



WELCOME

Aloha. As you read this I'm swimming with the dolphins and turtles on the big island of Hawaii.

It's part work, part vacation and both are fantastic! I'm here for my good friend Christian Mickelsen's event. I'm guessing I'll have lots of great tips to share with you when I get back.

Make that lots of tips and lots of photos - which will, of course, end up on Facebook for all the world to see. Facebook is a great way to keep in touch with your friends and acquaintances. It's also very useful if you want to make new friends, rekindle old friendships or even to get "famous" online.

Okay, maybe not the kind of famous that has paparazzi following you down the street flashing pics, but famous in the sense that your colleagues and the people in your industry have a sense of "knowing you". They have personal access to you. Facebook can be an effective tool to help you raise your expert status.

The system this month is about just that, making yourself "slightly" famous as a way of raising your overall credibility. The higher your credibility, the easier it is for potential clients to "know, like and trust you" - which means it's far more likely that they will decide to work with you and, eventually, fork out the big bucks. Get ready for your close up.

Ready to start showing up as a "famous expert" in your industry? I've picked the brain of industry expert, Dan Janal, who will show you step-by-step just how to do this.

You'll notice from the color coding here that this system belongs in the Sales and Marketing section of your binder, so you'll want to file it under that tab.

Be sure to bring your questions about this system to our Q&A call coming up on Tuesday, May 26, 2009, at 1 pm Pacific / 4 pm Eastern time. Call-in details are listed in the event section. Q&A calls take place on the last Tuesday of the month at 1 pm Pacific. Adjust the time for your time zone and put the date in your calendar right now. If you can't make the live call, email your questions to oes@processprodigy.com before 5 pm Pacific on Monday, May 25, 2009. We'll answer your question on the live call.

Happy Systemizing,

Beth

INSIDE this issue

Welcome	1
What Would Lenny Do?	2
Events Calendar.....	4
PR Leads	4
Flow Charts.....	5



OUTRAGEOUSLY EFFECTIVE
S Y S T E M S
by Process Prodigy



MAY | ISSUE 14



WHAT Would Lenny DO

Dear Lenny -

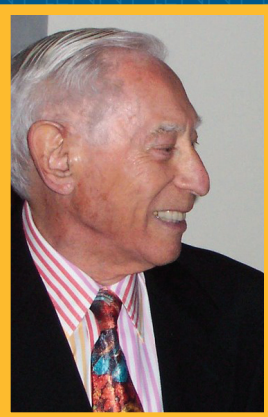
I've been in the internet marketing world for a long time. One of the tactics that I have heard people talking about for years is "article marketing". You know, writing articles and then submitting them all over the web. As a tactic, it made total sense to me because it not only seemed so simple, it also appeared to be an easy way to "become an expert" in my field. Become an expert? That really appealed to me – still does. It seemed like a complete no brainer so I jumped right in – now I want OUT.

Article marketing was supposed to be a no brainer, but here I am almost two years later, and although I've been diligently writing articles and spending money to have my assistant send them off to a bunch of places on the web, I'm not seeing the results I expected. By now I'm supposed to be an expert, right? Well, if I am, I still seem to be the only one who knows it.

After all this time, traffic to my website has really not significantly increased. My mailing list has grown, but just through time and circumstance, not, apparently, from the strength or power of these articles. The intention behind all this writing was to attract new clients to purchase my home study program. You'd think after all this time someone would have bought something. I'm reading the writing on the wall and it says, "sorry, no changes to the size of the bottom line".

At this point, it just seems that article marketing is another one of those popular ideas that produces lots of work no results. But I'm hesitant to give it up because almost every marketer I listen to still insists that this is important. So what am I missing? What am I doing wrong? How can I make this work for me?

Thanks,
All Done Writing



Dear Done –

This is not the first time this question has been pondered or posed. In order to give you a solid answer, I consulted an expert. That expert is Dan Janal, the founder of www.PRLeads.com and was kind enough to share his point of view on your current situation.

There are a couple of reasons you may not be seeing the results you expected. First, let's look at the overall system behind your articles. Many people write articles, put them out on the web and wait for action; just expecting people to start buying. Writing those articles is only the first step. The purpose of the articles is to attract readers, get them excited about your topics – and, of course, your company and products. At the very least you want to spark their curiosity about you... then give them an invitation... to purchase something, to learn more from you, to visit your website... move them to action. At the end of each article, it is vital that you give the reader an opportunity to ACT.

Your website is a great forum for sharing detailed information about who you are and what you do, so guide your readers there. Once the readers click through to your website they should have the opportunity to sign up for a free report, ezine or series of emails that gives them more information – and allows you to follow up and follow through. And, always include an invitation to purchase something from you.

So there you have it; the reader goes from reading an article, to visiting your website, to signing up for more information to purchasing a product. That's the way the system is designed to work. Bring 'em in and sell 'em something!

The second trick then is to get the right people reading your articles. Most people make the mistake of wildly publishing articles everywhere and anywhere - all over the web. Dan recommends being strategic about the places where you submit your articles. For example, if you sell products for race car drivers find the publications that cater to race car drivers, race car fans, race suppliers, etc. Essentially, find the publications and sites that your target market goes to, and then ask the publishers of those publications to print your articles. Rather than blanketing the web, go after specific markets. It takes a bit more work, but in the long run the results will be far superior.

Good luck,
Lenny and Dan



If you haven't already looked at it, check out the system enclosed here.

Lenny Schneider: January 21, 1924 to September 13, 2007

My know-it-all, self proclaimed authority on EVERYTHING Grandfather, who proved time and time again he really DID have all the answers and who I miss desperately every day. I thought it fitting to honor him by sharing with you what I do when I need answers. I simply think, "what would Lenny do?"

EVENTS

Q&A calls are the last Tuesday of each month at 1pm Pacific/4pm Eastern.

All calls are recorded and will be available within 48-72 hours.

If you can't make the live calls, you can email in your question. It will be answered on the live call and then you can listen to the answer on the recording. Questions should be sent to oes@processprodigy.com and must be received by 5pm Pacific the day prior to the Q & A call.

Remember these call are for members only.

Q & A Call – Tuesday May 26 @ 1 PM Pacific/ 4 PM Eastern

- Call in number: 219-509-8222
- Passcode: 112536

Q & A Call – Tuesday June 30 @ 1 PM Pacific/ 4 PM Eastern

PR LEADS

Distribute your articles to the right people to get to your potential targeted, high paying customers. PR LEADS will identify and distribute your articles to the targeted sites for you.

No one else can distribute articles to targeted sites that are designed to reach your ideal prospects. Regularly this service is \$500, but members of the Process Prodigy, Outrageously Effective Systems Club can sign up for the special price of only \$395.

To get this deal, send an email to eric@prleads.com with "Process Prodigy Member" in the subject line.

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"We don't just Tell you to work
smarter, we show you HOW"

Contact Us

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Customizing and Implementing

Here are the steps to get you implementing and customizing this system.

1. Pick an official system launch date. This acts as a cut off so you know when the old way stops and new way begins.
2. Commit to following the process for a minimum of 21 days to get used to doing things a little differently. It takes 21 days to form a habit.
3. Fully train all people involved with the process. This includes you! Review the system. If you are using technology tools - practice with them to ensure you and your team are comfortable using them. Let team members show you how they are doing things. Don't assume they understand. Let them show you.
4. Keep the process flow chart in a prominent place so it is easy to see and refer to. Don't rely on memory.
5. During the 21-day implementation period, note any changes or additions you want to make to mold the process to your company's personal needs and style. At the end of the 21 days, review your notes and make your final decisions about changes and additions.
6. Update the process and start the implementation process over again. Once it's exactly how you like it, review the process every 6 to 12 months to ensure it is still meeting all of your needs.

Let Us Do the Work For You

Along the way you may find that there are some specific systems you want created specifically for your business and your personal situation. If you have been feeling stuck, frustrated or overwhelmed from doing it all yourself, we are happy to do it all for you.

Just send an email to our Director of Client Care, Heather heathyr@processprodigy.com or call her at 888-584-5452 ex 707 to book your F.R.E.E., no strings attached Success Session.

A Success Session is a COMPLIMENTARY 15-20 minute session where we will talk about your specific business and the individual systems and processes that will help you save time, energy and money.

To book your session and find out about our one-on-one consulting packages contact Heather at 888-584-5452 ex 707 or by email at Heathyr@processprodigy.com.

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OUTRAGEOUSLY EFFECTIVE
SYSTEMS

SALES & MARKETING

BLOG POST

Choosing an Article Submission Service: Top 10 Questions You Should Ask Before Spending Your Hard Earned Dollars

By Guest Expert, Dan Janal

Building your list and adding prospects to your sales funnel with article submissions is the hottest sales lead generation trend on the Web today. However, the article submission process is one of the most boring and tedious tasks around. That's why many authors, experts and businesses choose to outsource their article marketing efforts.

How can you choose the best company to handle this important process for you? Follow these tips to avoid being ripped off by unscrupulous merchants.

Here Are My Top 10 Questions to Ask Any Article Marketing & Submission Service Provider So You Can Reach Your Goals:

1. Are the sites listed on your provider's article submission list well known across the Web, or are they dummy sites that they have set up themselves? Some unscrupulous article submission service providers promise to post your article to hundreds or thousands of sites for a very low fee – like \$15! What they don't tell you is that these sites are ones that they have created for the sole purpose of posting your articles. No one visits these sites. Search engines don't index these sites. So no one will ever see these articles. Ask for a list of sites they submit to. If they don't seem credible, run fast!

2. Does Google index the sites you submit to? If Google doesn't, then you are wasting your time and money. Ask them for a list of success stories. By going to Google and typing the headline in quotes, you can check whether or not Google indexes the articles they submit.

3. Does Alexa index the sites your company submits articles to? Alexa.com is a website that tracks the traffic of all websites. Go there and type your website URL and you'll see where your site ranks among the millions of websites. It's easy and fun to do. Try it! Now, ask the marketing company to provide the names of 10 sites they will submit your article to. See where they rank on Alexa. Do they even rank on Alexa? If not, watch out!

4. Is this a targeted campaign, or a scattershot approach? Ask the company how well targeted the article submission process is going to be. Can they target specific audiences, like health, or marketing or C-level executives? If they can't, then you are wasting your money reaching audiences that aren't interested in your message.

5. Does your company submit articles by hand or by software? Most reputable websites that accept articles will not accept articles delivered by software. They want unique content and they know articles submitted by software will be sent to every site imaginable.

6. Does your company edit your article? I've written six books on marketing and the Internet that have been translated into six different languages, and I write and submit articles on a weekly

basis. Yet, I still hire proofreaders to review my articles. Sure, you think you are a great writer, but there's not a person alive who won't benefit from a copy editor giving the article a second look.

7. Will your company use sound search engine optimization strategies to make my articles search engine friendly? If you hire a good article marketing company, they will not only edit your articles but they will make your articles search engine friendly as well. This way, your articles can be found on Google.

8. Will your company handle the day-to-day correspondence with site and ezine editors? You can spend hours answering questions from website and ezine editors. The best firms handle the routine correspondence for you. They bring you in only when you need to answer an important question. You should avoid firms that don't respond to editors because your articles will never be published by highly targeted websites. They can say they submitted the article, but you won't have any pickup.

9. Does your company submit articles in a way that Google respects, or do you blast articles out there? Google hates when people try to manipulate their rankings and will ding your article campaign if you send out too many articles too quickly. Make sure your article marketing company understands this. Otherwise, Google could blackball your article marketing efforts.

10. What do you charge? It has been my experience that the article submission process, if performed correctly, can take upwards of 10 hours (or more) to submit your article to 100 sites. That doesn't count the proofing, editing, optimizing, consulting and following up. All this work takes time and effort. If the price seems too low, remember the old saying, "You get what you pay for."

You want an article submission company that cares about your success. Many fly-by-night artists just want to take your money and run. Make sure the service you select takes the time to get to know you, your marketing goals and your audience. Follow these tips to ensure you get what you pay for! If not, you could be headed for disaster.

I hope to see you all over the Web.

About the Author:

Internet marketing pioneer, Dan Janal has influenced several generations of Internet Marketers including the top executives from IBM, American Express and Reader's Digest. If you're ready to jump-start your article submission efforts and make more money online then get your FREE tips now at <http://www.articlemarketingexperts.com/articlenewsletter>



Effective Article Marketing

This is not likely to be the first time you've heard about the importance of writing articles to grow your business. In today's internet savvy world, customers are no longer "surprised and delighted" to find interesting and valuable articles from companies like yours. Instead, most potential customers expect you to have written articles, blogs or reports that they frequently use to judge the viability and value of you and your company. For many of those folks, it's an easy – and usually free – way to "try out" your ideas and methods, before they invest in your products or services. If you think about it, articles are really your free samples.

Articles give your potential clients an opportunity to get to "know" you and experience your style. They are an integral part of the business relationship foundation of trust and workability. In essence, it's an opportunity for you to "show 'em what ya got". This strategy that has been around for a long time because it works . . .when it is done right.

Think about your own expectations. We all shop at Costco right? My guess is that you shop there when you are hungry because you know (and expect) that there will be people in attractive, plastic shower caps (aka hairnets) passing out samples of numerous, tasty goodies. I bet it's even safe to say that on occasion, something you never thought you would buy ended up in your basket because of these samples. The articles you write and put out in the world are like those tasty samples that you grab as you are shopping.

We all know samples, i.e. your articles, are important. What may not be so clear is the best way to get those articles (your samples) into the business world so that they translate into more money for you and your business. Our guest expert this month is Dan Janal of www.PRLeads.com. His easy to follow, strategic system lays out the steps for effective article marketing. He shows you how to:

- Build your business
- Build traffic to your site
- Get more prospects into your sales funnel
- Develop rapport with current and potential clients
- Develop Credibility – become an expert
- Make money

Whether you are a new writer or an established author, the steps this month show you how to get the most out of your valuable "free samples" (no hairnet required!).



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Phase 1 Set Up and Preparation for Article Distribution

The set up for this particular system is important. The goal is to move your potential clients down your pre-determined path. That path begins at your article. When the article is read, your readers are officially "on the path". The article, then, leads the readers to your website, where you will capture the readers' contact information. The contact information allows you to market to the readers so that they buy from you and become clients as well as readers. Because this is a path, all of the points are connected, and flow from each other, so it is important to spend the necessary time designing and setting up each of these points. The objective is to support your article marketing.

Decision maker

1. Determine what you want your company to be known for; your area of expertise. For example, do you create systems, offer marketing consultation or are you the best CPA in town? You want to decide this first so that your articles reflect who you are and how you want to be seen in the business community.
2. At the end of each article, you'll want to send the reader to a website where they can enter their name and email address to have access to more of your information. This "more information" is called a free offer. The purpose of the free offer is for you to capture the reader's information for your mailing list so that you can contact and market to them on a regular basis.
3. Decide what your free offer will be. This could be an e-book, a report, a series of emails, an audio program or a webinar.
4. Included in your free offer should be a strong call to action to get the reader to purchase a product or service. Determine which product or service you want to promote. Potential buyers tend to get confused when there is more than one option on the table, so choose just one thing to promote. Later, you can direct them to your catalog of other products and services.

Writer

1. Create your free offer. The free offer then becomes the one thing you promote in every article. The goal is to move your reader down a path. It starts when they read your article. The article leads the reader to your website, the website allows you to capture the readers' contact information. The contact information allows you to market to them until they buy from you. All of the points on the path are connected.
2. Write the content for a web page (also known as a squeeze page) that gives the reader an overview of your free item and encourages them to sign up for it. Make the reader an offer for a free information product that they just can't refuse.
3. Once the reader has filled in their contact information, you'll want to continue to "talk" to them. The easiest and most automated way to do this is to write a series of emails that will give the reader more information and encourage them to purchase your product or service. This series of emails is called an auto responder.

Web/Tech Team

1. Build a web page (also known as a squeeze page) that includes:
 - a. An overview of the free item.
 - b. A sign up box that can be filled out by the reader which grants them access to the free item.
 - c. Example of squeeze pages can be found at:
 - i. www.processprodigy.com
 - ii. www.speakandgetnewclients.com
2. Once the reader enters their information, the following activities need to happen automatically:
 - a. The free item should be emailed to the reader.
 - b. The reader should be added to your ezine list.
 - c. The reader should receive an auto responder series that gives more information and encourages the purchase of your product or service.



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Phase 2 Writing an Effective Article

Decision Maker

1. Develop article ideas. Your article should address one of the following themes:
 - a. How to make money
 - b. How to avoid losing money
 - c. How to gain pleasure
 - d. How to avoid pain

For example:

- e. 10 Questions to Ask Before Hiring a CPA
 - f. Don't Make these 10 Mistakes When Filing Your Taxes
 - g. 10 Ways to Cut Stress and Live the Life of Your Dreams
 - h. 10 Ways to Put More Romance in Your Life
2. The best articles are those that address your audience's needs and wants. To determine what your audience wants, ask them, don't guess.
 - a. Do a survey and ask your clients to submit a list of questions they would like you to address.
 - b. Make a list of the top 10 ways people can make money using your services.
 - c. Make a list of the top reason people will find happiness or fun because of your product or service.

Writer

1. Develop the content of the article. Start with an outline.
 - a. Identify the audience you are trying to reach and decide what problem you want to solve for them. Create a vision. In two to three sentences paint a picture of their pain. For example: Your accountant just died and it's two weeks before taxes are due - don't panic! Here are 10 questions to ask before hiring your next CPA.
 - b. Choose one of the ideas from the article development stage and make a list of the top 5- 10 points you want to make around the subject. This becomes your outline for the article.
2. Write the headline for the article. The headline should be approximately: 8 to 12 words (this is only an approximation, if the title is longer, but good, then use it). The headline should include:
 - a. The target audience.
 - b. The key benefit or pain.
 - c. The number of tips (if applicable).
 - d. For example: "10 Questions Entrepreneurs Should Ask Before Hiring Their Next Accountant"
3. When choosing the words of a headline, the idea is to pick the words people commonly use when looking for information online. For example, when searching for something using Google, people are more likely to type "new moms" into the search engine instead of "pregnant woman". Using the more common term(s) will allow the search engines to find your articles more often, so more people will be driven to your website. In this case, more is definitely better.
4. Why is the headline important?
 - a. It can peak interest so that people will actually read the article.
 - b. Search engine optimization. When someone uses a search engine to look for information, you want your article to come up in the search results. Using the right words can do this for you.
 - c. You want to attract editors to read and reprint your articles so that you get even more exposure to new audiences.
5. Write the article body.
 - a. Take the two or three sentences you wrote describing the problem or pain and write a transition to your tips. For example: Fortunately there's an easy way to solve this problem. Here are 10 tips.
 - b. Drop the tips into your article and add as much or as little detail as needed to explain each tip. The article should not be more than 750 words. If the article ends up being longer, cut back wordiness or cut out some of the tips.
 - c. Write an ending that wraps everything up and tells the reader that they can begin to solve the problem by following the tips that you laid out.



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6. Proof read the article. Run spell check, grammar check, and optimize key words in the article.
7. Run the article through a spam checker. The spam checker looks for words or phrases that spammers use. It gives you the chance to identify and change these words. Maybe you've seen people spell things with additional characters, like f*re*e. This is an attempt to fool a spam filter. The idea is to set up the article so that if you or someone else sends it out to their ezine, it won't get stuck or lost in spam filters. Most email blaster programs have built in spam checkers. If yours does not have this feature, go to <http://spamcheck.sitesell.com>
 - a. Avoid obvious spam words in your articles as much as possible. Some common spam words are:
 1. Free
 2. Offer
 3. Limited time
 4. Special opportunity

Phase 3 Making Money with Articles, Writing the Bio Box Decision Maker

1. The purpose of the article is not to sell something, it is to point out a problem and get readers interested in receiving more information from you. Every article should include a call to action which appears at the end of the article in the "bio box". The "bio box" is the blurb at the end of an article that informs the reader where to go to get further information. For example, Ready to create a business that runs without you? Cut back your work hours, extend vacations, eliminate wasted time, make more money by having outrageously effective systems in your own business. Get your FREE gift now at <http://www.processprodigy.com/ezine.html>

Writer

1. Create a compelling call to action. Write three or four sentences that make the reader want to go to your squeeze page to get the free offer you created. Make them an offer they can't refuse. For example:
 - a. Want to reprint this article? Feel free as long as you include the following: Is your life out of balance take our free quiz at www.xyz.com/squeezepage.
 - b. Get 10 more tips on how to hire an effective sales team at www.squeezepage.com
2. The link used in the bio box should be the link for the squeeze page created in the set up phase.
3. The bio box is included with every article.
4. The bio box is the selling tool. The purpose of including this box is to get people to sign up for the free item through the squeeze page so you have the opportunity to sell your products and services to the readers.

Phase 4 Distribute the Article Decision Maker

1. Send completed articles to the administrative team for distribution.

Admin/VA

1. Place articles on:
 - a. Your website
 - b. Your blog
 - c. Tweet about the article on Twitter
 - d. Link your blog to your FaceBook page so that FaceBook friends also have access to the articles
 - e. Send them to your ezine list
 - f. Send the article to directories. There are hundreds of directories out there, but the biggest one is www.Ezinearticles.com.
2. Look for targeted sites, blogs and publications that your target market is likely to read. Create a list of those sites, blogs and publications and submit your articles to them on a regular basis.



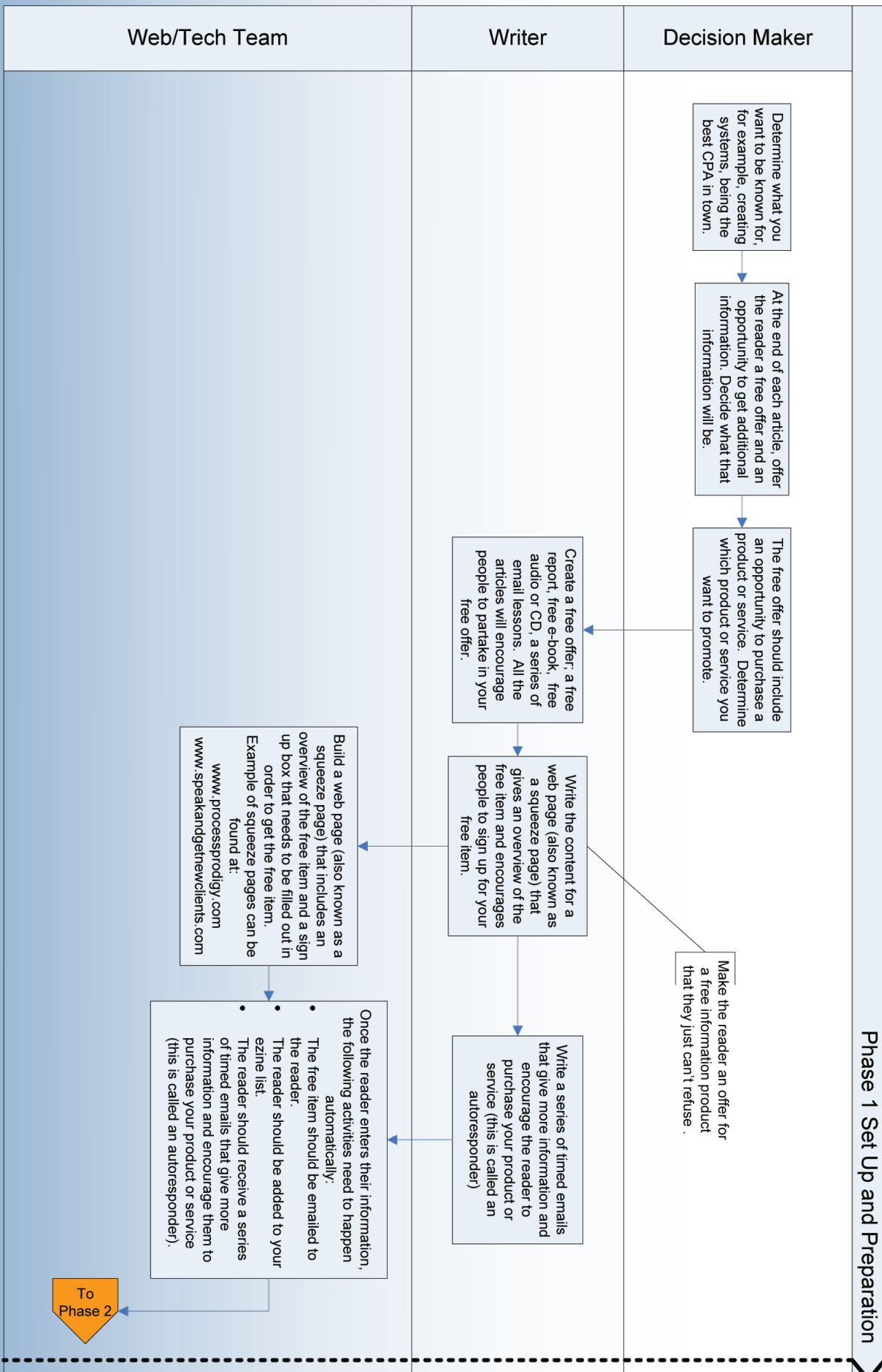
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ARTICLE MARKETING



ARTICLE MARKETING

Phase 2 Writing an Effective Article

Decision Maker

Develop article ideas:
Your article should address one of the following themes:

- How to make money
- How to avoid losing money
- How to gain pleasure
- How to avoid pain

For example:

- 10 questions to ask before hiring a CPA
- Don't make these 10 mistakes when filing your taxes
- 10 ways to cut stress and live the life of your dreams
- 10 ways to put more romance in your life

From Phase 1

To determine what your audience wants to know from you, survey your list. Ask your clients to submit a list of those questions for you. Ask clients to submit a list of what they would like or need from you.

Make a list of the top 10 ways people can make money using your services. Make a list of the top reasons people will find happiness or fun because of your product or service.

Writer

Develop the content. Start with an outline.

1. Identify the audience you are trying to reach and decide what problem you want to solve for them. In 2-3 sentences paint a picture of their pain. Ex: Your account just died and its two weeks before taxes are due - don't panic! Here are 10 questions to ask before hiring your next CPA.
2. Take one of the ideas from the article development and make a list of the top 5-10 points you want to make around the subject.

Write the headline
Headline should be 8-12 words (this is an approximation, if it's longer, but good, then use it)
The headline should include:

- The target audience
- The key benefit or pain
- The number of tips (if applicable)

For example: "10 questions Entrepreneurs should ask before hiring their next accountant"

Pick the words people commonly use when looking for information online. For example, people are more likely to type "new moms" into the search engine rather than "pregnant woman". Using the more common terms will allow the search engines to find your articles more often - this means more people will be driven to your website.

Write the article body:

1. Take the 2-3 sentences you wrote describing the problem or pain and write a transition to your tips. For example: "Fortunately there's an easy way to solve this problem. Here are 10 tips.
2. Drop in the tips and add as much or as little detail as needed to make the point of the tip. The article should not be more than 750 words. If the article ends up being longer, cut back wordiness or some of the tips.
3. Write an ending that wraps everything up and tells the reader they can begin to solve the problem by following the tips.

Proof read the article. Spell check, grammar check, and optimize key words in the article.

Run the article through the spam checker. The idea is to set up the article so that if you or someone else sends it out in their ezine, it won't get stuck in spam filters.

Most email blaster programs like Constant Contact, and 1shoppingart have built in spam checkers. If yours does not go to <http://spamcheck.sitesell.com>.

Avoid obvious spam words in your articles as much as possible. Some common spam words are :

- Free
- Offer
- Limited time
- Special opportunity

The headline is important because it stimulates people's interest so they actually read your article. Utilize search engine optimization. You want editors to reprint your articles so you get even more exposure to new audiences.

To Phase 3

ARTICLE MARKETING

