

Nick Mistretta Copywriting presents

**The #1 Marketing Tool for
Every Single Business
on the Planet,
Period!**



Hint: It's ninja-like.

Nick Mistretta Copywriting
Larimer Corporate Plaza
1312 17th St. Suite 534
Denver, CO 80202

www.NickMistrettaCopywriting.com

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nick@nickmistrettacopywriting.com

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PREFACE



In case you didn't get the memo!

But not just any content. Great content! It's the motor that drives Likes, leads, sales, and referrals.

The good news is that there are best practices for this marketing stuff that anyone can learn. There are tips and tricks that anyone can find if they simply

go looking. We're not talking about hidden secrets, or things beyond the scope of our comprehension.

In other words ...

You can learn this.

The bad news is that not everyone can write in a way that inspires readers to act. And that's pretty much the whole point; getting the readers to do what you want them to do. Even if it's only to share an email address. Which means you have to use what you got?

If you're not a writer, how about creating videos? Video marketing is only going to become more popular, not less. Or you can provide a graphic artist with a few bullet points for the creation of infographics. There are a number of ways to create content, so don't think of writing as the only one. (And this is coming from a writer.)

However you choose to create content, just remember this: Mediocre isn't going to get the job done anymore. There's simply too much competition. Look at the four questions below. Couldn't *great content* be the answer for each?

What is driving social media sharing?

Why do people sign up to an email list?

What is Google really, really good at? (I'll give you a hint: finding, indexing, and rewarding great content with more prominent positions in search results.)

And what kind of content are people linking to? (I'll give you another hint: it's great content!)

Great content is how you give value to your audience. But you don't have to worry about that ... yet. Giving value is a common theme throughout this report; you'll become aware soon enough.

BUT FIRST, A STORY

When I was 24, I co-owned a pizza place with my silent partners: Mom and Dad. Dad could have been a little more ... *silent*.

I had just moved from Rockford, IL to Ft. Collins, CO. Following the same path my folks and sister had made a couple years earlier. And one day I went over to their house and declared ...

“There is NO good pizza anywhere in this town.”

To which they both agreed. But then to also agree to ...

“We should totally open up a pizza place.”

Well, that’s just poor decision making on their parts. I was unreliable, and that was the best that could be said about me. And they knew this. I mean, we spent time together.

Well, long story short, we had no clue how to market the place. Other transplants from the Midwest would find us and swear allegiance immediately. But that was a small segment of the population. And to them, we stood out like a sore thumb smothered in marinara – **Mistretta’s Pizza**.

Folks from the Midwest know that when the word before *Pizza* is a last name ending in a vowel, it's usually going to be good. But, to Coloradoans, we were just a word that looked difficult to pronounce.

But my point: We were done-in not by a faulty four-deck pizza oven that was an absolute steal (see: Broken) at \$1800, but by a concept. Marketing.

Fast forward nine years. I've just graduated (finally, at age 33) with a degree in journalism. Unfortunately, about halfway through my degree I realized I didn't want to be a journalist. So at a time when all my classmates were getting careers, I got a one-way ticket to India.

I backpacked around the world for one year, then settled in northern Thailand to write a book. I wasn't concerned about marketing; I had a plan.

The plan:

Write an awesome book (obviously) and then find an agent, who can find a publisher, who can do a bunch of things I don't know anything about ... and then one day I'll get a box of my books in the mail. I mean, that's got to be the process, right?

Not so much, as it turns out. (Stupid movies!)

I made a few feeble attempts at what I was calling marketing. But now in retrospect, it was kind of like dressing up as a pirate on Halloween. Versus, say, being an actual pirate.

It was pathetic! And after years of no action interspersed with misguided action, I finally gave up altogether.

The tired old point of all of this: I know how you feel. I know how it feels to need more customers, to wonder about the best ways to *grow* a business, and the best ways to *market* a business. The best ways to get your message out into the world, regardless of what that message is.

CHAPTER ONE



OK, before we get into the teeth of this thing, let's quickly talk about the elephant in the room. Or in this case, the ninja in the room.

You: What do ninjas have to do with digital marketing?

Me: Uhhh, only everything!

I'm glad we got that out of the way.

B2B Email Marketing Statistics

- Email is the third most influential source of information for B2B audiences, behind only colleague recommendations and industry-specific thought leaders.
- Click-Through Rates are 47% higher for B2B email campaigns than B2C email campaigns.
- 59% of B2B marketers say email is their most effective channel in terms of revenue generation.
- Tuesday is the best day of the week to send email (according to 10 email marketing studies).

And now I need to tell you something painful. You've been misled. There is no #1 marketing tool. At least not the way you imagined it.

The #1 marketing tool is actually more like ... three tools used together plus a strategy for their use. But calling it that would have made the title way too long.

The three tools on their own have certain disadvantages that don't exist when you combine them. And, when used together, their individual strengths seem to be accentuated. To put it bluntly, their powers are *maximized when combined*.

Max Combine – Superhero!

And yes, you guessed it, ingredient number one is email!

PERMISSION MARKETING

I remember this day a few years ago, when I thought: Wouldn't it be nice if I could reach a thousand people right now who are looking for the services I provide. And then I thought, that's basically an email list. Why am I not building an email list?

Permission marketing occurs when someone opts-in to receive promotional messages from a business, and often via email. These people give permission to receive these messages, usually in exchange for an offer of some kind, or to get information they wouldn't otherwise get, or sometimes both.

People rarely, upon visiting a website for the first time, make an important buying decision. And studies have shown that more times than not, they never return to that website again.

They will, however, given the proper incentive, gladly offer up an email address. And once you have that, you have their attention. Not to mention, their permission.

According to Forrester Research, 90% of email gets delivered to the intended recipient's inbox, whereas only 2% of your Facebook fans see your posts in their News Feed.

The wonderful thing about email marketing, is that email delivers frequency for free.

With traditional marketing, two ads in print, radio, or television usually cost about twice what one ad would cost. However, because email marketing is free (or nearly free), you can increase frequency without increasing costs. And this is especially important because ...

Selling is a process that rarely hits the mark on the first attempt. We consumers generally prefer to be courted. We prefer some level of comfort that can only be established over time. In short, frequency produces trust, and trust produces sales.

Now this doesn't mean that you should go bananas, and email your list every day asking them to spend some money. You've got to be more subtle than that. Or as I like to say, more ninja-like. And you have to give value.

Seth Godin, author of *Permission Marketing*, recommends providing something anticipated, personal, and relevant. Email marketing is built on reputation. If it's too promotional or too impersonal, it simply won't work.

So how do we add value to an email? Let's save that one for later, shall we?

LIST BUILDING

You should always be building your email list. End of story!

You need to think of your email list as an investment. Because that's exactly what it is. Let's do some simple math to illustrate this point. Let's say your list

currently has 100 subscribers, you get a 20% click-through rate (which is average), and an average sale of \$100 from 5% (also average) of those that click through. Which looks like:

$$100 \times .20 \times .05 \times \$100 = \$100$$

Not bad. You make \$100 for sending an email. However, your list should grow exponentially, especially if you do the things in this report. So it shouldn't take long for it to grow to 1000 people. How does the math look for that?

$$1000 \times .20 \times .05 \times \$100 = \$1000$$

For sending one email.

And now your list is growing faster than ever. So what does 10,000 email subscribers look like?

Do I have your attention yet? Great!

Start off with family, friends, and all personal and business contacts. Then get email addresses in-person if you can, and make it a regular practice. Use your blog (oops, spoiler alert!), social media, email signatures, and website signups through a well-positioned and clearly-visible optin box that includes an offer and was written by someone who understands copywriting at least a little.

(Because what's normal, when it comes to optin boxes, is to hide them, include some snappy and enticing copy like "signup to our email list", and never ever mention a benefit of signing up, OR an offer. Sorry, I get very worked up.)

But my number one way to get email addresses, at least early on, is by having a contest. (And we're going to add this to the get-back-to-it-later list, as well.)

EMAIL MARKETING ADVANTAGES

1. Email has a large reach. According to Radicati, there are an estimated 4.9 billion email accounts worldwide. A really large reach.
2. Email delivers your message. According to Forrester Research, 90% of all emails get delivered, whereas only 2% of your Facebook fans see your posts in their News Feed.
3. Email drives conversions – 4.24% of email marketing visitors buy something, compared with 2.49% of search engine visitors, and 0.59% of social media visitors, according to a survey conducted by Monetate.
4. Email has a higher ROI. How about a return of 3800%. That's right. For every one dollar spent on email marketing, the average return is \$38.
5. Everyone prefers email. For both personal and business. True story.
6. You own your email list. (Sorry, what did you say?) How nice will it be to not have to rely on Google, and Facebook, and all the others? Their changes simply won't affect you anymore. Not when you have an email list that you've been growing and pruning for a decade.

EMAIL MARKETING DISADVANTAGES

1. Email is not a great list builder. Which makes sense since email ONLY goes to people who are already on the list. I mean, there is the threat of someone forwarding an email, but it's not a game-changer.

And that's it! Email isn't perfect, mind you. There are issues, but when compared to other forms of digital marketing, email is in a class of its own, and really is only competing against itself.

(But if email can't build its own email list, then how do we get people to sign up? Yes, you guessed it! We'll come back to that later.)

With email marketing, you have complete control over your message, how long it is, how it looks, the audience receiving it, etc.

And you can measure its effectiveness in ways you can't for pretty much everything else. This means you can fine tune until you get it perfect.

And remember, email's job is to build relationships, which in this case means nurturing leads, making sales, and getting repeat *and* referral business.

CHAPTER TWO



It wasn't that long ago that email newsletters would have occupied this space, and for most people they still do. And in case you're wondering why we need either, they answer the question of HOW we deliver value to our email list.

But blogs also help *build* our email list. One simple technique, like well-placed optin boxes within each post, will snare a percentage of new visitors every day.

Side by Side Comparison

	<u>Blogs</u>	<u>Newsletters</u>
1. Indexed by Google	✓	
2. Easily attracts new readers	✓	
3. Offers 2-way communication	✓	
4. Enhances social media	✓	
5. Helps grow email list	✓	

One advantage of both newsletters and blogs is that they help build your brand, and position you as an industry thought leader. They can also inspire trust, credibility, and likeability, all attributes we look for in those we want to do business with. And this is even more important for professionals who offer services of a more *personal* nature, like doctors, dentists, chiropractors – anyone whose success is really dependent on relationship building. Unlike, say, plumbers! Or just about anyone selling a product.

One big difference between a blog and a newsletter, is that blog content keeps working long after you've published it. It continues to have a positive effect on SEO, as it still captures the attention of Google's robots in searches. However, if you can find an affordable way to do both, that's by far the best option. And for you health professionals interested in a newsletter service: [It's Only Natural](#).

Blogs also allow two-way communication that newsletters do not, and they work much better with social media, which for some reason is oddly problematic in email newsletters.

Social media has its faults, but when it comes to blogs, social is out there hustling in ways it never could for newsletters.

Companies that published 16+ blog posts per month got almost 3.5 times more traffic than companies that published between 0-4 monthly posts.

BUSINESS BLOGGING BENEFITS

1. A blog drives traffic to your website. In the long-term, each new blog post gets indexed on search engines, which improves SEO. In the short-term, each new post provides a ton of sharing opportunities through social media, which will be your biggest source of new traffic.
2. A blog converts that traffic into leads. Every blog post should end with a CTA (Call to Action). My favorite is an optin box, combined with a great offer. And once you have their email address, you can reach them whenever you want with whatever offer you want. Remember, it's an investment.
3. A blog will help you position yourself as an authority. You can use it to answer common questions, or to give advice or tips. This works well with sales and service professionals. But your blog could also be strictly for entertainment. Let's say you own a business in Las Vegas that caters

mostly to visitors. I'd have a Las Vegas travel-style blog, regardless of what that business is. Remember this and you'll be just fine: You got to give the people what they want!

4. A blog produces long-term results. Imagine that you published a post six months ago that is still sending you consistent traffic and leads. New readers are still finding it through social sharing. And it's contributing to the overall SEO value of your site. Now remember that you've published more than 50 posts since then that are all trending in that direction.

There are numerous reasons why blogging for business is beneficial. But, for me, it's all about growing and nurturing that email list. And somehow, blogging manages to do both of those pretty well.

And then there's social media ... who just can't seem to shut up.

CHAPTER THREE



I found a hundred ridiculous statistics that would illustrate just how bonkers-big social media has become. But in the end, two said it all.

1. Every 60 seconds on Facebook: 510,000 comments are posted, 293,000 statuses are updated, and 136,000 photos are uploaded.
2. Facebook accounts for one in every six minutes spent online and one in every five minutes spent on mobile.

Social media is like if you had millions of children and gave them bullhorns and told them to go play in the street. (Children with bullhorns is very much my impression of social media, I've just now realized.) But for businesses, especially those engaging in content marketing (remember that blog?), social media is the devil you sell your soul to. Or maybe you like social media; I'm not here to judge.

Another way to think of social media: a dating service that matches people who create great content with those who crave great content.

(You do still remember who the King is, don't you?)

SOCIAL MEDIA MARKETING BENEFITS

1. Social media helps build better relationships with your customers. Social media is about two-way communication. You get to know them better, and they get to know you better.
2. Social media increases website traffic. In the short-term, social media sharing will be responsible for much of your blog traffic. And in the long-term, search engines view those *social signals* – Likes, shares, Pins – as trusted recommendations, which means your SEO and search engine traffic will both improve. How ninja is that?
3. Social media allows you to run targeted ads with real-time results. The targeting helps you zero-in on your buyer persona (average customer). You can filter by age, sex, location, interests, language, profession,

behaviors, etc. And all of it can be tracked and measured in real time, which is nice for fine-tuning. I can't stress this enough.

4. Social media helps you increase brand awareness and brand loyalty. Exposure is a good thing, so stay top of mind by posting and engaging more. And focus on always providing value. And be human, when you do post. After all, it's *social* media.

So you just wrote and published a brilliant 1500-word article on termites, what now? Now it's time to send all those bullhorn-wielding children out into the street.

The world's GOT to know.

Find (social media), engage (blogging), and nurture (email). It's a simple formula, but one that's often underutilized. It's also a formula that pays off like compound interest. You may not feel the effects immediately, but one day, you're going to be very thankful you had the wherewithal to put it into motion.

CHAPTER FOUR: Max Combine – Superhero!



Are you ready to combine email, blogging, and social media to maximize your marketing efforts? Yes! Fantastic; I love the enthusiasm!

You can't cook a perfect omelet with just a spatula. But when you team up that spatula with a skillet, a mixing bowl, and some ingredients, you're good to go. Unless you can't cook. In which case, pay close attention.

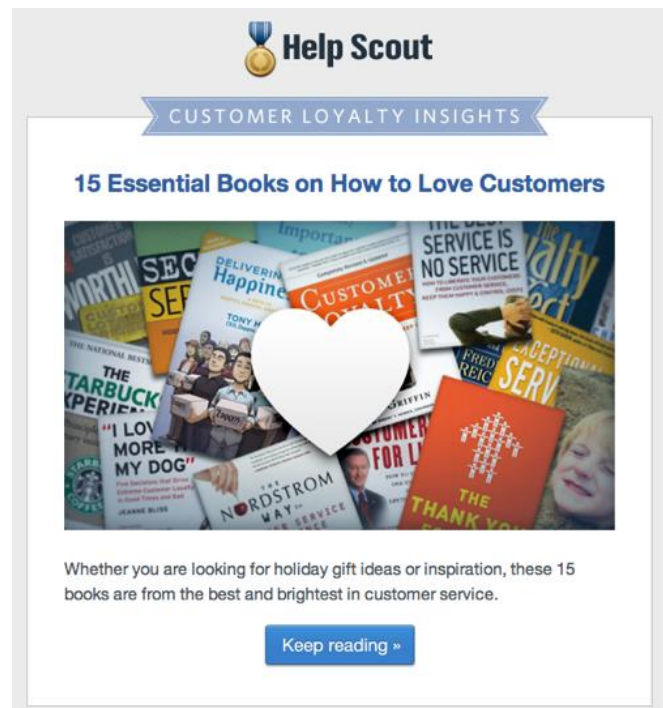
(On a side note: Is anyone hungry now?)

10 Steps to Max Combine-ing the #1 Marketing Tool for Every Single Business on the Planet, Period!

*This is a rough and general outline of what I would do, and how I would combine blogging, social media, and email marketing.

1. Find a topic to blog about; the one most likely to entice your average customer. What do they all share; what is their commonality? And don't make it too much about your business.
2. Create two in-depth, 1500+ word posts every week, published on Tuesday/Thursday for B2B, and Sunday/Wednesday for B2C. And remember to provide value here; and you do that with high-quality content. Do keyword research before writing. And maximize on-page SEO after loading the posts into your CMS (Content Management System) – like WordPress. If using WordPress, my favorite is the Yoast SEO plugin. So simple, even a MailChimp can use it. Sorry, a little digital marketing humor.
3. Sign up for as many social networks as you're comfortable with, and find a post scheduling program that meets your needs. Then promote the contest (#8 on this list) by including a link at the end of each social post, like an email signature.
4. Join as many groups as you're comfortable with, especially LinkedIn; that crowd appreciates longer, in-depth articles more than the others. Share every blog post with every group. This is a great source of traffic.

5. One blog post should spawn dozens of social media posts. When it's fresh, use it every day for one week, then once a week for a while, then once a month. Or whatever you choose. Just get the most mileage out of all your content. One tip: break up every blog post into smaller pieces, then craft your social posts around each piece. (Lists posts are perfect!)
6. Create an automatic email update for every blog post. Focus on subject line, description copy, and images, all of which are going to be key to getting what you want – click-throughs. This is a template you'll set up once and then want to forget about. I'd keep a watchful eye for a while. And I'd be sure to set it up in a way that works perfect for each post. Or I'd do it manually. An email that no one is opening or reading isn't of much use.
7. Send one blog update email for every post, plus one more email each week. Can you create a course that also includes your products? Like a course on herbs for an herbal supplement company. Maybe a series of Paleo recipes for you natural health professionals. The point is: find a way to produce and send at least one email per week that is promotional and has value. And then occasionally you'll have a great sale, new product, great offer email that is 100% promotional. Test different things; see what works.



8. Social Media contest. People sign up once and enter a weekly drawing for _____. Maybe a gift certificate, maybe a tee shirt. It really depends on your business. But folks in your audience, who are interested in your product or service, are not going to need much convincing to sign up one time, to maybe win something every week. An ad campaign like this on Facebook can bring in pretty inexpensive and impressive results, especially if you're not asking for much, but offering a lot. Would you pay five or 10 cents per email address? Ask Jeff Bezos, creator of Amazon, how much he'd pay; his answer would absolutely astound you.
9. a) Promote everything to death, and make sure it's worthy. The key is not in putting out a ton of content, but in producing great content, and then promoting the hell out of it. b) Be relentless in going after email addresses; make it your number one goal all the time. c) Be consistent and always do the little things, like maximizing on-page SEO for all your content. d) Measure and test everything. e) Try everything. f) And remember the most important thing ...
10. Create great content. It's the straw that stirs the drink. It's also the glass. And the ice. And all the alcohol. And, yes, even that frilly little pink umbrella. It's everything.

Three tools and one ultimate task – turn strangers into friends, friends into customers, and customers into loyal customers.

The **blog** attracts a steady stream of new readers, thanks to **social media**. If you're producing great content, that new reader will eventually sign up to your email list, especially if you're giving them an incentive and use enticing

language. And now **email** can do its job, which is to take the newbie from lead, to customer, to loyal customer. Find (social). Engage (blog). Nurture (email).

SHAMELESS PROMOTIONAL PITCH



Hey, wanna buy a car? I think that's a car. It's good, no? Has tires and everything.

You know the best way to build your business is to build your email list. And you know the best way to build your email list is with blogging and social media. So now it just comes down to this: Do you feel lucky? Well, do you, punk? (Dirty Harry? Clint Eastwood? Anyone? ... Bueller?)

The point is, if you're feeling lucky, maybe brave it alone. Spend nights and weekends learning the always-thrilling ins and outs of digital marketing. Dust off your writer's jacket, and give this blogging thing a try.

Or you could save some time and frustration and hire someone (A specialist, dare I say) to do it for you. As in me. [This guy](#). (And don't worry; even though my website is niched for health and wellness, I have plenty of "unhealthy" experience, too.)

FULL SERVICE BLOG MANAGEMENT – IN A NUT SHELL

You simply decide on a schedule, and supply me with a list of topics, and I do

Full Service Blog Management

- Keyword research for topic
- Research topic, write, and edit
- Find one or more great images
- Format in WordPress dashboard, set up internal links
- Create great title, CTA, and meta description for Google
- Optimize for search using Yoast SEO
- Test and schedule, or publish immediately

I charge per post, and would recommend a minimum of one per week. And I encourage a set schedule that readers can count on.

I invoice weekly for a few weeks, then once at the beginning of every month. You can pay by check, by PayPal, barter a goat, whatever makes you happy.

\$150 – average to long posts (800 - 1200 words)

\$200 – long to epic posts (1500 - 2000 words)

*\$25 off if someone else will be handling the CMS upload and formatting.

I like longer posts for two main reasons. There's research to suggest longer posts are better for SEO. But my main reason is the perceived value. I believe a longer *epic* post, with in-depth coverage of a topic, will leave a far greater impression on the reader. I know it does with me.

If you have any questions about my services, or you just want to toss around ideas for your blog, [contact me](#) by phone or email. I'd be happy to help. And if you're not even sure how to set up a blog, or an email list, I'd be happy to help with that as well.

Speaking of helping, I hope this report was beneficial for you. I realize it's a lot to take in at one time if you're unfamiliar with content marketing, which is why I'm always available to answer questions.

Cheers,

Nick