

# **Dominate Your Online Marketplace ... With Blogging**

**How You Can Become The Dominant  
Salon or Spa, Online, In your Marketplace**

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**Dear Valued Reader & Friend,**

This is a short report. You don't need 100 pages to reveal this secret. But please, do NOT confuse quality with quantity. You're smarter than this. And besides, you're busy, I'm busy, so I'll skip the long introduction. But I will say this: Once you fully understand this secret, not just in your head but in your heart, your website will have an instant advantage over your competitors.

Why? Because you will be stamping yourself as an authority in your marketplace. Whether you operate a Hair Salon, Day Spa, Beauty Salon, Med ... blogging can become the most profitable online activity you've ever used.

And when you become an authority, you will have established *credibility* and built a *relationship* with your clients and prospects. And they will respond by buying what you recommend and you will make more money!

And unlike your competitors who will be doing the same old thing as they've always done... **you will be dominating your market with MORE Clients, MORE Website Traffic and MORE Profits.** As you read and start to understand these strategies you will realize that they are simple... once you KNOW!

**I'm about to reveal to you YOUR strategy for online success... the essential elements to online profits for your business.**

Let's get on with it...

## The Blogging Opportunity

I've been around the Salon crowd for a little while now. Not as a Salon Owner, but as a business coach / consultant and have spoken to many Salon & Spa owners. I hear everyday of the challenges they have in building their business.

Some are good at it, others struggle to find the "money nuggets" in their particular marketplace. Those that are doing well have discovered how effective marketing can turn opportunity into a cash creating business.

Now, my particular field of interest within the Salon & Spa industry is how to use the internet to create a presence... and make money... in whatever marketplace you operate in.

Go and check out my Blog at <http://www.SalonSuccessWebsite.com> That's my blog for the Salon & Spa industry that I operate.

I've seen lots of Salon & Spa websites and their online marketing systems that they use to communicate with their clients and prospects. And here's what I've found... **Very few do it well.** There are a few who do it OK, but leave huge holes in their online marketing that allow the money to leak through.

There are several ways you can make money online legitimately. But out of all of them, nothing comes close to the simplicity and the ease of starting a professional BLOG.

**If you're dead serious about creating yourself as an authority in your marketplace** and you're committed to doing whatever it takes to make it happen, then I want you to listen in to what I say about the biggest opportunity right now on the internet.

**And that's to DOMINATE your market ONLINE!**

And you can make great money when you incorporate Blogging into your online marketing!

## **Explosion In Simplified Technology and Training Presents the Biggest Opportunity For Anyone to Create Their Own Blog and Start Profiting From Becoming An Authority In Your Marketplace.**

- Blogging technology is getting easier to use and understand for average people.
- The opportunity for going big and making really great money is now limited only by ideas and motivation.
- There is very little risk or expense in creating your own blog.
- There is plenty of proof on the web that average people can and have succeeded with blogging.
- The time is ripe for getting into blogging. We're at the major growth stage where technology makes it possible for anyone to do this.
- The opportunities for you are greatest now, before blogging actually becomes the default publishing platform of the web!
- The word “blog” is fast replacing the word “website” to describe sites.

### **Your Online Goal**

I'm not talking about what makes a great website... I'm talking about what you should be aiming for... and that is;

#### **To Set Yourself Up As An Authority... Who Are You And Why Should I Listen To You?**

And there's no better better way to achieve this than to Blog.

Bloggng that makes you money, gets you more leads and clients, and sets you apart from most everyone else in your marketplace!

Bloggng successfully will allow you to DOMINATE your marketplace online.

**And you will setup a “perpetual” selling machine.** One that grabs your prospect, establishes you as the AUTHORITY in your marketplace, and your prospects and clients will respond to whatever you promote and say.

## **Blogging allows you to;**

\* Build Your List \* Establish Credibility \* Generate Traffic to your website \* Start Discussions \* Sell your own products AND affiliate products! \* Produce Content (forced writing deadlines) \* and MORE

## **So What Is a Blog?**

Blog is short for *weblog*. You can think of a blog as a type of website that is very much like a journal that shows the most recent addition on the blog homepage, which is often the homepage of the site.

A blog is a collection of pages and *posts*. A post is just like a journal entry, with the most recent post at the top of the list.

You can make a Blog look like a traditional style of website. However, it has many benefits over a traditional style of website. Some of these benefits are explained a little later.

Now it's most important to note here: Don't get concerned that it all sounds a little technical... because it can become very easy to build and maintain a Blog... much easier than a traditional style of website.

## **How Exactly Can You Use Blogging in Your Business**

A little later I'm going to reveal an actual case study on how one Salon is using Blogging to improve their online marketing.

But right now, I want to explain how you can use Blogging in your business.

Let's say you have a hair salon business. You can write about beauty topics and activities that will interest your clients and/or potential new clients.

Whether you write about hair, fashion, a class you took or how to get the fabulous new hairstyle featured in a movie that opened over the weekend, you'll want to keep it short, authentic and personal.

Talk about why YOU love the new service or product you're offering or how you just changed YOUR hair to a new style or color and give a do/don't or tip. Stay away from industry jargon and write in real language, just like you'd describe it to a friend.

You could have a before and after photo of a client that shows the service you provide.

And a Blog makes it easy to include photo's, text articles... even a video!

It's the same for a Beauty Salon. Beauty topics, tips for your clients, latest happenings in your Salon, the benefits of a new treatment.

In fact, communicating with your clients via a Blog is quickly replacing newsletters as a favourite way for beauty pros to communicate information and share ideas with their clients, colleagues and even potential new clients.

## **Benefits of Blogging**

This is where the power of blogging is revealed.

The ability to generate traffic with a blog website is much higher than it is with other types of websites. And done properly... MORE Traffic = MORE Clients = MORE Profits.

Here's what happens when you put a new post onto your Blog. Your blog will automatically notify blog search engines of the new material (called content). The blog search engines will then create links to your new material so that people who search them will be able to find you.

So you'll get more FREE traffic from from not only blog search engines, but also search engines like Google, Yahoo!, and MSN.

## Case Studies

I'm not going to waffle on anymore about WHY you should start Blogging straight away. Fact is, if you want to dominate your marketplace online... before your competitors do... then you WANT to understand what YOU need to do right NOW to get started.

Here's the best thing I can do for you... Actually show you what others are creating and explain the SUCCESS they're having through Blogging.

So let's start...

### Case Study # 1: [www.BlushDaySpa.com.au](http://www.BlushDaySpa.com.au)

This is your typical Salon & Spa business. Blush Day Spa operate in Perth, Western Australia, and already have an established online presence with their main website at [www.BlushBody.com.au](http://www.BlushBody.com.au)

So how could they improve on their results and build a solid online presence that went beyond their standard keyword search terms. Their website already receives a lot of FREE traffic from the search engines.

They get a great search engine ranking for the search term "day spa perth" but they were leaving opportunity on the table. A little keyword research showed that there is considerable traffic opportunities for other keywords associated with their services. For example:

- Facial treatments
- Body Massage
- Spray Tanning
- Hair Treatments
- Hair Colouring

To name just a few. So how could they deliver content based on these search terms without disrupting the results they were receiving from their existing website?

The answer was to setup a Blog on another domain [www.BlushDaySpa.com.au](http://www.BlushDaySpa.com.au)

Here they can create keyword rich content quickly and easily. Over time, as the content builds they will start to get traffic PLUS cross linking to their main website which consolidates the search engine ranking of that website.

And by taking advantage of social media sites such as Facebook, which their Blog links into, they are able to communicate with their clients and prospects in many different ways.

The result... MORE Traffic, MORE Clients and MORE Profits!

In fact... a recent email marketing campaign to their online list resulted in over \$20,000 in sales within 1 week.

### **Case Study # 2: [www.PeteGodfrey.com](http://www.PeteGodfrey.com)**

Now this isn't a Salon business... but it illustrates the power of Blogging and building Client Relationships.

And the better the relationship... the MORE MONEY you can make!

Over the years Pete has developed so much content that he wanted to get out to his database.

And the best way to do that is to put the content on a Blog. Use the content to build an online presence that he can refer his database to and start to build credibility around his particular niche.

It's a great way to communicate with his client base. Pete has always used email to send out his strategies and tactics... but his is gradually losing it's effectiveness.

How so? When you send out an email, only 10 to 20% of those who receive it will actually read it straight away. Some may even file it away to read later... but never get

back to it. And many of his emails could end up in SPAM folders depending on the tight controls invoked by whatever ISP his followers are using.

So email is not that effective in reaching out to his database..

By putting it on his Blog, Pete provides a resource centre that allows his followers to take part in the discussion... which builds content.

Now Pete's had a Blog for a while. However, just recently I helped Pete re-vamp it to take advantage of some of the technical advances available. He's linked it into Twitter and Facebook and is now taking advantage of communicating with his database through a variety of social media.

The results? In the last few blog posts that Pete has put up he has received many comments from his clients. It's created a discussion that Peter can use to extend his "reach" into his market place.

And he's also been building his list with regular "opt-ins" from his Blog. He's getting MORE traffic and MORE clients.

### **Case Study # 3: [www.SalonSuccessWebsite.com](http://www.SalonSuccessWebsite.com)**

Here's a great example of how a Blog can be used as an effective marketing tool.

Again it's not a Salon or Spa business... but it is in that niche.

In October of 2008 I decided to focus on the Salon & Spa niche, promoting marketing strategies on how Salon & Spa owners can make more money from their website and online marketing.

So I started writing a few articles and used a Blog to deliver this content and attract readers. All my traffic to this website has been gained through the search engines... I haven't paid a cent in Pay Per Click to drive traffic to this website.

Here's a snapshot of this months daily traffic stats. Take a look at the "Number of Visits" column.

Day	Number of visits	Pages	Hits	Bandwidth
01 Jun 2009	99	322	1974	18.15 MB
02 Jun 2009	163	753	4699	47.23 MB
03 Jun 2009	111	400	2493	27.39 MB
04 Jun 2009	74	216	1442	16.75 MB
05 Jun 2009	97	431	2014	26.88 MB
06 Jun 2009	53	258	1051	13.44 MB
07 Jun 2009	58	174	1129	11.86 MB
08 Jun 2009	71	255	1353	13.43 MB
09 Jun 2009	67	237	1846	18.13 MB
10 Jun 2009	73	369	1948	89.20 MB
11 Jun 2009	76	240	1334	15.55 MB
12 Jun 2009	77	400	1954	22.02 MB
13 Jun 2009	20	84	658	5.59 MB
14 Jun 2009	46	234	1152	12.67 MB
15 Jun 2009	72	211	1050	13.08 MB
16 Jun 2009	91	283	1963	23.26 MB
17 Jun 2009	68	178	914	9.52 MB
18 Jun 2009	64	234	1623	19.27 MB
19 Jun 2009	58	239	1041	11.84 MB
20 Jun 2009	74	282	1044	13.89 MB
21 Jun 2009	48	160	851	9.14 MB
<b>22 Jun 2009</b>	63	217	1440	16.86 MB
23 Jun 2009	0	0	0	0
24 Jun 2009	0	0	0	0
25 Jun 2009	0	0	0	0
26 Jun 2009	0	0	0	0
27 Jun 2009	0	0	0	0
28 Jun 2009	0	0	0	0
29 Jun 2009	0	0	0	0

Here's a snapshot of monthly unique visits

Month	Unique visitors	Number of visits	Pages	Hits	Bandwidth
Jan 2009	567	1333	4852	32113	298.37 MB
Feb 2009	673	1725	6118	38698	881.00 MB
Mar 2009	706	1662	6543	37849	717.84 MB
Apr 2009	598	1792	6536	31161	499.88 MB
May 2009	875	2418	9466	45203	691.96 MB
<b>Jun 2009</b>	<b>645</b>	<b>1623</b>	<b>6177</b>	<b>34973</b>	<b>455.15 MB</b>
Jul 2009	0	0	0	0	0
Aug 2009	0	0	0	0	0
Sep 2009	0	0	0	0	0
Oct 2009	0	0	0	0	0
Nov 2009	0	0	0	0	0
Dec 2009	0	0	0	0	0
<b>Total</b>	<b>4064</b>	<b>10553</b>	<b>39692</b>	<b>219997</b>	<b>3.46 GB</b>

**Here's an interesting point...** I'm getting a large number of repeat visits which means that the same readers are coming back time and time again.

Now... I could use PPC strategies such as Google Adwords to drive traffic to my Blog. But to tell you the truth *I've been a little lazy.*

PLUS, I like the idea of getting FREE traffic from search engines. And I'm finding that the more content I create, the MORE traffic I get.

Let me explain. When I write an article I plan what keyword I want to target. Now... I'm no expert with search engine optimization (SEO). But I can write an article and **within MINUTES of publishing the article on my Blog, I can be ranked number 1 for that search term.**

Don't believe me... go and do a Google search on the keywords I used in some of my latest articles;

- Salon copywriting – ranked #1
- Salon backend sales – ranked #1
- Salon marketing mothers day promotion – ranked #1

- Salon website traffic strategy – ranked #1
- Salon email marketing – ranked #2 and #3

That's the power of blogging in a particular niche! Write a keyword rich article, get great search engine rankings and then get FREE traffic from people searching on related keywords!

**Your Salon or Spa could easily achieve that in your particular Marketplace.**

And the blog helps me establish credibility. I want to be known as the “*salon website marketing guy*”... the one Salon and Spa owners go to when they want to make MORE money with the website and online marketing!

And here's the other thing... I'm getting a steady stream of opt-ins to my list, who find me in the search engines, and it's growing every day. And, once they opt-in, they are getting regular contact from me delivered automatically by autoresponder.

And I'm making sales of my own products PLUS affiliate products.

**Can you imagine selling your products and services in just the same way?**

Bloggng in your business allows you to create an “automated money making machine”!

**Case Study #4: [www.CafeLatteLifestyles.com](http://www.CafeLatteLifestyles.com)**

Here's a brand new Blog created by Pauline Purvis of Café Latte Lifestyles.

**Her objective:** to create an online presence, establish credibility, build a list and promote her products and affiliate products to woman who wish to work from home.

It's her own personal “*online real estate*” which she can refer her prospects to for information and resources.

Pauline had a problem... she was regularly meeting women in that particular niche who were “hungry” for information. But she had no where to send them, no where they could opt-in.

So she’s started her own Blog. And in a very short space of time she now has an online presence that she can update and develop herself... without the need for costly website designers!

And they can opt-in to grab a great FREE resource – *“It’s Not Gossiping... It’s Networking – How To Network Like A Champion”*.

In fact, I’d recommend you go and grab that FREE book. Go to <http://www.CafeLatteLifestyles.com> and you can get the book when you opt-in.

**Blogging truly is the simplest and most effective way to PROFIT by becoming an authority in your chosen niche!**

So that’s it.

A small report that shows YOU how to PROFIT from Blogging!

Would you like to get a jumpstart on setting up YOUR own Blog... become an authority and start to dominate your marketplace online ?

**Well go to the next page and read on...**

## Start Your Own Blog, And Start Profiting By Becoming An Authority In Your MarketPlace...

Now you may already have a website... but had this feeling in the back of your mind that you weren't *quite* getting the best results.

Or you are thinking about creating a website for your Salon or Spa business... but aren't quite sure how to get started.

Well... Right now, I'm offering a select few the chance to get on the phone with me and have a chat about their idea and how starting your own Blog could be profitable.

**I usually charge \$297 for a 30 minute call.**

But if you're quick... and I'm only offering this to the first 5 who contact me...

**You'll get it for FREE!**

But you do have to take ACTION now and contact me.

This is all you need to do... go to...

<http://www.salonsuccesswebsite.com/contact-us>

and complete your details.

Select "*Discuss a Website Review*" from the drop down list for reason to contact and then put some details in the Comments area.

Make sure you include your telephone number and a good time to call you.

I'll then get in contact with you and discuss your idea and suggest some strategies on how to use Blogging in your particular marketplace.

You're going to get \$297 of value absolutely FREE!

But you have to ACT and do it right NOW!

Go here NOW! <http://www.salonsuccesswebsite.com/contact-us>

I'll talk to you soon.

To your marketing and Salon success

*David Glendinning*



*David Glendinning specializes in Direct Response Website design  
and Business Coaching for the **Salon and Day Spa industry.***

*If you want a website that pulls in the clients and  
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Without Pissing Off Google!

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