

# The “Be Everywhere” Strategy



A Powerful Formula For Building  
Online Visibility, Growing Traffic, And  
Attracting New Prospects And Leads

Steve Shaw

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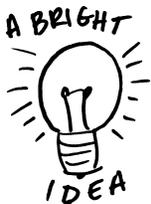
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Dear Fellow Business Owner,

In my previous report on [The Online Visibility Crisis](#)<sup>1</sup>, I explored how small businesses are facing a future of ever-decreasing online visibility in an increasingly socially-connected and content-rich world.

Why?

- Previous strategies that used to work well to give a business visibility, like certain SEO techniques, are no longer effective
- The attention of your prospect is spread far and wide ... and if you're not in the same places they are, they don't even know you exist
- The power of email is declining as people increasingly communicate through social media, and new social media-savvy younger generation come of age and see email as old-fashioned and irrelevant to their lives as the *fax machine*.

So how are these small businesses supposed to now connect and gain visibility again?

Smart businesses are recognizing the power of both social media and content marketing, and investing ever-increasing amounts in those activities. The alternative is to become drowned out by businesses who *are* fully embracing these strategies, with potentially disastrous effects.

This *race to embrace* social and content marketing is fueled as much by the fear of being ‘left behind’ by the competition and becoming irrelevant to the marketplace, as it is by the benefits on offer.

This does however present small businesses with a huge challenge. Effectively embracing social and content marketing typically involves a significant investment of time and resources that many such businesses simply don't have available to them.

It would be hard enough for example to devote additional hours to developing an effective presence on Twitter. But you also need to be active on the other social networks too, Facebook, LinkedIn, Google+, and so on.

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<sup>1</sup> <http://blog.vwriter.com/online-visibility-crisis/>

And then of course there’s Instagram, Pinterest, SlideShare ... and so the list goes on.

*The average small business finds themselves stuck between a future of declining online visibility, and a lack of suitable means to do anything about it.*

Some may at least have *some* presence on one or more of the social networks. But it tends to be the odd sporadic here and there, without any real commitment. It’s not enough to be effective or gain any real visibility or benefit.

And they’re often unsure about the approach they really should be taking, with questions such as:

- Which social network *should* I be on? Which is most beneficial for my business? (What they really mean is, *I can barely manage one such network let alone four or more ... help!*)
- What should I *post* about? What should I *Tweet* about? (In other words, *It’s all very well jumping on board with social media ... but what on earth do I say when I’m there?*)
- How do I even get started? (Or, *The whole idea of learning how to use a social network and avoiding looking stupid when I’m there scares me to death ... cue feelings of overwhelm, panic, unease, and general anxiety about the future of their business.*)

If that sounds anything like you or *your* business, congratulations! You’re completely *normal* and in very good company with millions of other businesses and their owners around the world.

Fortunately, you’re also in exactly the right place at the right time.

As so often happens in my own life ...

*“When the student is ready, the teacher will appear.”*

Buddhist Proverb

All these issues, these struggles of small businesses the world over, are exactly what these reports are designed to help you with - their impact on your business’ future should not be underestimated.

As you’ll recognize with the information I’ll be sharing, for many it will be quite profound.

*The information changes the landscape for the average small business owner and makes the inaccessible suddenly within reach and do-able.*

What you choose to do with the information though ... well, that’s entirely up to you!

So in the first report I’ve shown you the *problem* and the *opportunities that exist* when you fully embrace social and content marketing, and integrate them into your business.

Here’s what I’m covering next ...

In this report, I reveal the *Be Everywhere* strategy, a powerful formula for building online visibility, growing your traffic, and attracting new prospects and leads.

The one thing I won’t tell you (yet!) is *how* to achieve it for yourself. Your initial reaction is likely to be perhaps one of overwhelm, along with wondering how on earth you’re supposed to incorporate all of this into your already hectic schedule.

Yes, I know, I know. I’m only too aware that lack of time and lack of resources are two of the main challenges for most small business owners. Above all, any solution needs to be entirely practical and well within reach.

So I’m going to have to ask you, in reading this second report, to temporarily suspend your *normal pattern of thinking*. For now, it’s enough to follow along as I lay out the strategy, and recognize the potential (and recognize it you will).

In the third and final report I will then cover exactly *how* to implement the strategy into your own business. It will show you how the average small business owner can *Be Everywhere* while still having the time to run their business.

*And no, I’m not talking about hiring several staff or shelling out hundreds of whatever-currency-you-use a month on outsourcers, and then having to manage the whole shebang leaving you in a stress-induced coma.*

As I said in my intro to my last report, I promise you’ll love it when you see it. In fact, when you see the potential of what I’ll be sharing with you, it will blow your mind. It’s potentially revolutionary in terms of how small businesses will be able to manage their social media and content marketing activities in the years ahead.

It's also likely to be the most important information you'll come across all year, and could define the next decade for your business.

With warm regards,

A handwritten signature in black ink that reads "Steve Shaw". The signature is written in a cursive, flowing style.

Steve Shaw

# About Steve Shaw

Steve Shaw has ran an online business since 2001. He started out creating popular software products for prominent marketers like Jonathan Mizel and Ryan Deiss.

He rapidly moved into creating and marketing his own software products, including a product that helped business owners add popup windows to their websites. For a relatively short period, using popups on your website was a very effective marketing technique. For example, they could help build opt-in lists.

*But they were kind of annoying!* Their increasingly widespread usage led to browsers building in popup blockers, which are still a part of browsers now. Popups that appear within the web page you’re viewing (rather than as a new browser window) are still used frequently by marketers and business owners today, an echo of this earlier technique.

In 2003, he launched SubmitYourArticle.com, the article submission service. SubmitYourArticle.com was the first automated article marketing system in the world, and served thousands of business owners from around the world, helping them achieve top rankings for their sites and build traffic and authority. It also spawned many imitators and competing similar services.

Article marketing became so prolific, and unfortunately so swamped with spam content, that it eventually forced major algorithm changes from Google that diminished the benefits of article submissions for legitimate business owners.

Those changes among others helped create the *online visibility crisis* that’s referred to in this report, and helped encourage the *race to embrace* social and content marketing strategies as a sustainable, long-term alternative.

*(The added benefit of such strategies, as will be explained further, is that they ensure a business is far less dependent on SEO and Google’s latest algorithm for their survival.)*

With over a decade’s worth of ‘in the trenches’ online experience, including masterminding with top business owners and marketers in both the US and the UK, Steve’s real passion lies in developing automated online-based systems that take

advantage of the power of the Internet to help business owners market their businesses effectively.

He lives in the heart of rural North Yorkshire in England with his wife and four children aged between 4 and 14. Oh, and a cat called Idgey, named after the character in *Fried Green Tomatoes*.

# The “Be Everywhere” Strategy

Let’s start by suspending any ideas about what’s *possible* or *not possible*. That way of thinking tends to limit the imagination, and limit what *is* possible to achieve.

So let’s imagine what I’m sharing with you *is possible*. *And as stated, I’ll be sharing the ‘how-to’ information with you in the final, third report - so for now, the practicalities needn’t concern us.*

Here’s the all-important question ...

**What *would* the ideal strategy be, *if* you had the time and resources to devote to it?**

This is the exact same question I asked myself towards the end of 2013.

And when I’d finished, I knew the amount of continuing, ongoing exposure it would give my business would be nothing short of extraordinary.

It would allow my business to start appearing consistently on the major social networks and build a solid presence - and ensure *visibility* - on the following:

- Twitter
- LinkedIn
- Google+
- Facebook

And not just the main four platforms either. I’d also start getting a lot of exposure on the following too:

- YouTube
- Instagram
- Pinterest

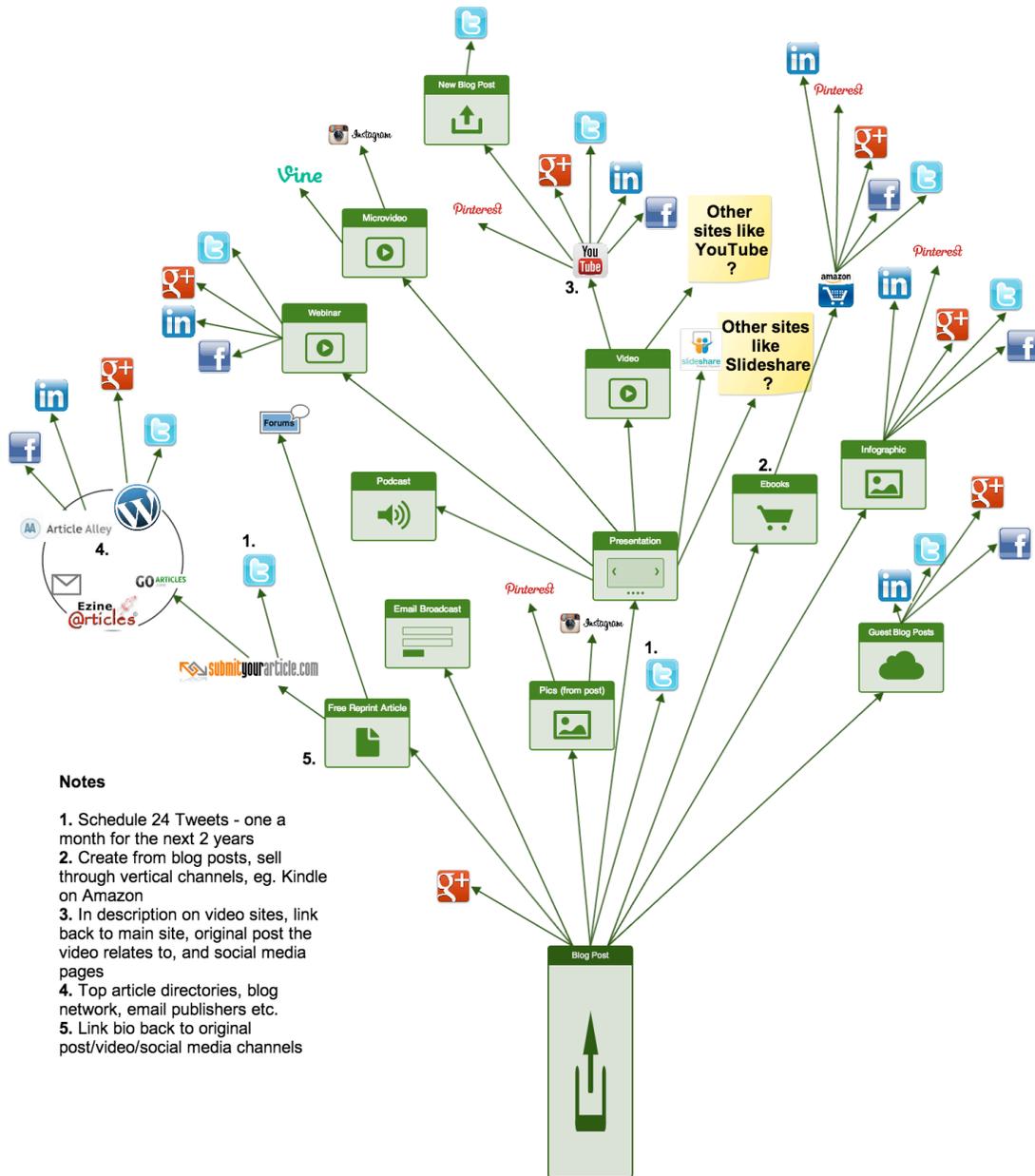
- SlideShare
- iTunes (for podcasts)
- Vine

And more besides.

It gave me an integrated strategy to literally “*Be Everywhere*”.

The following page shows the diagram I came up with at the time so I could visualize the process. It’s not rigidly set in stone either, and can be adapted as required for any business, with bits added on or taken off.

It’s what I call the *Content Tree*, and you’ll see why when you turn the page. Take a look, and then I’ll explain how it works in some more detail.



**Notes**

1. Schedule 24 Tweets - one a month for the next 2 years
2. Create from blog posts, sell through vertical channels, eg. Kindle on Amazon
3. In description on video sites, link back to main site, original post the video relates to, and social media pages
4. Top article directories, blog network, email publishers etc.
5. Link bio back to original post/video/social media channels

It's a little difficult to see it properly here due to size constraints, so you can see the full size diagram at <http://bit.ly/contenttree>.

Note this is a rough sketch of my thoughts at the time, and I've added some additional notes I made on the side.

You might think some elements within it don't apply to your own business - that's fine. It's the *overall concept*, the overall strategy, that's the important thing here.

## Start With A Blog Post As The Root

The concept is simple:

- You start with a high-quality blog post on your own blog as the root of all the other content.
- The rest of the *Content Tree* then grows from that root, with your other content and your visibility promulgating up through the tree.

*Before I continue, I understand that for some of you, starting a blog and trying to post quality content to it all the time is not what you want to do, or seems overwhelming in itself, or you simply don't have time for it.*

*If that's you, believe it or not, that's fine too. In my next report, I'll show you how to get started and build a presence on all the main social media networks without having to develop your own content at all.*

*But you'll still be able to periodically send out your own content in terms of your latest offer or promotion, and so on.*

*To be clear, you'll get much more visibility and online presence by having your own blog as the central fulcrum. That's the ideal. But it's not essential to get started, and you can always move towards this further down the line. The crucial part for now is to get started.*

*Continue reading though, as you'll never-the-less find it useful to see how this whole strategy works.*

*So let's now continue ...*

This strategy takes advantage of *content repurposing*, so your content is adapted as required to suit the various platforms on which it is posted.

So your blog post would be rewritten and adapted into Tweets, recreated into a presentation, rewritten as guest blog posts for other sites, and so on.

(Sounds like a lot of work? Yes, it would be. *But remember to leave thinking about the ‘how’ bit until my next report!*)

The important part is to ensure the content on your *own* site stays unique and thus maintains its value. For content marketing, your blog is the *jewel in the crown*, and you don’t want to dilute its value by having exactly the same content appearing on other, more authoritative sites, potentially stealing authority away from you.

For example, content repurposing options could include the following:

- The featured image for the post is used for posts to Instagram and Pinterest
- The post is adapted as a free reprint article and posted to sites like EzineArticles.com, and even used for forum postings
- The post is used as the basis for guest blog posts on other blogs.
- The post is recreated into a presentation and posted to SlideShare.

And it continues to promulgate up through the Content Tree, so ...

- The presentation is used to create a video and uploaded to YouTube
- It’s similarly adapted as a microvideo and uploaded to Vine and Instagram
- The audio is adapted for a podcast and added to iTunes
- Use the presentation to deliver an informative webinar
- The video is added as a new post on your blog - or added into the original blog post to supplement and strengthen the existing content.

And so on ...

I’m sure you can recognize the potential this strategy has to connect with your potential prospect and customer in so many different content channels, and

attract targeted traffic back to your site and build the profile and prominence of your brand.

An intrinsic part of the *Content Tree* methodology is that you now also have ...

## Content For Social Media

Remember how a common issue with a lot of business owners - perhaps yourself included - is that they're unsure about what to post or Tweet about.

The beauty of this whole system, is that you *immediately* have a ton of material continuously coming through that you can use as the basis of social media updates.

Here are just a few examples of what you can now do, and as illustrated on the *Content Tree* diagram above:

- Tweet about your new blog post. I'd actually recommend to set up multiple Tweets for several months in advance, so you continue to gain leverage from your content. Just look for Tweetable sentences containing useful information, and create and schedule a series of Tweets. Essentially, you're setting up Tweets of your historic posts - a common strategy in the Twittersphere - but in advance of the posts becoming historic.
- Use the blog post to form the basis of posts to Google+, LinkedIn, and Facebook.
- When you publish a new video, Tweet the link, and update your other social media channels.
- Notify your social media channels about your next webinar.

However, these are all posts and updates relating to your *own* content.

There's also another aspect you should be aware of that isn't shown or covered in the *Content Tree* (the *Content Tree* shows how to promulgate your own content only).

It's also important, if not vital, to share *curated* content too - so content you come across online and that you believe would be useful and of value to your marketplace and intended audience.

It means you’re trying to *give* value to your social media following, rather than purely attempting to *take* value for yourself. It turns it into a far more positive relationship, both for you and your fans and followers.

Social media accounts that only ever post updates about their own content risk quickly losing the interest of their followers and failing to ever create a loyal fan base.

It’s a little like going to a party and telling everyone how great you are or always talking about yourself. It gets a little tedious and you’ll find people giving you a wide berth.

So you need to mix up your own content with a lot of other content too that adds value to the people you want to attract into your *audience*. It also serves to *attract* more fans and followers to you.

Your own generosity creates *reciprocity*, resulting in referrals, retweets, and recommendations of your own business.

It can sound a little counter-intuitive to send traffic to other people’s sites and be difficult for some marketers with an ingrained way of thinking to understand.

But this is how social media *works*. Study the most popular social media accounts with a loyal fan base, and watch how they operate.

Even some prominent marketers in the Internet marketing community haven’t quite grasped this aspect of social media, and regard their social media accounts as loud-hailers for their own promotional material.

Look more carefully and you also tend to notice there’s often minimal interaction or responses to their social media postings. Despite some large (often artificially inflated) follower and fan counts, they’re largely shouting to an empty room and no one’s taking much notice.

Compare that to someone who’s really successful on social media (and yes, profitably too), and you get a very different impression. Real engagement, a loyal fan base, and a lot of activity from their social community.

## Implementing The “Be Everywhere” Strategy

So, forget the practicalities for now, but imagine following the “Be Everywhere” strategy for a few months.

You’ll have a stream of content in all the right places, such as:

- Your own blog
- Instagram
- Pinterest
- YouTube
- SlideShare

Your social media accounts will be humming with content, regular postings and updates - on all four of the major networks:

- Twitter
- Google+
- LinkedIn
- Facebook

You’ll be regularly communicating with your community in other ways too:

- A regular podcast
- Content for email updates
- Webinars with your community

For your potential prospect and customer, you will literally “Be Everywhere”. The more they see your content, the more your relationship with them builds, and the more credible and trustworthy your business becomes. It’s a marketing powerhouse.

*Can you see the power this could give to your business?*

But of course, we have to get practical. How do you actually achieve this for your business?

I tried actually following through the *Content Tree* approach. The potential was obvious, and I even started getting some results and could see it working. But as you can imagine the amount of work involved made it clear it was impractical as a long-term strategy.

So I went back to the drawing board and started to think about what the ideal solution would be.

It took me back to when I first started SubmitYourArticle.com a decade ago. Back then I tried submitting articles manually to all the different article directories, manually emailing my list of potential publishers, and so on. What I really wanted to do was just submit the article once, and have the *system* take care of it for me. And so I developed a solution to exactly that, which is what SubmitYourArticle.com then became.

This however was more complex, with all the different types of content required. But surely the underlying principle was the same.

What I really wanted to do was just concentrate on creating and publishing content on my blog, and then have the rest of the content automatically promulgate up through the Content Tree for me.

So, for example, on publishing my next blog post:

- Tweets would be created, scheduled, and start publishing to Twitter
- A new post would be created for Google+ ... LinkedIn ... Facebook
- The main image in the post would be used for Pinterest and Instagram
- And so on ...

I knew what I *didn't* want. I didn't want some kind of robot creating or extracting the content, I've come across such ... *ahem* ... 'content' before and it wouldn't be a practical possibility and would do more harm than good.

There had to be *some* human element to it as well.

So I thought about hiring a team to take care of it all for me. But the costs would be high, and the management of it would be a major headache that would take away much of the benefit.

For each blog post, I’d have to let the right person on the team know, try to track what they were doing and when, check what stage a particular piece of content was at at a particular point in time, and so on.

*Arrrggghhh!*

That wasn’t exactly the type of work I wanted to do day after day. And I doubt it appeals much to you either.

What I really needed was a *system* that would take care of it all for me.

And not just for my own blog posts. I wanted it to take care of *curated* content as well.

And so that’s what I started building ...

In my next and final report I’ll show you how the first phase of this works.

But suffice it to say that I already have it regularly updating a Twitter account with relevant, timely human-created Tweets. It all happens for me, on auto-pilot - I don’t have to lift a finger.

And those Tweets are being favorited and retweeted, and I’m attracting new followers.

It’s magic, it’s very powerful, and I’m not aware of anything else like it *anywhere* online. More soon ...