online Branding messages and how long should they be?

We use a simple formula that makes it very easy to generate content. It's called the "ten-cubed" system, and it consists of:

- Ten questions and answers about your business similar to the FAQs you probably already have on your website.
- Ten additional questions and answers you wish your customers would ask that convey the hidden benefits and advantages of what you do – what we call SAQs, for "Should Ask Questions."

These FAQs and SAQs can run from 30 seconds to a couple of minutes.

Then we recommend doing a combination of the following for the third set of ten messages:

4-5 spokesperson videos including:

- A 1 to 3-minute video introduction for your home page.
- A 1 to 3-minute video that conveys the three main benefits of what you do and the main difference between you and your competition.
- A 30-second thank you message that plays after people sign up for your contact capture offer.

And then, depending on your business model, additional videos that could showcase your facility, your staff, your flagship product or service, or any area of your business that you want people to know about.

And then we recommend doing 4-6 customer, client or patient testimonial videos. Getting these is a lot easier than you might think using our "Magic Questions" formula that we will share with you when you become our client.

We can then extract the audio from the videos and turn it into MP3s for podcasts and CDs for physical distribution.

We can have the content transcribed and put into one or more PDFs for downloading or physical printing and distribution.

The beauty of this is, unlike traditional radio and television ads, there's no set time-frame you have to stick to. Your audio or video program should be long enough to convey your message, no more, and no less. If that's one minute and 17.5 seconds, so be it. It really doesn't matter.

Now you might be thinking that this is a lot of work and it's too technical.

Well it does take some work up-front but it's not that technical. If you have a video camera that outputs to a digital format, and you can set up a shooting location that has adequate lighting and is relatively quiet, that's all you need.

In fact, many of my clients shoot their own video using the Kodak "Zi"-series pocket camcorder.

This is a snappy little device that's about the size of a modern flat cell phone that has a built-in microphone, zoom and video monitor. I like this camcorder because it has an audio-in port that accepts a microphone mini-plug. This allows you to record from an external microphone to reduce ambient noise for better sound clarity.

The Zi has a memory card slot that you can access via your USB port. What could be easier!

The Zi works to record your FAQs, SAQs and spokesperson videos, and it's great for recording video testimonials. I carry my Zi with me wherever I go and I recommend that you do, too. You never know when a video opportunity – like getting a testimonial – might arise.

Another option is to hire a videographer to shoot your programs. You could spend thousands on a video production company but I've found that placing an ad on Craigslist can get you someone that can handle your needs for under \$500. Hungry wedding videographers are also a good source for getting your programs done.

What are the steps involved in creating an Online Branding message?

The first step is to create your core branding statement. This involves defining your target market and the main benefits of working with you, along with reasons why people should believe you will deliver as promised. And you need what I call an "only-one advantage." This is the most compelling and meaningful difference between you and your competition.

By the way, most business people and service professionals never take the time to develop a core branding statement – which is why most people will never achieve the success they seek. When you become my client, I will help you craft your core branding statement. And this ALONE can double or triple your sales and profits if you integrate it into your marketing mix.

Step 2 is to compile your FAQs and SAQs, along with what you want to say on your spokesperson videos.

Step 3 is to start getting video testimonials.

This might seem time-consuming or hard to do. Remember though, that you only have to do the bulk of it once. After it's produced and distributed, your Online Branding content will work tirelessly for your 24/7/365, and it will keep working for as long as it stays posted – which is usually indefinitely at this point.

And, your content can be recycled, reformatted and re-purposed so that it can be used again and again.

How can you monetize your Online Branding messages?

The main way is having people visit your website after seeing or hearing one of your branding messages. There they can take one or more of the four possible “most desired actions:” they can call you; visit your place of business; complete a web form for a special offer or more information, or they can buy something then and there if you have an e-commerce setup.

However, depending on your situation, you can repackage your content and sell it. This is called “information marketing” and it's one of the most profitable businesses anyone could be in. While an info-marketing discussion is beyond the scope of this book, suffice it to say, if information products are not part of your mix, you are leaving thousands – even millions of dollars on the table for someone else.

Once you become my client I can let you in on the secrets of info-marketing riches.

How much does an Online Branding program cost?

The main ingredient costs absolutely nothing – it’s simply your mental desire to go to higher and higher levels, along the commitment to take action. Then the cost depends on how much content you want to create and promote, and how often.

If you want to dominate your market, you should probably do the entire ten-cubed program of 30 videos. These would be produced and submitted over a three-month period.

If you want to be less aggressive, then you should probably do 10 to 15 FAQ videos and a home page spokesperson video.

And we also have a single-video quick-start program so you can see how it all works. Or we can put together a custom program for you.

All programs include converting your videos to post on your website. Additional fees may apply if you need help writing your FAQs, SAQs and spokesperson scripts; if your video needs editing, or if you need someone to post your video to your website. Remember, we do the submitting of your branding messages to the PR, article, blog, audio, video and social media sites.

There are two additional options if you are not comfortable going on camera.

One is to hire someone as a spokesperson for your messages. I have a production company I work with if you are in the Dallas area. If you are out of the area, I’ll be happy to advise you once you become my client.

Another option is to create – or have created – PowerPoint presentations and add narration, and then convert them to video.

I can have all or parts of this done for you for an additional fee depending on what you need.

By the way, you COULD do the submitting yourself if you have the time and expertise to do it. You’ll need to set up a unique profile at some 70 websites; you’ll need to optimize and submit your content to each site; and you’ll need to make sure your content is properly tagged so it will show up in search results. And you’ll have to do this every time you submit.

What’s the best way to get started?

The best way is to email me at:

support@DalfortMedia.com.

Include your phone number and the best time to call. I usually charge a \$250 consultation fee but if you include a copy of the receipt for this book in your email, I will waive that fee. Just put “I’m ready” in the subject of your email.

Or visit DalfortMedia.com.

Remember: 80% of success is just showing up and since you, dear reader, “showed up” so-to-speak to acquire and read this book, you are among that 80%. However, it’s the last 20% that will actually get you the success you want and deserve. So I urge you to take action today, while you’re thinking about it. And if you don’t get help from me please, get help somewhere.