

INSIDER PREVIEW: YOU'RE EYES ONLY

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**THE INSIDER'S GUIDE TO BUILDING
A MILLION DOLLAR SALES FUNNEL
FOR YOUR SHOPIFY STORE**

SEO & Content Marketing Strategy

If you could only crack the code of SEO, your site would appear at the top of google searches, and you would have loads of traffic all for free! If only you knew the magic formula of H1, alt tags, and stuffed keywords that would make the Google machine happy. You probably think you need to hire a special SEO consultant who knows the special incantations that will get you that great ranking. But none of that is realistic. It's at best an attempt to game a hugely complex and constantly changing algorithm into giving you traffic you don't deserve. You're trying to cheat the system, and that SEO consultant is really just a snake-oil salesman. Instead, let's come up with a real strategy that works.

Let's forget about obsessing over HTML. If you're using a new premium theme from a good developer like Pixel Union or Out of The Sandbox then you've already done 99% of everything you need to support technical SEO efforts. OpenGraph tags, schema markup, responsive layouts, etc. They're all already there and done for you. Don't waste time and money on getting someone to poke around in your store's code because you'll never get a good ROI out of it. Let's face facts: Google engineers are smarter than you.

Google wants what your customers want: relevant, valuable content. You have to write articles, guides, interviews, and all the other valuable content that people enjoy reading on other sites. My most successful Shopify Plus client couldn't care less about SEO. Instead of fussing with alt tags, he hired three writers to produce great blog content for him. It costs him \$1200/mo, which is way cheap for the ROI he gets. Here's the best part: he never worries about writing the perfect SEO-gaming copy, because he's instead creating on-topic and relevant articles. You can do the same thing by writing on your own or hiring someone.

I already know your objection: "But I'm a lousy writer, and I can't afford to hire somebody." I've got a hack for you that I use. Dictate articles that you write using the text to speech already built into your computer/phone. Macs are especially great at this. Then send it to a copy editor. I pay \$30/article on average for copy editing.

From this day forward, any time a customer, a prospect, or even a vendor asks you a question via any means, copy & paste or jot that question down. I use Google Keep to do this because it works across all my devices. Then, every week (or as often as you'd like) pick whichever question will be easiest for you to speak to, and

write a 500+ word response as if you were writing an email to a friend answering the question. Proofread it with a free tool like Grammarly.com, and post that content to your website, blog, Facebook, and newsletter.

Pretty soon you'll have grown a library of content that answers the exact questions your best customers are asking. If they're asking it, then they're googling it, and that means your site may show up first because it'll be a relevant resource for your community. Google and your customers will reward you for that.

Links to your site from sites with a similar audience are massively important. (Note: The spammy blog links you buy from a snake oil salesman SEO pro for \$500/mo are the opposite of this.) The best SEO strategy I've ever seen is PR outreach. Find blogs, forums, YouTube channels, and Instagram rockstars who are in your niche. Now email them. Email them and offer them free product in exchange for an honest review. This is a numbers game, but it's the only way you'll get relevant links with qualified traffic. This tactic is powerful in that you'll be able to trade up the chain. You'll start with small blogs and as word of mouth grows you'll be able to build relationships that move you up to blogs getting millions of daily visitors. This tactic isn't particularly difficult, but it is time-consuming. You can

hire someone to do it for you, which will save you time and speed things up because outreach professionals already have a network to leverage. (I recommend Kai Davis for this kind of work, he's pulled great results for my clients. You'll see why in the next chapter)

What's the takeaway here? Instead of trying to learn the finer points of semantic HTML while guessing at Google's algorithm, all you need to do is share your passion. Make your love of your niche open and infectious and the SEO will follow.

Cold Podcast Outreach

In my experience, guesting on podcasts (and later hosting one) is an incredibly powerful (and free) marketing tactic. Aside from getting backlinks to your site from the anywhere the podcast's show notes appears, you'll also be building your network of contact and getting you and your brand in front of potentially thousands of people. It's a very personal medium that is overlooked too often. Think about it, when people listen to podcasts, they get hear your voice in their ears for 20 minutes or more in their car, while jogging, or at work.

Without further ado, let me pass the mic to Kai Davis of DoubleY-ourAudience.com:

Kai Davis says...

Guesting on podcasts is like presenting a room full of your dream buyers. But how do you get on a podcast? What are you supposed to say? How do you write an email that cuts through the noise, builds a relationship with the host, and makes you the obvious choice to come on their podcast as a guest?

In a nutshell, you, dear reader, want to pitch the podcast host on why you will be valuable to have on their podcast. There are three primary elements that you need to consider when writing your pitch email:

1. Demonstrating your value to their audience (why should they have you on?)
2. Showing that you've done your research (why are you emailing? are you relevant to their audience?)
3. Making it an 'automatic yes' to have you on the show (give a clear call to action, so it's an 'automatic yes' to have you on)

Demonstrate Your Value

First off, you want to show your value to their audience. This is a bit different than you might expect. You don't want to demonstrate your value to the host. You want to frame your experience and your value in terms of how you will help their audience learn something new.

Why would a host care about your pitch? Because you're telling a story that will be attractive to the host's audience. To do that, you want to pick topics that align with the podcast and audience that you're pitching.

If your business is focused on helping consultants raise their rates, you won't get much benefit out of appearing on a podcast dedicated and talking about work/life balance as a salaried employee. You want to make sure there's alignment between the audience you're speaking to, the topics you're talking about, and your personal area of expertise

This way, you're presenting your value to a relevant audience who has the exact expensive problems that you're great at solving. To do that, you need to do three things.

Define Your Unique Story

First, you want to identify your unique story. Why are you interesting to the audience you're pitching? What do you have to teach them? How can you help them improve their business? When you define your unique story, you want to identify:

- The problem that your clients are experiencing or are at risk of experiencing (“The ‘Why’ ”)
- The solution that solves the problem for your clients (“The ‘How’ ”)
- Your product that provides the solution for your clients (“The ‘What’ ”)

When you define the unique story that you want to tell, you're able to pitch based on your value to their audience — instead of just pitching on your background or your business.

Follow The ‘Impactful Story Framework’

You want to pick stories that would be impactful or relevant to the audience you're pitching. Here's the framework for that: you want to have 3-5 topics that you can draw from when you're pitching, based on your area of expertise, the expensive problems you're great at solving, and common questions that you're

great at answering. The first place to look for these topics? Content you've already created:

1. You can use Buzzsumo to look at the articles on your site and see the most shared articles. These are topics that are popular, impactful for your audience, and proven.
2. You can use Google Analytics to look at your most viewed pages. These are topics that are getting the most traffic overall on your site and, similarly, are proven topics that you have the credibility to talk about on their show.
3. You can look at your business and area of expertise and identify a topic that you're great at explaining.
4. You can identify a particularly expensive problem that you're great at solving for your clients or customers and that you can teach other people how to solve.
5. You can look at your industry overall and identify a controversial, against the grain opinion that you hold.

From these sources, you want to identify 3-5 pitches, with at least one in each of the following categories:

1. A **Controversial Opinion** that you have about your industry. This should be something that goes against the grain for your industry.
2. A **Solution to a Common Problem** in your market. This should address a common problem that your dream buyers in your market have and walk them through how to solve it.

3. An **Overview of your Area of Expertise**. This should walk the listener through what exactly it is you do: the problem you solve, the audience you work with, your solution, what makes your solution unique, and your methodology.

Then, as you pitch, you draw on these pitches, choosing the ones that make the most sense for the audience you're pitching.

Show You've Done Your Research

When you're emailing the podcast, you want to do a minimum amount of research. That means you've identified:

- The podcast's name
- The host/contact person's name
- The name and topic of a recent episode of the podcast (ideally, an episode relevant to what you're pitching)

That's the minimum you need to research and identify about the podcast. The more research you do and the more custom you make your message, the more you can tune your pitch to be relevant to the podcast and their audience.

Make It An 'Automatic Yes'

You want to present such a compelling pitch that they immediately want to have you on their show as a guest. There are a few best practices you want to follow:

- **Write a short email.** Ideally, 200 - 400 words.
- **You want to demonstrate how you can contribute value to the show.** By including reference to how you can help teach their audience something new and specific topic pitches for their show, you show how their audience will benefit from hearing you speak.
- **When you pitch, you want to offer the podcast host a 'choice of yeses'.** By presenting the person you're pitching with multiple topics to choose from, you're offering them a choice of yeses. Instead of a yes/no decision to "Do I want to have this person on my show?", the host is now presented with the choice of how they want to work with you.
- **You want to include a clear call to action.** Avoid weak calls to action like 'Let me know if you're interested.' Focus on strong calls to action that 'assume the yes' and give a clear next step for the recipient to take. A great example of this would be the call to action "As a next step, just reply and let me know which topic your audience would be most interested in hearing. After that, we can work out the scheduling details."
- **And, most importantly, you want to follow-up persistently and politely until you get a 'no'.** If someone

doesn't respond to your first email, it doesn't mean that they aren't interested. It only means they didn't have time to respond. You want to develop a habit of consistently following up, every week until you get a 'yes' or a 'no.'

Podcast Outreach Email Template

This template is what I use for all of my podcast outreach and all of the podcast outreach I do on behalf of my clients.

Heya {Name},

I'm a big fan of {Podcast Name} and loved Recent Episode where you talked about {topic}.

I'm a {positioning statement}. I help teach people {benefit focused outcome}. I'd love to help teach your audience about any of the following topics:

- Topic #1 — Short description of the topic and the outcome for the audience
- Topic #2 — Short description of the topic and the outcome for the audience
- Topic #3 — Short description of the topic and the outcome for the audience

Does one of these sound like they'd be a good fit for your audience? Just hit reply and let me know which topic you'd like to talk about. After that, we can work out scheduling details.

Additionally, I'd love to learn more about how you like your guests to prepare for an interview. If you have any onboarding documents you'd like me to read ahead of the interview, please send them over!

Thanks so much,

Your Name

With this template, you're:

- Connecting with the podcast creator
- Highlighting your familiarity with their show
- Demonstrating how you can offer value to their audience
- Offering them a 'choice of yeses' regarding topics
- Presenting them with a strong call to action to follow

It's a great template that you can take, use, and adapt when you start your podcast outreach. The sky's the limit.

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Thanks for reading!