

Marlon's Marketing Minute

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The 7 Key elements Of direct response blogs



Hello,

Marlon here.

Last issue I showed you how to [build a WHOLE BIZ](#) from scratch.

Part of that process was using a BLOG for your non customers, customers and affiliates. What I want to do this issue is delve DEEPER into the blog part and explain a new paradigm or way of thinking about using blogs in that "business-from-scratch" concept.

Also, please note we have NEW Quickstart Call.

Direct Response Blogs are NOT normal blogs.

They contain 7 elements traditional or normal blogs do NOT.

Let's break those 7 elements down:

OLD STYLE ↔ **Direct Response**

Branding only

Lots of posts

Relies on Google

Spray and pray

Sell banners

Google Adsense

Gets slaughtered

Calls to action

Unmet wants

Proactive traffic

Target & List

RESPONSE!

Make offers

Evergreen & long term

MOST of the information available on blogging focuses on the LEFT SIDE of the above chart.

I don't know of anyone else really teaching this **Direct Response Blog** concept. So I wanted to drill down into it DEEPER as is my style and really spell it out. I've seen others show how to do an aspect of it, like putting a lead capture form on the blog. But they don't embrace the complete and full **Direct Response Blog** methods and mindset.

**BIG ANNOUNCEMENT: THURSDAY EVENING IS OUR
NEW QUICK START CALL
FOR THE WP LEADS AND SALES TRAINING!**
**Time: Thursday May 2 at 7:15 p.m. Central Standard Time,
8:15 EST, 4:15 Pacific**
**I'll be sending out the email AND posting it inside your
member's area on Wednesday.**

If you haven't got your Dashboard yet, there is still time to get on the call:
<http://www.bestinternetmarketer.net/wpdash>

Also, on TUESDAY I'll be holding a special webinar with Daniel Hall....sending out the details shortly.

1. Branding Only vs. Calls to Action

In the traditional method of blogging, you put up lots of posts to get Google love. And you "built your brand." But that was about all there was to it.

In **Direct Response Blogs**, you have a very clear focus on one thing: CALLS TO ACTION

A call to action means you're giving people an incentive, usually a free report, to subscribe to your email list, join your Facebook group, get on your text-of-the-week list, or your Skype list.

This is a HUGE difference in focus between the traditional style of blogs, what most people teach and the new **Direct Response Blog** concept.

If you go to <http://www.marlonsnews.com> or <http://www.salesletters.com>, you'll see I have clear calls to action.

2. Lots of Posts vs. Unmet Wants

In traditional blogging, you pump out a lot of posts without a strategy.

The idea is that the more you post, the more current you are to the search engines and the more traffic they send you. The problem with this is that the posts don't fit any overall STRATEGY or goal.

Not so with **Direct Response Blogs**.

In **Direct Response Blogs**, we focus on UNMET WANTS and needs. Yes, you can still post a lot if you're really determined to go for the search engine traffic. But the difference is you have a strategy.

You go for what is called WHITE SPACE or BLUE OCEAN.

In other words, you look for the problems people have and are struggling with. Or you look for the needs and wants they have that are UNMET by existing products in the market and by the posts on other blogs in the category you're in.

For example, if you were writing a blog about Final Cut Pro, so they can sell high-end webinar training, you'd look for TOPICS not covered well on other blogs about Final Cut Pro.

Or you'd take a different angle.

I watched a video the other day by someone on Youtube who talked really FAST! And their whole pitch was that Sony Vegas on a PC allowed you to work much faster than Final Cut Pro on a Mac! Now, I have no idea if this is really true or not. The person doing the video sure convinced you of it though.

For one thing, you figured someone who talked that fast on video MUST be really into doing things fast. Then he presented a log of logical reasons.

This is called taking a POINT OF VIEW.

You can do this in ANY INDUSTRY.

I used to be a magician in my much younger years. And I'm a fan of David Copperfield. On a DVD I bought he speaks to a magic convention and explains how his whole career he took a certain point of view in his magic.

That point of view was he told STORIES with his magic. That was his angle or "thing."

No one else did it. That made it white space (not occupied) or blue ocean, i.e. uncharted waters.

3. Relies on Google vs. Proactive Traffic

This is a biggie.

Most all traditional products and ideas of blogging center around the big G.

They hope and pray they can wave the magic wand of on and off page seo factors correctly so Google will make traffic and visitors appear on their websites!

I'm NOT a big fan of betting my retirement, my future, paying my bills, underwriting my dreams by betting on what some hyper-enormous, impersonal corporation is going to do with my blog!

Yet, it's stunning that so much of the traditional thinking about blogs all centers around this one concept. It's like a black hole vortex that sucks people into it!

Once you go down that vortex, you get sucked into the mindset and never recover!

In contrast, **Direct Response Blogs** say SCREW THAT! Let's take control over our traffic, our dreams, our sales, our lead generation and our future.

This means generating traffic using proactive methods that YOU CONTROL. This is what Direct Response Blogs are about. Just as one example, I know a guy who uses his podcast on iTunes to send traffic to his blog.

It works gangbusters.

I've seen others do it with guest blogging or Youtube videos.

The common denominator is taking CONTRL over your traffic.

4. Spray and Pray vs. Target and List

Spray and pray means throwing up a bunch of posts on keywords and PRAY that Google lists you at the top of page one for a few of them.

Target and list is what **Direct Response Blogs** do.

They TARGET buyer “personas” and make posts that APPEAL TO AND ATTRACT those target personas. Then they get them on a LIST using calls to action, preferably customized to match the blog post and what that particular “persona” wants.

A persona might be “George Buyer.”

And George’s persona is an average of a segment of the market. So he’s 50 years old, his kids are out of college, he has time on his hands, he’s uncertain about his retirement and future, his nest egg got depleted by stock market crashes.

That’s an example persona.

Now, once I have a persona I can write a blog post that TARGETS George’s wants, needs, problems, and desires that are UNMET.

This is a vastly different concept from picking random keywords out of a keyword tools and writing a blog post on them.

5. Sell Banners vs. Response

Here’s another CORE DIFFERENCE between **Direct Response Blogs** and traditional ones.

Direct Response Blogs focus on calls to action, getting a response, and building a list or promoting affiliate offers vs. selling banners, or simply linking a banner to an affiliate program.

In traditional blogs, you always see the 125 x 125 pixel banners on the right side.

Those spots are sold off or link to affiliate products, usually a WSO or something on Clickbank or Commission Junction.

The clicks and response will be minimal at best.

In contrast, Direct Response Blogs track the clicks and opt ins on their call to actions that are placed in sidebars and at the end of posts. Given time, Direct Response Blogs CUSTOMIZE the free report offer to the topic of the blog post.

So if the blog post was about how to render videos faster in Final Cut Pro, the free report offer might be, *“7 secrets of doubling the speed of output from Final Cut Pro.”* Something like that.

The idea is that the blog post ATTRACTS a buyer persona, someone with a particular problem, unmet need or want.

And at the end of the blog post, you then OFFER a RELATED free report in exchange for an email opt in, joining a Facebook group, Skype list, text message list – or whatever kinda list you wanna put them on.

Then, once that person JOINS the list, in the ideal world, given time to build out a simple little funnel, you have 5-7 emails that go out in a sequence on that topic and you drive the person to an automated webinar that sells a product.

Or you send them to a podcast where a product is promoted.

Or you send them to a sales letter or blog posts that sell a product directly or indirectly.

Direct Response Blogs sell affiliate products by doing behind-the-scenes walk throughs, showing how to use a product and then giving a BONUS for buying via an affiliate link.

Traditional blogs don't do ANY of the above.

You probably have some ebooks on your hard drive or are a member of something that teaches blogging. And chances are, you were not taught these critical **Direct Response Blog** concepts – at all.

6. Google AdSense vs. Making Offers

In traditional blogging methods, you put Google AdSense on the blog to monetize. Of course, that alone limits you because of Google's strict rules about what you can and can't do.

Direct Response Blogs are REBELS!

They say SCREW THAT!

They are PROACTIVE about monetization. And they don't take a chance of losing all their revenue because of a Google Slap.

Instead, Direct Response Blogs do one of two things:

One, they get the reader onto a list.

Two, they promote affiliate products with reviews, behind-the-scenes tours and bonus packages.

The difference in income between someone you get ONTO your list vs. someone who clicks an adsense link ONE TIME is absolutely massive.

Big difference.

On my list, I know that after X days, each person is worth \$16.00 and change. You aren't likely to get \$16.00 per adsense click. And my revenue KEEPS coming in after that first initial period. I've had people on my list for years and years who continue to buy. In fact, I have many, many customers like that.

7. Gets Slaughtered vs. Evergreen and Long Term

Eventually many, if not most, traditional blogs get slaughtered in one way or the other.

Google slaps the living daylight out of them and they struggle to recover, if ever.

They get slapped for an AdSense violation.

They lose their search engine positioning.

They run out of steam.

In contrast, a **Direct Response Blog** builds for the long term. And since the traffic isn't Google-reliant, everything is built on an evergreen foundation.

It's really the difference in building for the future vs. seeing your revenue and dreams fall apart at Google's whim.

What's more, a **Direct Response Blog** are prone to NETWORK with other blog owners via guest posts, and that opens the doors UP for JV relationships, joint product creation, speaking gigs and much more!

See, instead of relying on Google for traffic, they proactively generate it. And certainly guest posts are one way to do it. And putting interviews with bloggers on YOUR blog is another. All of those things build RELATIONSHIPS that almost always result in good things happening to you over time.

If you build value for others, over time that value will come back manifold due the universal law of reciprocity, as cited by Robert Cialdini.

Interestingly enough, when Google sees blogs linking to you, traffic coming to your site, low bounce rates due to targeting personas, this quite likely ALSO results in you getting that GOOGLE LOVE that others whore their blogs to get.

Direct Response Blogs can get it as a natural result of the other activities.

How Can YOU Turn Your Blog Into A Direct Response Leads-And-Sales Getter?

Here are the steps you need to take:

1. Get Google off your brain

Be proactive about traffic.

2. Get your traffic other places proactively

Pick a few methods for getting traffic and use them consistently. Consistency wins this race in the long run.

3. Define your buyer personas

Who are your potential buyers? Create their personas and make blog posts that target their unmet needs and wants.

4. Create attractive calls to action that dovetail with your blog posts

This is a process. But your goal is to customize those calls to action to match your blog posts as much as you can. This results in higher opt in rates.

5. Start tracking the opt ins generated by every blog post

This lets you see what topics your audience responds to.

Best wishes,

Marlon Sanders

PS: Marlon is the creator of the [WP Leads and Sales Dashboard](#) which is the ONLY product that specifically teaches you HOW to set up, get traffic to, post targeted content on and monetize a **Direct Response Blog**. [Affiliate information is located here](#)

If you want to dump your traditional blog and START a direct response blog, or you just want to start out the right now, NOW is the time to do it.

On Thursday, May 2, I'll be holding a Quickstart Call at 7:15 p.m. CST, 8:15 p.m. EST. You can BE on that call and let me get you started now.