



## Growing Your Business Using 3 Social Media Platforms

Ellen Rohr and [Don Crowther](#)

**Ellen:** That music means that it's Business Makeover 2014. Welcome back, it's our opportunity to make this our best year yet. You know what to do. Get centered, get present and take a deep breath. It takes new thoughts and new actions to get different results. I was inspired to put on this event because I want to make this my best year yet. How about you?

Today's guest is going to help us do that. He's got awesome experience when it comes to social media. My friend Don Crowther is going to be sharing how to get your business to the top of the search engines and grow your business using three social media platforms. That's kind of cool too, so that might narrow it down.

You might notice that I've been talking a lot about marketing in the Business Makeover 2014 event. Ultimately with your business if you want to grow it, it's going to take more calls and more people to do those calls. In the dirty jobs business, I call that more call and more texts. My friend Al Levy coined that term.

Let me introduce you to Don Crowther. He helps companies build their traffic, their sales and their profits online. As a leading Internet marketing and social media expert, consultant, trainer and speaker, Don has helped thousands of companies worldwide to increase the traffic to their sites, to build their social media presence and impact and to improve their website conversions.

I met Don when he was sitting next to me at an event. I like to go to events and learn new things and meet new people, and Don sat right next to me. As soon as he started talking, I recognized his Utah accent and I knew I had found a brother. Don, I'm so happy to have you here today.

**Don:** Thank you very much. I didn't realize I had a Utah accent.

**Ellen:** You have a Utah accent. Not everyone knows it, but when you're a Utahan like me, I thought I bet that guy's from Utah and you were. That was kind of what got our conversation going. I was really impressed with your story too. The motivation to create Business Makeover 2014 is all about makeover, quantum leap, turning your life around, and you told me a story about feminine products that just blew my mind.

I want you to tell that story and then I want you to also share maybe another breakthrough moment. If this was your breakthrough moment, go ahead and explore that, and if there was another significant salient moment in your life where you had to make a big shift or a big switch, I'd like to hear that from you too. Go ahead and jump right in.

**Don:** I didn't know I'd be telling this story.

**Ellen:** I forgot about it until I remembered that was like the first story that you told me when we met. I thought that's right.

**Don:** It's not usually the way I introduce myself to people.

**Ellen:** Are you okay with it?

**Don:** Yes, I'm fine.

**Ellen:** Can we start over?

**Don:** No, we're fine. I was going to the University of Virginia for my Master's degree, my MBA, and from there I got hired by this wonderful company called Kimberly-Clark. You know it as the people who make Huggies and toilet tissue.

**Ellen:** Napkins.

**Don:** Yes, all those cool things. So, my very first brand, my very first assignment and my very first day I walk in and I've been assigned to work on the New Freedom brand, which for the guys out there that's like Kotex.

**Ellen:** You didn't know we'd be talking about that, did you?

**Don:** Here I am. I walk in and I have no idea about this product. I don't know what is good about it, what is bad about it, what people like or what people don't like. I know nothing and it was one of the great blessings in my career because from my very, very first serious real job, from the very first day I had to learn how to research and find out what people really think and really know from their mindset, not from me projecting my thoughts upon them. That has made all the difference in the world.

**Ellen:** That is really interesting. I didn't even think of it that way. This is an area of expertise you just don't have, so you're forced not to become the go-to answer guy here.

**Don:** Yes.

**Ellen:** I love it.

**Don:** One of the beauties of all of this is that it helped me learn how to not commit the number one sin in marketing, which is projecting what you think on your customers as opposed to figuring out what they think and they want and then doing that.

I remember one time I was sitting in a room and the company. I was working for S.C. Johnson Wax. I was working on the Glade brand – plug-ins and all those things that make your house smell good. They had just hired a senior vice president from Procter & Gamble. He walked in the room. This is my very first time meeting him. He's there at a meeting with all of the Glade people.

We're all presenting our latest research and products that we're working on, and I am working on a product that is called Glade Neutralizer, which is a product that is sort of like what Oust is today that removes the odors; it doesn't just cover them up. I was working on that and he stopped me and he said Don, I'm going to kill this product. I said why? He said because people don't want to remove odors. People want to add fragrance to their house.

I said pause here just a minute. How many hours have you spent behind a two-way mirror watching people talk about the odors in their home? He said none. I said I've spent over 1,000 in

the last year. So, how many pages of research have you read about this? He said none. I said I've read a three-foot stack.

I went through that series of questions. As you can tell, I've never been very good with people skills. That's probably not the best way to meet your new boss, but what I was trying to teach him was that he was committing the number one sin in marketing. He was projecting what he thought upon the customer. Look what's happened since then. Now the Oust brand has come. S.C. Johnson didn't have a product...

**Ellen:** Febreze has that thing where they have the people in the stinky room and they want it neutral. In fact, one of their products has no scent whatsoever it just gets it to zero.

**Don:** Exactly, and that's what our product did, and he killed it. To this day, I sit back and say look at all that money that P&G has made. Look at all the money that's come out of S.C. Johnson's pocket because of that one foolish person who committed the number one sin in marketing.

**Ellen:** So you learned this because you're now faced with this feminine problem.

**Don:** Yes. It really helped in that process. Now I don't want to spend a lot of time talking about this. I'd like to bridge this to those who are looking to do a makeover in their business. Whether they're just trying to double it or triple it or fix something that's wrong in their business, I want you to start looking at what are the things where you're projecting your assumption on your customer.

Here's a good one. Your assumption is that your customer only calls during the daytime on working days. You want to have a life and so you shut down your business at night and go have a life. Well, guess what. Pipes burst at night. Kids get sick at night. All kinds of things happen.

**Ellen:** People are working during the day and they would rather not take the day off.

**Don:** You may have to shift your business and that's a really simplistic example. In my experience as I work with people, I consistently find one to three core errors in their thinking that are what are holding back their business.

**Ellen:** Let me ask this before we get into marketing. There are some basics of marketing or some rules of marketing or perhaps philosophies of marketing that go across all mediums of marketing. When you talk about market research, I almost roll my eyes, Don, because I've surveyed customers before. You said you watched them through two-way glass. That seems to make a little more sense.

**How can we find out in a real way, not in an awkward survey way, what our customers really want?**

**Don:** I will tell you the number one way to do that that will work for any company. What I want you to do is I want you to pick up the phone and call five of your customers every week.

**Ellen:** Now you're talking.

**Don:** Just say hey we did this project with you a while ago. I'm looking to build my business. Would you mind just spending a few minutes and give me some feedback? Then just have a conversation with them. What did you like? What did you not like? What are you really looking for in products like this, in services like this? What frustrates you about it? If I could do one thing that could change the experience that you either had or improve it or would like to have, what would

that one thing be? Those kinds of questions, if you do that five times a week, by the time you're two months into this you'll have a much better idea of what's really going on.

**Ellen:** Do you know what I love about this? What's the worst that can happen? You make a friend? You tell this person how much you love them? Thank you for calling us. What could possibly go wrong here? This is all good. I love this.

**Don:** I was talking to somebody a while ago and they were saying last I had a pipe burst, and he said here's what happened. When that pipe burst, I went to my phone and I found my plumber's thing and I called him. I didn't go to the Internet. I didn't go to the Yellow Pages. Do we even have those anymore? I found one in a drawer a while ago.

**Ellen:** I'm laughing because my 28-year-old son has never opened one. This is my benchmark anymore. Kids today, baby, they don't even know what they are.

**Don:** But the key is his pipe burst and he thought I need my plumber. Not I need a plumber. I need my plumber.

**Ellen:** We talk about that a lot. They want to find a guy. I know that sounds sexist. I want my person. We're looking for my person and we're actually happy to refer my person. You've got to try my guy.

**Don:** Yes, so think of your mind as a whole wall full of file cabinets. Every file drawer has a label on it. So plumber – when you open the drawer, you want to be the only folder in it.

**Ellen:** Nice visual. You own the real estate in that person's mind when it says name a plumber. Just to share this with you, once upon a time I was selling franchises. When you sell a conversion franchise, you're saying come onboard with us and we're going to take your daddy's name off the truck and we're going to put this new name on the truck.

People thought they had so much value in their truck, but when we did T.O.M.A. surveys or had the phone company at the time do T.O.M.A. surveys for us, 50% of all surveys across the country, when we asked could you name a plumber – not your plumber – they couldn't come up with a single name. There was nobody in the file cabinet. That means it's open, which is so exciting. There's so much opportunity in so many businesses. People don't have it locked up when they think they do. I guess that's just another reason to measure.

**Don:** Right and, by the way, to get to the topic of what we're supposed to be talking about here today, that's a great reason for search engine optimization and for social media.

**Ellen:** Can I thank you for keeping us on track today because I've been super shiny object? Let's dig into it.

**Don:** I'm going to pause here for just one second because I need to tell you one story that really answers the question we originally started off with. This is something that everyone needs to know if you want to do a makeover in your business.

Every year I take the week between Christmas and New Year's off. I have two things that I do during that time. Number one, I think about my business and number two, I play with my family. So, I was doing that and I looked at all my numbers and I realized that I was working 60 to 80 hours a week and I made X amount of dollars, and I wasn't happy with that number of dollars. I said alright, what can I do to fix that? I came up with the concept of I'm going to raise my prices, and I believe everyone should raise their prices every single year.

**Ellen:** I love it.

**Don:** I'm going to say that again. Every one of you should raise your prices every single year by five to eight percent. Hey, go to 12 if you want to. What I decided to do in this particular situation was to quadruple my prices.

**Ellen:** Good for you. Good on you. What happened?

**Don:** I was building websites for \$3,250 for a 30-page website. This was many years ago when I actually built websites, and I was struggling because everyone had a cousin that could do it for \$500. They'd say why should I do it with you for \$3,250 when I could have it done for \$500? I'd say okay go do that and then call me when it doesn't work. So, I quadrupled my price to \$13,250. If you would have called me on December 23<sup>rd</sup>, it was one price. If you called me on January 3<sup>rd</sup>, it was four times that amount. I spent two hours standing in front of the mirror practicing giving that price without smiling, without grimacing or doing anything else.

**Ellen:** Good.

**Don:** By the way, there's one other thing. I realized in doing that that I could lose three-fourths of my customers and make the same amount of money. I said I don't think I'd lose three-fourths of them; maybe I'll lose half and so I'll still make more money. At the end of the year, I looked at my numbers and I realized that during that year I had had exactly the same number of customers.

**Ellen:** What?

**Don:** So, I quadrupled my revenue. Here's the really cool thing. I worked fewer hours.

**Ellen:** Because now you could afford someone to help you?

**Don:** No, because I got better customers.

**Ellen:** Nice.

**Don:** Don't keep customers who are only looking for price, look at the world from a different set of eyes than people who recognize the value of the work that you're doing for them.

**Ellen:** You're speaking my language. I love this.

**Don:** They also refer you to other people more. What I ended up with was people who were paying me a lot of money for a website, referring me to other people who could also pay me a lot of money for websites – and by the way that was my beginning price. Some of these were \$20,000, \$30,000 and \$40,000 deals that I was doing. It was just considerably better. So, if I were to say one thing to your group of people that they should do besides what else we're going to talk about here it is, raise your prices. Double them, quadruple them.

**Ellen:** I like to say money buys options. You just have more options.

**Don:** Yes.

**Ellen:** I love it. Okay good. Thank you for that. You got us rolling and you also shared that really powerful practice of taking the end of the year – that's why we designed this Business Makeover for right now. I have always found that to be a very reflective time for me and for my clients. That

space between the holidays – Christmas and New Year’s – is one where you may wander into the office and say what am I doing with my life? What can I do to get back on track or find my joy again? So, thank you.

**Let’s talk about search engine optimization. It seems like every time you start to get this dialed in, the rules change. The way Google works changes. The way Facebook works changes. Give us kind of an update about what’s happening.**

**Don:** The important thing to understand here is that the search engines hate to be gamed.

**Ellen:** You mean they don’t want you to figure them out?

**Don:** Yes, they don’t want anyone to manipulate the results. If you think about it from the search engine’s point of view, Google makes its money by having someone say every time they need to find something, they go to Google and they see the ads and they hopefully click on those ads. So, if you have a bad experience going to Google, then you might turn to this other thing called Bing, which no one really knows about, or this other thing called Yahoo!, which some people actually still do.

Google keeps their market share by having people have a happy experience every time they come to Google, and that happy experience is when they click on it they get the answer to what they’re looking for. If people are able to manipulate the results, then when they click on it they go to someone else’s idea of what a good thing is as opposed to the consumer’s idea of what a good thing is and that’s bad.

What Google does is:

1. They are constantly working to remove the ability to manipulate their system.
2. They don’t tell you what they’re doing.

The reason why is because if they tell you, then people will figure it out and manipulate the system.

1. Google employs more Ph.D.’s than any other company in the world, including NASA.

All those PhD’s are sitting around doing stuff and one of the things they do is they go find people who have been able to successfully manipulate the system, and they design systems into their algorithms which prevent people from doing that.

I will tell you that any time you get an email that says we just discovered the secret to getting to the top of Google, run away because what ends up happening is those people will get punished. If you have a “secret” to getting to the top of Google, then you will get punished. You may have a little bit of time where it works while they’re collecting data about you before they kill you, but you will get killed.

I have a very good friend who is running a multimillion dollar business based upon his first-page placement in Google, and one day he was no longer in Google at all and his business went from multimillions to less than \$100,000.

**Ellen:** Can we dig a little deeper on this, because I know it happens. I see people put up on their Facebook or send out an email. It’s like they get turned into a pariah. They get

**banished. It's happened to me before. You don't even know what you did. Tell us a little bit about how that happens and what to do if it happens.**

**Don:** How it happens is you violate some rule, or some rule was violated on your behalf. Here's the challenge. You don't even know what those rules are. It's like driving in Upper Slobovia. They've got different driving laws and they don't tell you what they are until the policeman pulls you over.

In this case, that's exactly what happens. When you go out and hire an SEO firm – you know those ones that advertise and say we noticed that you're not on the top of Google for this term, we'll fix that for you – most of the time the way they fix that for you is something that will destroy your rankings in Google at some point in the future.

**Ellen:** I did not know this.

**Don:** Even the top ones. Look what happened to JCPenney in December 2012, I believe. Google discovered that JCPenney was manipulating the results and JCPenney dropped out of the results, part of their slide that ended up in firing CEO's and things like that.

**Ellen:** I knew there was a new revamp of their brand and their site and everything, but I did not realize that this was all part of it. So, if I went to search a neon pink dress, JCPenney who has neon pink dresses is no longer going to play and that could be devastating to that company.

**Don:** And it was.

**Ellen:** Or mine, or yours; okay I get it. This makes me a little nervous.

**What do you do if it happens? This can happen if you don't know the rules, so now what? Facebook, Google – how do you get back in?**

**Don:** Unfortunately in most cases you cannot appeal.

**Ellen:** I'm slitting my wrists now. Come on, help!

**Don:** Let me give you one example of a place where you can appeal it. Let's say for example that you have put up some videos on YouTube – which I strongly recommend that you do – and you actually make a mistake in that process and you do something that violates their rules. Realize that YouTube is owned by Google, so it's the same kind of thing going on here.

Then all the sudden they kill your account or they kill that particular video and don't let it show or something like that. What can you do in those kinds of situations? The first thing that you can do is if you Google the error that they gave you – whatever it is when you look at your thing and maybe a video is not showing or something like that or they send you something that says you've got a copyright violation.

I'll give you a very typical example. You cannot use music from anyplace in a YouTube video. Some people say oh I've got this cool thing and I'll just put this little introduction thing in and I'll just take that off my iPod and put it in there. That's a violation of copyright.

**Ellen:** So, that sexy music like we have on Instant Teleseminar, there is some royalty-free music that's available and I'm using the one that came with Instant Teleseminar, as opposed to loading my own.

**Don:** There is some royalty-free and you can use that, but you better make sure that you're really buying royalty-free music. You can't do this thing where you just jump into your iPod and grab something.

**Ellen:** You can't do that. Okay, gotcha.

**Don:** Let's say you've got that violation. You look at it and you say wait a minute, this is royalty-free music, I can use this. Then Google copyright violate, YouTube copyright violation appeal and there is a page that will come up and a way that you can then send them a message that says hey here's this video, this is royalty-free music, it's okay. Hopefully that will generate a reconsideration.

**Ellen:** If you're not super attached to that video, can you write them back and say – like hat in hand – I'm going to take it down.

**Don:** Or just take it down.

**Ellen:** Or just take it down, but then you still have to go through the appeal process.

**Don:** Right.

**Ellen:** Just to kind of wrap up – and this is kind of a scary thing but we haven't addressed it yet in our Business Makeover conversation, so I think this is really great. If it does happen, you can search for the appeals process and follow through with the appeals process, but the bottom line is it's like you're going to talk to the Godfather with Google. You're not going to go chin-to-chin with them and get them to back down, are you?

**Don:** Right. Don't go yell at them. That's the stupidest thing you can do is tell them how much they've ruined your business and how they're evil and scream at them. You get more flies with honey than vinegar. Be really nice and be really apologetic – I don't know what I did wrong, I'm totally willing to fix whatever it is, please give me another chance – that kind of message.

**Ellen:** Will they usually alert you or do you just find out? I think you could get alerted and it could end up in your junk mail. I get thousands of junk mail a day, or mail that I suppose is junk. I could see something like that going racing by. So, you can find the appeal process, hat in hand, be kind, it's better to be rich than to be right here. Just go and get your site back up, according to whatever rules they lay out for you.

**Don:** Yes.

**Ellen:** That sounds good. We've learned that there are some traditional ways that don't work, like you're going to see those emails, don't fall for it, there isn't just one way, there isn't an algorithm that if you use you're going to be at the top.

**What are some things that you can do where you can get to the top and stay at the top that aren't going to get you busted?**

**Don:** Now we're talking. What I'm going to tell you here are several techniques that really truly work, that are not manipulating the system. What Google likes is great content that helps the people to achieve their objectives. That's what they're looking for.

→ If you really want to succeed in getting your pages and your sites to the top of Google, write and produce great content on a regular basis.



→ The number one thing that you can do in order to do that is to have a blog and write good stuff in it on a regular basis.

**Ellen:** So, blog like WordPress or Blogger. Find a canned package.

**Don:** I'm going to get really specific with you.

**Ellen:** We love that.

**Don:** What you should do is put a WordPress blog on your site. You don't want to use Blogger. You don't want to use any of those outside things you want to use WordPress, and you don't want to use [WordPress.com](http://WordPress.com) because that's all hosted on WordPress servers. You want to actually put WordPress – it's free – on your site so that your URL for your blog is [YourSite.com/blog](http://YourSite.com/blog). That's very important. That way all the search engine juice, all the search engine searches, all the links that come to it and everything that happens is working on behalf of your blog, not WordPress's blog.

**Ellen:** I love that. That's how ours was. Thanks, John. John has done a lot of good things for us. Our whole site is actually a WordPress site, I guess. We built our site around that format.

**Don:** This is very easy to do. If you don't know how to do this and you're not a technical person, that's just fine. Here's what I want you to do. I want you to go to [Fiverr.com](http://Fiverr.com). Up in the right-hand corner there's a search box. Put in WordPress. When it comes up, there are people who are willing to install a WordPress blog on your site for five bucks.

**Ellen:** [Fiverr.com](http://Fiverr.com) is pretty cool, isn't it?

**Don:** Yes. Pay them five bucks. Get it installed. Then turn around and find someone else who's willing to put a really cool looking theme to make it look nice on your WordPress blog for five bucks.

**Ellen:** So, at [Fiverr.com](http://Fiverr.com), everything you do, someone has said somewhere I'll do it for five bucks. Is it a loss leader for them? Is that why people do it?

**Don:** Yes. Some people are just doing it to earn five bucks. Other people are doing it to try to introduce themselves to you so that they can then work with you more in the future.

**Ellen:** Cool.

**Don:** Then after you get done with that, go change all your passwords.

**Ellen:** A great tip because otherwise we don't know who that other guy is for five bucks. For five bucks, they'll do this one thing and then boom we're done, thank you, change password.

**Don:** Yes.

**Ellen:** I love that.

**Don:** Then start writing blog posts. Now I'm going to tell you the ideal and then I'm going to tell you what's acceptable.

**Ellen:** I love that.

**Don:** The ideal is to write a blog post every day. You say but I'm a plumber. What am I going to write about in a blog post every day? I'm just telling you this is what works the best in terms of getting to the top of the search engines, building relationships of trust and caring with your audience, and building sales.

I have a friend who I had this whole conversation with and this person said I can't do this because I don't have enough hours in the day. I said why are you sleeping so much? This person said okay. They now get up an hour earlier every single day, they write a blog post and post it and share it on social media.

**Ellen:** When I was talking to Lena – another one of our marketing experts for Business Makeover 2014 – she is my Facebook friend and I was starting to whine. I'm not a big whiner, but I was saying how do you find the time? She said I saw you reposting that cat video, so don't tell me you don't have time to do it. I was busted.

**Don:** You may not like what I just said.

**Ellen:** No, I hear you.

**Don:** I'll tell you if you want to make more money in 2014, do what I just said.

**Ellen: It landed. What else have you got? We have 20 minutes. We're going to go boom, boom, boom, content. I'm not going to interrupt you except to tell you how much I love it. So, what can we do now?**

**Don:** If you absolutely have to, you can do it three times a week or once a week, but don't ever go past a week without making a blog post. Once you post that, the number one thing that I want you to do right after that is to go to Google+ and post a link to it there.

I just opened a whole can of worms because people say what's Google+? People say how do you post a link? Let me just tell you real quick. Type in [Google.com](http://Google.com) on your computer, and up in the right-hand corner if there is a picture of you and there are some things like plus your name or gmail images, then you're logged into Google and that's exactly what you want.

What you do is you go over to that left one where it says plus your name, and click on that. You're now in Google+. I'll tell you in a minute what to do if that's not there. When you click on that, it comes up with a box and says share what's new. Let's say you run Zoom Drain & Sewer. You go in there and you write how to fix a clogged drain. Hit return. Cool article on five steps to fix a clogged drain. Hit return, URL, the blog post. Then click share.

You now have just posted that to Google+. It takes literally two minutes to do. Why in the world would you want to do this? First off, Google+ has a whole lot of people who follow it, but that's not the important reason because frankly Google+ is pretty much a ghost town. There are not a lot of people there.

**Ellen:** I think I share like eight circles or something. I know that I'm kind of connected but I never go here. You're not the first person to say this. Linda was saying that Google+ is the one to pay attention to. Lena mentioned it too. This is the one though. This is the sleeping giant, isn't it?

**Don:** Yes and the reason why it's a sleeping giant is because it does far more than just communicating via social media like Facebook. What it also does is it alerts Google that there is

something new on your blog, and Google sends its little search engine spider to your blog, spiders it and puts it in their index.

**Ellen:** When you upload this link to Google+, do you put the link in or just the words that will get them to the link?

**Don:** You put the whole link in starting with http://. You put that in there and then that puts that link onto Google+ and it sends Google's little spider. I have watched my logs and when I do that, within five minutes virtually every time Google's spider shows up, grabs that page and goes out and spiders it.

**Ellen:** I'm going to ask you a lazy man's question. If I put a blog up this week, last week and the week before but I hadn't connected them, does it help to go back and do it maybe a day or two at a time, not manipulatively but let's say I never did post it here? Can you use an older blog to make this happen?

**Don:** Absolutely.

**Ellen:** I like it. Good answer.

**Don:** That's an important thing to do. In addition to that, one of the things that Google does is it uses Google+ as part of its ranking algorithm. The thing that used to determine who gets to the top of the search engines, one of those is Google+. If you can get people to plus one you on Google, that's really good.

One of the things you're going to want to do is put one of those little things at the top and at the bottom that says like me on Facebook, Pin this, Plus one and those kinds of things. Just Google the term social media add-on WordPress plug-in.

**Ellen:** So, this is where on your blog you might already have something that says Facebook, like it, LinkedIn, Shared it, Twitter. You want to make sure you've got Google+ and those other items lined up there next to your blog – the Tweet button and maybe Pinterest.

**Don:** Yes and the reason why you're doing that is that people do what they're told to do. If you don't tell them to do it, they're not going to do it.

**Ellen:** And if it's that easy, I'll do it. I mean I Like a lot of things. If it's right there, that's a way that I can participate that's really fun and easy for me. If someone wrote a great blog, I'll like it.

**Don:** Right and that gets into another piece, which is the links on social media contribute to your rankings in the search engines, so you want people to be doing things like Liking you and all those things we just talked about. In addition to that, you want people to be posting comments on your blog posts. You want them to be making comments about your blog post on their blog posts. You want all of those linking to you through their blog posts.

Here's one of the main things that really works. You write a great post. I see your post, Ellen, and I say hey here's a cool post by Ellen that talks about this, and then I link to it. Then here's what I say. She did a great job but there's one key thing that she left out. Then I write something else on top of that and add value to that equation.

**Ellen:** So, again a lazy man's question. Suppose I'm blogging once a week. I can maybe add to the effectiveness by putting it on Google+ and reposting it to my other social media, but then I might find someone else's blog and plus theirs.

**Don:** Yes. The really important thing in social media is you don't want to only be linking to your site from social media. You want to link to lots of sites. People say wait a minute aren't I promoting your competition?

One day I was having a conversation with a chiropractor in Racine, Wisconsin and he asked me that question. He said I just found a great chiropractic article from a chiropractor in New York City. He said isn't that my competition? I said excuse me, how many people do you know who are bending over in pain, who climb on a plane, fly to New York City, get an adjustment and come home? They are not your competition.

**Ellen:** Well put, and isn't there plenty to go around? Could you really do everybody's back? No.

**Don:** I believe that there is no such thing as a competitor; there's only a partner who hasn't figured it out yet.

**Ellen:** That is so tweetable.

**Don:** When you start working with that particular attitude, you will start creating partnerships with your "competitors" that can do amazing things.

**Ellen:** I'm going to just talk to my people here for a minute because one of my favorite ways to grow a plumbing company is through acquisition. People come and go. We call it the D's – death, disaster, debt, disability, death. Those things change. People's situations change.

If you are friendly with your competitors, at the point where they're ready to transition their company, you're going to be the inevitable choice because at some point we all are. I love this. There's no competition, only partners who haven't figured it out yet. If you approach your competition like that, this is just such a lovely kind way to grow your business. Nice job, Don. Do you want to wrap up with blogging? I want to get to video.

**Don:** There's a key thing about blogging that is video. This is a really important point here for just a moment. I'm going to make a statement here, which is the other thing I would do if I wanted to make more money in 2014 – and I do and I assume that everyone else on this call does – is I would make sure that at least once a week I produced a video and I put it up on YouTube, and I'd post it to my blog. Let's go back to Zoom Drain and how to fix a clogged drain.

**Ellen:** Okay how to do it yourself. When to do it yourself and when to call the pros.

**Don:** So, you've written a blog post. Now here's what I want you to do. I want you to grab your video camera. You say but wait a minute. I don't have a video camera. Yes you do. You have one in your pocket right now.

**Ellen:** My phone.

**Don:** Your phone. I want you to take that phone, click on the camera, turn it to video mode, point it at yourself and press play. Say hi this is Ellen from Zoom Drain. One of the questions that I am most frequently asked is how to tell whether I can fix the clogged drain or whether I need to call in a professional. Let me answer that question. Answer that question and then end with if you'd like more information on our services, call here and go here – and give your website address. Then turn it off. Do you think that you have the capability of doing that video without having a teleprompter or a script?

**Ellen:** I so love this. We don't have to have the full Barbara Walters filter, makeup, and lighting.

**Don:** Exactly and when you point that camera at yourself, if you follow the formula of here's who I am, here's a question that I'm frequently asked, answer the question and then tell people where to get more information – that formula right there will get you so comfortable with video that you're going to come to love video. Secondly, it gives your customers exactly what they want because you're answering the questions they have.

**Ellen:** While we're talking, I just committed on Outlook in a recurring appointment twice a week. I can do this twice a week – video. Who am I? Ask a question, answer it, here's more, boom.

**Don:** That's exactly right.

**Ellen:** I'm screwing around. I'm wasting time watching cat videos, Don. I'm over it.

**Don:** You know what. Cat videos really aren't all that funny. Here's the thing that I want you to do. Get over whatever is holding you back. Notice I didn't say go out and buy a fancy camera. I didn't say go out and buy fancy lights. I didn't say go out and buy a big microphone or anything else like that. I said take out your cell phone camera and point it at yourself. You say but Don, I don't like my face on video. Well, guess what. Get over it. If you are a drain cleaner, you don't have to look like a professional CEO. You should actually look like somebody who cleans drains.

**Ellen:** Our guys look pretty darned sharp, but I'm even thinking about me with makeup, without makeup – nobody cares, do they? Just be authentic, be you, put a little lipstick on, we can do that.

**Don:** The only thing I recommend is if you're wearing your jammies, you may want to go put on a shirt.

**Ellen:** Yes, no bare chest. Nobody wants to see that. That's going to send people running in the other direction. Fair enough.

**Don:** You post that up on YouTube and then you go to your YouTube video and there's a button that says Share. Then you go down below that button and there's a button that says Embed. Click that and it gives you some code that you put onto your blog post, and it puts that video onto the blog post that you just wrote about how to fix your clogged drain.

Now when people come to that blog post, not only can they see your video but they can read the blog post too, so it works no matter how they like to get information and it helps get you to the top of the search engines even better.

**Ellen:** I want to back this up a second. I said my son's never gone to the Yellow Pages. It's because when he wants to know how to do something or when I call him and say how do I get the remote off Spanish, he says YouTube it mom. Just ask your question and they'll have a video. If they love you, they're going to keep coming back to you. If Ellen has another tip with all the tips that come up as their searches, they can subscribe to your site and they're going to fall in love with you. So, have some fun with it, right?

**Don:** Exactly right.

**Ellen:** You are adorable. What else have we got? I want to spend maybe three or four minutes, and then you put together this really rocking package and I want to give you some time to share it because it is action packed. I want to do it justice as we describe it.

## **What other tips do you have?**

### **We talked about Google, blogging and video are there any other social media platforms?**

Give me something that most people don't know. Give me one more.

**Don:** I'm going to tell you this because you probably have already heard a couple other things that are primarily focused on Facebook. Facebook is important but I want to talk about Pinterest.

**Ellen:** I was laughing. I was talking to Lena about this. I said isn't Pinterest just for girls?

**Don:** Guess what. It's not.

**Ellen:** She said no.

**Don:** As far as I can tell, women make up about 50% of the population, and many of those women are not only the primary shopper in the house, but if the man wants to buy something he's got to get permission from the woman to do it.

**Ellen:** What difference does it make if it's mostly women if they're going to be the ones spending your money? That's what you're saying.

**Don:** Exactly.

**Ellen:** I hear you.

**Don:** It's much more important to put it on Pinterest because it is mostly women.

**Ellen:** I hear you.

**Don:** So, here's the point I want to make here. Pinterest works. It's the number one social media site in terms of generating sales.

**Ellen:** What?

**Don:** Pinterest generates more sales than any other social media site.

**Ellen:** **So, people put their pins up but there are some that link to infographics or websites and sometimes it's just a picture. What do we do to maximize this or at least improve our performance?**

**Don:** Let me give you one other fact.

- When people buy from Pinterest, they spend more than on any other site, including Amazon.

**Ellen:** You are just awesome.

**Don:** What do you do to do well on Pinterest? The first thing is you need to post things on Pinterest, and I'm going to tell you about a way that you can do that in just a minute. When I tell you about the product, I'll tell you about some things that I can do to help you with that. The second thing is you say what if my business isn't particularly picturesque? People don't want to see a picture of a clogged drain. Well, actually they do. By the way, Pinterest is now the third most popular search engine. Did you know that?

**Ellen:** No.

**Don:** People come to Pinterest and they put in keywords, and they search on that keyword to find an answer to a question they have.

**Ellen:** Yes, I'm going to Paris. My sister and I have been sending each other some pins, but I'll go and I'll search Paris.

**Don:** That's right.

**Ellen:** When you get to Pinterest – again I've got to watch my personal discipline here, but it seems like you get sucked in for a while.

**Don:** That's right. It's a great time waster. You feel like you're making progress. If you go to YouTube and you watch cats, if you just go to Facebook and you watch cat videos, at the end of the time you say I wasted that hour. If you go to Pinterest, at the end of that hour you don't feel like you wasted it. It's a totally different mindset.

**Ellen:** It is.

**Don:** So, you ought to have a picture of a clogged drain with a thing that says how to fix a clogged drain, and another picture of a different clogged drain that says how to tell if you need a professional to fix your clogged drain. It's a picture of it with the words – that on top – and then when they click on that, it takes them to your blog post, which answers the question and hopefully even has a video on it that helps answer that question too.

**Ellen:** I like what you're doing. You're helping us leverage an activity. Everything you've mentioned, you've tied back to the other things. We're stitching everything together.

**Don:** The real power in social media is not any one property. It's tying all of them together effectively.

**Ellen:** Oh, you are a rock star. Tell us about your program. You got the assignment, which is it had to be \$97. I'm making this Business Makeover event super easy for us to run and for people to get. So, for \$97 your assignment was loaded up. I really think you went over the top in terms of value.

Would you describe the product and how we could play? By the way, it's going to be at [BusinessMakeover2014.com/Crowther](http://BusinessMakeover2014.com/Crowther). That's Don's last name. That's the pattern. It's all the experts' last names and Don's last name is Crowther. If you're on the web, just click on the link right there.

Go ahead, Don. Give us the scoop.

**Don:** My last name is Crowther. I've got to tell you, Ellen, when I got this assignment I said wait a minute. This is going to initially be hard because the product that I just talked about is \$197, but then I said it's worth it. I'm going to make that \$97 and on top of that, I'm going to throw in two other very cool things that really load this up. The offer I'm making to you right now first off is for a product that normally sells for double this price, plus I put in another \$97 worth of products on top of that.

**Ellen:** The first one is an online boot camp, right?

**Don:** Yes

**Ellen:** And I've participated in this. We work in real time on these things.

**Don:** Yes. This is a boot camp that I did. It's not in real time. It's a recording, so you can get it instantly. You don't have to wait to be able to get into it. It's a boot camp that I recorded where we went through and we spent four hours teaching all the key things you need to know to be able to get to the top of the search engines using social media.

Not only do you learn some social media aspects in here, but you learn how to do them in the best practices to get you to the top of the search engines while you're at it. You get the advantage of it works in social media and it works in the search engines. The key is these are not tricks. These are not the kinds of things that I told you that you should run from. This is just basic putting out great content and then promoting that content in ways that work for the search engines.

**Ellen:** Melinda Emerson has 250,000 Twitter followers and I said how did you get them? She said one at a time.

**Don:** That's right.

**Ellen:** She said I did the work and put it in place. I love this. We don't want a gimmick. We just want to be a good marketer and to leverage the activities that we are capable of doing and willing to do. I know that when you do this boot camp, you can be working right along. So, you're listening, you're watching and you're doing the work as you go.

**Don:** That's right. The beauty of it not being live is that you can press the pause button and work on it a bit, and then turn it on again and go from there.

**Ellen:** Sweet.

**Don:** I teach you five proven techniques to improve your SEO's through social.

**Ellen:** Nice.

**Don:** It's very, very cool. The second bonus – would you like to learn how to put up an opt-in form to get people to join your email list on Facebook so that when people come to your Facebook page they can sign up to your email list, and do it all for free without paying anybody \$10 a month or \$49 a month for what we call a Facebook page builder?

**Ellen:** Yes, I would.

**Don:** I have that. It's a \$47 value where I walk you through exactly every single step on how to do that for free, plus I have four templates that make it look really cool. You get all of that as part of this. That's a \$47 value.

**Ellen:** And this is new. This is a brand new product for you, right?

**Don:** This is brand new. In fact the four templates I'm still finishing up right now. It will be out very shortly but it's not quite out yet.

**Ellen:** Good.



**Don:** Then the third thing is about once a quarter, I hold an event. My tagline, all my videos and webinars and everything end with the statement “Just Go Do This Stuff.” The reason why is because you don’t make any money learning. You only make money implementing. So, I say Just Go Do This Stuff because I want you to Just Go Do This Stuff.

Once a quarter, I do what I call a “Just Go Do This Stuff weekend.” I ask you to identify some task that if you were to finish that task would actually make a big difference in your business. I bet you that you have one or two of those running around in your mind right now that if you just sat down and spent three hours focused on this thing with no email and no phone calls and just did this for three hours, it would make a huge difference for your business, both immediately and over the long term.

That’s what we do during that weekend. I ask you to carve out some time during that weekend to just focus on one thing – whatever that is. It’s a whole group of people all working on their one thing. I ask you to make a commitment to what you’re going to do and then we have daily calls where I give you some encouragement and answer questions. At the end of it, if you achieve that objective, you get a prize.

**Ellen:** I love this. This is a Just Go Do This Stuff weekend. What would the timeframe be?

**Don:** It goes from Friday at 5:00 o’clock to Monday night at midnight.

**Ellen:** So, three and a half days there and people are working around the clock?

**Don:** They can do it whenever they want to. If you’ve got activities but you’re able to carve out an hour late on Friday evening before you go to bed and then an hour more on Monday morning or whatever and you can get your project done, great. The key thing here is that you’re not only motivated but you’re on a deadline.

Deadlines are one of the most powerful things in business. Notice that if you have a deadline to get a bid in, you tend to get your bid done. That’s the same thing here. We’re putting a deadline on something that makes a huge difference to build your business.

**Ellen:** **Do you have these dates? I know we’re timing this recording to correspond so that you don’t miss it. Do you know the dates in January when this is going to happen?**

**Don:** Yes, it’s January 31<sup>st</sup> through February 3<sup>rd</sup>.

**Ellen:** How perfect. This is right smack dab in the middle of the Business Makeover event. This is another way that you can commit to making things happen. I love what you said – an idea is not going to make any money; one idea implemented could make you money. Just leave the others on the list but get something in. Just go do this stuff, right?

**Don:** That’s right, and one of the things that we do at the end of these is I always ask how much of a difference in your income do you think that this task that you just completed is going to make over the next year? On average, it’s \$50,000.

**Ellen:** This is awesome.

**Don:** You’re going to get this for just the \$97 price, and it could be worth \$50,000 to you if you go do this stuff.

**Ellen:** Isn’t that awesome? That would be so great. Don and I would love to hear from you as you wrap up his weekend. All you’ve got to do is click on the link if you’re watching or listening on

the web, or go to [BusinessMakeover2014.com/Crowther](http://BusinessMakeover2014.com/Crowther). Do you have one more parting word of wisdom for us? You are awesome. Thank you so much. I'm all fired up.

**Don:** Thank you. Let me just give one quick review. For \$97, you get:

- The social SEO boot camp that's \$197 value.
- My Facebook opt-in and the templates so that you can build an opt-in page on Facebook and get people to sign up on your email list.
- The Just Go Do This Stuff weekend.

I appreciate you twisting my arm to get that done.

**Don:** Thank you. So, here's one parting word of advice. I know what it's like to be a small businessman. I am one. I know what it's like to be sitting at your desk when your kids are playing around the house and you really want to be out playing with them instead of sitting at your desk. When I started my business, I had a six-year-old, a four-year-old and a three-year-old. That was 20 years ago now.

I look back and I look at all the many hours where I was working instead of playing with my kids. I've got to tell you that I've got some guilt about that. I worked really hard to spend as much time with them as I could. Because I was self-employed, I was able to go to their games and go to their concerts and everything, but I look back with regret for the times that I wasn't just down on the floor wrestling with my kids and doing some of those other kinds of things;.

I know you're living that right now. What I want to do is I want to tell you that the kinds of things that I just talked about in this webinar, in this teleseminar, and the kinds of things that are being presented in this Business Makeover are all the things that if you would say I'm going to take time to just go do this stuff will then have a lasting value that will enable you to not look back with regret on the lives of your children, your grandchildren, your dog, your spouse or whatever it is that is important to you because life is not about work.

Work is what enables you to have a life. If you want to succeed in the long term, do these things now. It's going to take a sacrifice to do that. If you know who the people are on Dancing With The Stars, you probably should be spending that time doing something more useful.

**Ellen:** You know what my life goal is, don't you?

**Don:** To be on Dancing With The Stars?

**Ellen:** Yes, so of course I know the names. I don't want to take away from your message. I'm just messing with you. I so get this. This is what motivated me too, Don. Wayne Dyer says until you change, nothing will change for you and once you change, everything changes and that's what it takes is being willing to not do the things that aren't serving you and to do those things that may now be uncomfortable but will lead you to a better and different result. You've made it really easy for us today.

**Don:** The key thing that I want you to take out of all this is that by doing the things that I teach in this particular course – this social SEO boot camp – you not only build trust in a relationship with a whole group of people that are your customers and your potential customers, but you also get to the top of the search engines. That in itself enables you to get those hours back. You've got to make a decision. Are you going to do this or are you going to keep watching Dancing With The Stars and cat videos?

**Ellen:** Dancing With The Stars, yes. Cat videos, no. I'm totally getting your message. This is landing for me and I can just feel the energy of this. This is going to be a very popular video and the product is rocking awesome. You have taught me so much. I am so grateful. It's time for us to say goodbye. It went so fast. Let me play my sexy royalty-free outro music.

Thank you so much, Don. Thanks for joining us on Business Makeover 2014.