



James Schramko here, welcome to the Internet Marketing news update.

In this episode we are going to talk about market leadership using videos. We'll talk about owning your own presence in Google. We'll talk about strategy and managing your emails.

Own The Racecourse Strategy

If you're watching this video or listening to the podcast, you're probably familiar with my Own The Racecourse strategy. I talked about how important it is to get out there, on videos, often. I've just checked my statistics for the last month and of course there's been a big boost in YouTube views and podcast listens. And what it means is that I'm building my audience. The encouraging thing is that it's not just me. Members of SuperFastBusiness and SilverCircle have been posting their own video of Own The Racecourse.

There are blogs out there today that are getting videos and audios and pictures and transcriptions that didn't exist a few months ago. My only question for you is, are you on board this and if you've gotten started because the faster you start this, the bigger your snowball will be in a year from now as you build up those views as you get your

audience. It's much easier to deliver new products and services when you have an audience on tap, ready to receive your email and looking forward to your video.

If you want to learn how to do it, go to [OwnTheRacecourse.com](#).

Inbox Relief and Sales Video Profits

This week I ran a webinar called [InboxRelief](#). It's been the build-up of years' worth of refining my system. I now run an empty inbox and I've been able to share this with many others who one after the other has said "Thank you! Thank you, I've purged my inbox. I feel relieved. I'm able to get to things now." It's such an important fundamental for running your business especially if you have any online component so I encourage you to check out InboxRelief. The product is being edited up. It will be up online soon. It will certainly be in the [SuperFastBusiness](#) membership available to all members. And I sincerely believe this is the best value internet marketing community available. You can access it now for a low monthly recurring fee and I continue to put products in.

I'm looking forward to December's webinar which will be on the subject of sales video profits which is something I'm also interested in and have been testing for a number of years and generated millions of dollars' worth of sales just by using videos mainly because I don't want to sit down and write an old-school long text copy. And so if you're interested in that join SuperFastBusiness now and you can attend that webinar live.

The Importance of Ranking Your Name

How important is it to rank your own name? I think it's really important especially if you plan on using the authority model. You want to come up first for your name. You certainly want to have front page representations. Here's a few tips that you can put into play today. Get the domain with your own name. If you can't get a com, get a net or an org. That's ideal. Put your name in the page title. Now, go and register all of the profiles you can – Facebook, Twitter, Pinterest, Google+, LinkedIn – and make sure that you populate them with a full bio and description and pictures because they will float up to the top of the results as well if you don't have many of your own sites. If you have a lot of websites, put your name in the page title for all of the websites you have that you're happy to put your name on.

Once you're dominating for your own name, it's easy for people to find you and to check up on you if they're interested in buying your products and services. It's definitely an authority builder and a trust builder.

The Great Strategy Foundation

Finally on strategy, a lot of people asked me where do I look up strategy. Well, I've loved my classics like Getting Everything You Can Out of All You've Got: 21 Ways You

Can Out-Think, Out-Perform, and Out-Earn the Competition and The Daily Drucker: 366 Days of Insight and Motivation for Getting the Right Things Done. But I think the real godfather of strategy in modern times is Michael Porter. There's a great Amazon book called "Understanding Michael Porter" and I think that's a good stop. A lot of internet marketers are tactical. They go from tactic to tactic but if you want to get right behind the strategy, start with the fundamentals. Michael Porter is probably the most widely read but least known strategy guy out there. Check out Understanding Michael Porter: The Essential Guide to Competition and Strategy. It's a great foundation for your strategy education.

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