



Food As Medicine

Internet Marketing Plan

Introduction

In this report I'm going to focus on three aspects of your marketing strategy:

1. Your overall marketing strategy, business model and marketing funnels.
2. Your website (how to improve it so you increase your profits from your current traffic).
3. Traffic acquisition (how to drive qualified traffic to your website).

Part 1: Your Marketing Strategy

It looks like you don't have a defined marketing funnel. You need a strategy to capture leads and market to them. Most people that visit your website aren't ready to buy, so if you don't capture their contact information, once they leave your site are gone for good.

Something else you need to work on is your risk reversal tactics. Right now, the only way people can buy from you is by paying for the book up-front and if they don't like it, they don't know what to do. That's too much risk.

To recap:

- ✓ You need to capture leads' contact information.
- ✓ You have to give them something free (no risk to your visitors)


This is what I suggest for you to do:

1. Don't try to sell your book. Try to get people to download a free report or video. Remember that just because you're giving it away for free it doesn't mean that you don't need to sell the opt-in.
2. Once you have their contact information, use an email marketing solution (Aweber.com is good and affordable) to automatically follow up with your subscribers. I suggest that you opt in for the SEO report I have here and learn from the follow up sequence I have set up:
www.theoutsourcingcompany.com/search-engine-optimization.html

Part 2: Improving Your Website

These are some suggestions to improve your website.

- ✓ I suggest migrating your blogs to your own domain. Now, when someone links to you, Blogspot.com gets all the link juice. Also, spreading your content across different sites is not nearly as good as concentrating it all on one central location. You can use different categories to keep the content organized.
- ✓ Optimize your website for social media. This article explains how you can do this: <http://www.theoutsourcingcompany.com/blog/social-media-marketing/top-10-wordpress-plugins-for-social-media/> Basically, you want to allow people to subscribe to your blog by email, RSS and to share your posts. You also want to let people know how to follow you on Twitter, Facebook, YouTube and LinkedIn. Different people like following others in different ways; make it easy for them and they'll help you market your company.
- ✓ You have a lot of testimonials. Don't put them on a separate page. Put them on your sales pages, so people get re-assurance that your book is a great product.
- ✓ You could benefit a lot from learning some copywriting. Read these articles:
 - <http://www.theoutsourcingcompany.com/blog/internet-marketing/the-most-effective-7-minute-copywriting-course-ever/>
 - <http://www.theoutsourcingcompany.com/blog/web-design/24-proven-headlines/>
 - <http://www.theoutsourcingcompany.com/blog/web-design/how-to-write-for-the-web-%e2%80%93-a-step-by-step-blueprint-for-writing-killer-copy-part-13/>
 - <http://www.theoutsourcingcompany.com/blog/web-design/how-to-write-for-the-web-%e2%80%93-a-step-by-step-blueprint-for-writing-killer-copy-part-23/>
 - <http://www.theoutsourcingcompany.com/blog/web-design/how-to-write-for-the-web-%e2%80%93-a-step-by-step-blueprint-for-writing-killer-copy-part-33/>
 - If you want to take your copywriting skills to the next level, this is an amazing book: http://www.amazon.com/Adweek-Copywriting-Handbook-Advertising-Copywriters/dp/0470051248/ref=sr_1_1?ie=UTF8&s=books&qid=1269282709&sr=8-1
- ✓ These are some quick tips that you should use to optimize your current web copy:
 - Make your headline red and more prominent. This doesn't grab people's attention:



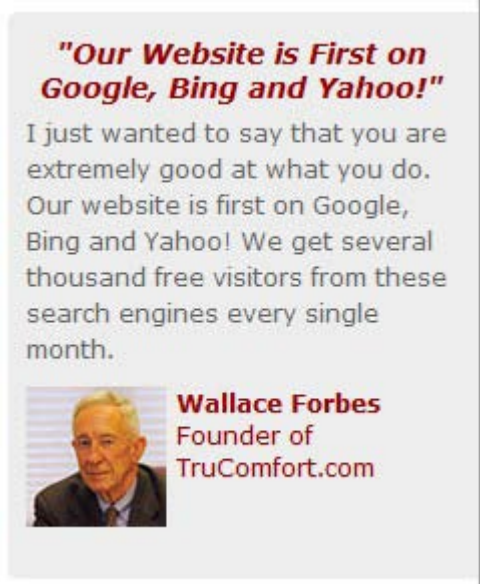
**Detoxify and Strengthen Bodily Systems
With Home Crafted Superfoods**

How about this:

**Attention Gluten-Intolerant Friends:
Now You Can Eat Bread, Pizza and Even Pancakes!**

Note the dark red color, the call-out to gluten-intolerant people and how I summarized the main benefit of your offer in one headline.

- Use different colors for headlines and paragraphs. See how I use red and dark grey here: <http://www.theoutsourcingcompany.com/search-engine-optimization.html>
- Take a look at the format I use for testimonials. This works very well:



- Change the background colors of your testimonials so people can see that they are stand-alone elements within your copy.
- Use buttons instead of links for calls to action. They stand out a lot more. Example:



- Use bullet points to summarize the main benefits of your product. You need to answer these question for your readers: how will this book change my life for the better? Testimonials will help, but you'll also need some teaser copy to show people what they're going to get when they buy your book. I've attached a document that shows how to do this effectively.
- You told me that there are a lot of gluten-free books out there but that the approach you take is unique. This is something you need to leverage in your copy.
- You need strong, prominent calls to action (again, take a look at the attached document). I had to spend two minutes to figure out how to buy your book and I do this for a living. The call to action has to be the most important element of your landing page and it has to attract your attention right away.
- The "Order Now" page could be more organized. I have over 20 options! I expected to be taken directly to the checkout page. Now I need to figure out which of the products I want to buy. You need to have a main front-end offer (ideally a killer free report). Once people opt-

in, send them as many offers as you want (don't abuse this, of course), mixed with some amazing content. That will also allow you to explain what the offer entails. Otherwise, I see something like this and I don't know what I'm going to get:

| | | | |
|--|-------------|--------------------------|--|
| Intestinal Recovery March 20, 2010 | \$80 | Qty <input type="text"/> | <input type="button" value="Add to Cart"/> |
|--|-------------|--------------------------|--|

Where is the course taught? Is it an online course? At what time is it? Do you know what I mean? It's very confusing. Choose a killer front-end offer and then sell more products to those who opted-in.

- Keep in mind that your main goal is to show people that they'll be much better off with your product than without it. Read this: <http://www.theoutsourcingcompany.com/blog/internet-marketing/the-most-important-marketing-secret/>

Part 3: Driving Qualified Visitors to Your Site

These are some of the tactics you can use to drive traffic to your website:

✓ Content Marketing

1. Step 1: create outstanding content. Three articles and two videos per week would be great. Read this article: <http://www.theoutsourcingcompany.com/blog/social-media-marketing/how-to-create-killer-content/>
2. Step 2: distribute your content. These are the the most effective content distribution channels:
 - Video sharing sites (YouTube, Google Video, Yahoo! Video, Vimeo, Odeo, etc.)
 - Your own blog.
 - Ping.fm (includes Twitter, Facebook, LinkedIn and other 40+ social media sites)
 - Article directories (this is a list of the best article directories: <http://www.theoutsourcingcompany.com/blog/search-engine-optimization/article-marketing-on-steroids/>)
 - Forums, groups and blogs talking about your topic (read this: <http://www.theoutsourcingcompany.com/blog/social-media-marketing/the-3-step-system-to-finding-clients-online-in-less-than-24-hours/>)

✓ Guest Blogging

Leverage bloggers that have access to the audience you're trying to reach. More information here: <http://www.theoutsourcingcompany.com/blog/social-media-marketing/guest-blogging-how-to-reach-unreachable-audiences/>

✓ **Search Marketing**

Start doing some Pay per Click (PPC) to find some high-performing keywords. Once you do, do Search Engine Optimization (SEO) for them. This report explains how to do SEO even if you are not a technical person: www.theoutsourcingcompany.com/search-engine-optimization.html

I also wrote an SEO-ebook, which goes into deeper detail. If you want it, let me know and I'll email it to you.

These are some of the best keywords I found for your search marketing campaign. You can start a PPC campaign for these, take the best-converting keywords and do SEO with them.

| Keywords | Monthly Search Volume |
|-----------------------------|-----------------------|
| diet gluten free | 165,000 |
| gluten free wheat | 40,500 |
| gluten free cakes | 18,100 |
| gluten free bread recipes | 14,800 |
| gluten free bread mix | 12,100 |
| gluten free cake recipe | 12,100 |
| gluten free foods list | 12,100 |
| gluten free bread machine | 9,900 |
| gluten free dessert | 9,900 |
| gluten free cake recipes | 8,100 |
| gluten free chocolate cake | 8,100 |
| gluten free baking classics | 6,600 |
| gluten free book | 6,600 |
| gluten free cookbooks | 6,600 |
| gluten free muffin | 6,600 |
| gluten free banana bread | 5,400 |
| gluten free meal | 5,400 |
| gluten free pancake | 5,400 |
| gluten free fast food | 4,400 |
| gluten free product | 4,400 |
| gluten free carrot cake | 3,600 |
| gluten free yeast bread | 3,600 |
| best gluten free bread | 2,900 |
| gluten free cracker | 2,900 |
| gluten free dog food | 2,900 |
| gluten free baking mix | 2,400 |
| gluten free bread baking | 2,400 |
| gluten free muffin recipe | 2,400 |
| gluten free allergy | 1,900 |
| gluten free baking recipes | 1,900 |
| gluten free bread flour | 1,900 |

| | |
|-----------------------------------|-------|
| gluten free chocolate cake recipe | 1,900 |
| gluten free cookies recipe | 1,900 |
| gluten free corn bread | 1,900 |
| gluten free foods diet | 1,900 |
| gluten free oatmeal cookies | 1,900 |
| gluten free pancake recipe | 1,900 |
| gluten free pasta recipe | 1,900 |
| living gluten free for dummies | 1,900 |
| gluten free bread machine recipe | 1,600 |
| gluten free pizza crust recipe | 1,600 |
| gluten free products list | 1,600 |
| recipes gluten free cookies | 1,600 |
| chinese food gluten free | 1,300 |
| gluten free baked goods | 1,300 |
| gluten free banana bread recipe | 1,300 |
| gluten free brownie recipe | 1,300 |
| gluten free pastry recipe | 1,300 |
| gluten free recipes for bread | 1,300 |
| is oatmeal gluten free | 1,300 |
| make gluten free bread | 1,300 |
| gluten free banana muffins | 1,000 |
| gluten free bread brands | 1,000 |
| gluten free dairy free cake | 1,000 |
| gluten free food diet | 1,000 |
| gluten free muffins recipe | 1,000 |
| gluten free pasta recipes | 1,000 |
| gluten free product list | 1,000 |
| gluten free rice pasta | 1,000 |
| potato bread gluten free | 1,000 |
| vegan gluten free cake | 1,000 |
| buy gluten free food | 880 |
| ezekiel bread gluten free | 880 |
| gluten free cake flour | 880 |
| gluten free cracker recipe | 880 |
| gluten free granola recipe | 880 |
| gluten free vegan bread | 880 |
| list of gluten free food | 880 |
| vegan gluten free cookies | 880 |
| wheat and gluten free bread | 880 |
| best gluten free cookbook | 720 |
| gluten free biscuits recipe | 720 |
| gluten free dessert recipe | 720 |
| gluten free flat bread | 720 |
| gluten free soda bread | 720 |
| gluten free buckwheat bread | 590 |

| | |
|--------------------------------------|-----|
| gluten free dairy free bread | 590 |
| gluten free rye bread | 590 |
| gluten free sugar free cake | 590 |
| how to eat gluten free | 590 |
| list of gluten free products | 590 |
| gluten free buckwheat recipes | 480 |
| gluten free food lists | 480 |
| gluten free pancakes recipe | 480 |
| good gluten free bread | 480 |
| the best gluten free family cookbook | 480 |
| celiac gluten free foods | 390 |
| gluten free crackers recipe | 390 |
| gluten free muffins recipes | 390 |
| gluten free sugar free desserts | 390 |
| spelt bread gluten free | 390 |
| gluten free bread recipes | 320 |
| gluten free casein free bread | 320 |
| gluten free foods recipes | 320 |
| gluten free pancakes recipes | 320 |
| best gluten free foods | 260 |
| gluten free bread reviews | 260 |
| gluten free challah recipe | 260 |
| gluten free desserts recipe | 260 |
| gluten free vegan desserts | 260 |
| organic gluten free bread | 260 |
| gluten free bread products | 210 |
| is ezeiel bread gluten free | 210 |
| the best gluten free bread | 210 |
| best gluten free products | 170 |
| gluten free bread ingredients | 170 |
| gluten free pizza crust recipes | 170 |
| gluten free bread recipes | 110 |
| gluten free graham crackers recipe | 58 |
| gluten free vegan pancake recipe | 46 |

✓ **Joint Venture Partnerships**

Approach people who have access to the audience you want to reach and find ways to work together with them. Some ideas:

- Write articles for their blogs in exchange for a link back to yours.
- Ask them to email your offer to their lists in exchange for a commission on the sales.
- Ask them to give their subscribers a free copy of your report. Make sure that your report has a link to your site.

Summary

You have a lot of work to do, but that's a good thing! If you're already making money, imagine how much you will be making when you implement all these suggestions. Your income could easily multiply by maybe 20 if you work hard on this project.

Let me know if you have any questions. And, if you want to give me feedback on this report, I'll really appreciate it.

Have a great day!

Zeke

