

Jermaine Griggs'

**“Hold You By The Hand”
4-Week Online Training
Program (Week 4)**

StickyMarketer.com
NittyGrittyMarketing.com

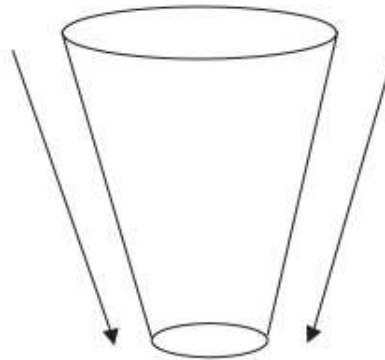
User Management

Engagement Funnel

- Community membership is not an event, it's a process.

- Membership stages

- Stranger
- Passer-by
- Lurker
- Participant
- Regular
- Site Evangelist



More User Engagement Tactics

- **User Education**

- Camtasia Videos
 - Techsmith's Camtasia Studio 4
 - CamStudio (free)
- Screenshots
 - Techsmith's SnagIt
- Help links / popups
- Tutorials in forum
- Customer service canned training replies
 - Kayako.com
 - Timpani Contact Management

More User Engagement Tactics

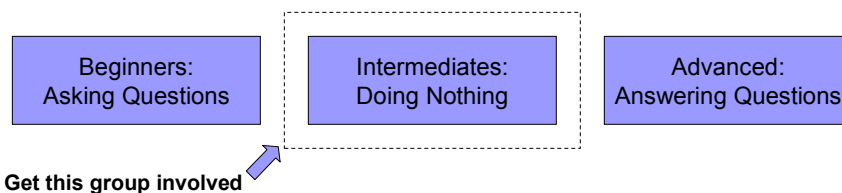
■ User Interaction

- Live chat events
 - <http://www.userplane.com>
 - <http://www.bravenet.com>
- Point out interesting forum topics
 - More interaction from you in beginning
 - Pay for posts
 - <http://www.postonmyforum.com/>
- Mass messaging (as administrator)
- Mass commenting (as administrator)
- Automated messaging (as administrator)
- Mass messaging (as regular “disguised” user)

More User Engagement Tactics

■ User Involvement Growth

- Teach users to teach others
 - “There are **NO** dumb questions”
 - “There are **NO** dumb answers”
- **Problem**: Beginners are asking, advanced are answering but what about the ones in the middle?



More User Engagement Tactics

■ User Involvement & Automation

- Automated e-mail alerts
 - “New private message,” “New comment,” “new friend request.”
- “Reply” reminders
 - “User A sent you a private message 3 days ago and you are yet to reply. Click here to reply to User A.”
- Automated birthday listings (updated daily)
 - List today, yesterday, last week, and next week’s birthdays.

Recent Member Birthdays			
Today:	Yesterday:	Tomorrow:	Next Tuesday:
isa [C]	lorrodect [C]	Luete [C]	shannette [C]
Loce-Sanaa [C]	JAYCHILL... [C]	daThaait [C]	idelle... [C]
Ronfer [C]	Sozen [C]	Shawntem... [C]	detroite... [C]
Jankieta [C]	MyPrince22 [C]	ozzie1... [C]	ashofa... [C]
shochu... [C]	Romier [C]	imercal... [C]	schhery [C]
marsh... [C]	Muree [C]	coolmama66 [C]	arealaaaa [C]
Manette [C]	stefete... [C]	hoytrfing [C]	denate [C]
Seemiso... [C]	askashaba [C]	qozze1234 [C]	kooune [C]
Garlon [C]	mycinda [C]	Superfor [C]	brone [C]
akulamas [C]	imari [C]	qreora [C]	Mesule [C]
castrickel [C]	aychiro... [C]	afrowave... [C]	h0051 [C]
AKMAG [C]	steofia... [C]	Theflexib... [C]	Salvagio [C]
erofete... [C]	evr117 [C]	drux12 [C]	
	hickmanaa [C]	emobile [C]	
	Peaferra... [C]	oz22 [C]	
	Quanta [C]		
	catuare [C]		
	im056 [C]		
	honorhad [C]		
	swatooan [C]		
	lureer [C]		
	Geeanab... [C]		
	keyaffie [C]		

Wish them a Happy Birthday by clicking on the [C] to leave a comment!

Hello Jgriggs!



[You have 15 new buddy mails!](#)

[You have 15 new profile comments!](#)

[You have 5 new friends who've added you!](#)

You have new friends who've added you! You need to approve/deny them as friends:

[SongsOfStephen](#) [NephewOfMusic](#) [Nandi101](#) [mrmic3703](#) [KplusWood](#)

Your last login was on Saturday, March, 24, 2007 at 3:14:32 PM

You are now logged in! From the menu above, you can browse online lessons, access audio and video files, send and check your private messages / comments / buddy mail, add friends to your list, create and join groups, alter your account settings, read forum posts, play games, search the musicians' zone, and more!

Subject: New Private Message has arrived

Date: Sun 03/18/07 02:38 PM

Hello jgriggs,

You have received a new private message to your account on "HearandPlayZone.com" and you have requested that you be notified on this event. You can view your new message by clicking on the following link:

<http://zone.hearandplay.com/index.php?name=PNphpBB2&file=privmsg&folder=inbox>

Remember that you can always choose not to be notified of new messages by changing the appropriate setting in your profile.

--

Subject: New Friend has added you
Date: Fri 01/19/07 01:00 PM

Hello jgriggs,

You have received a new friend request at:
<http://zone.hearandplay.com> (from another member).

You can view this new friend by clicking on the following link:

<http://zone.hearandplay.com/modules.php?op=modload&name=FriendFinder&file=index®=friendlist>

Remember that you can always choose not to be notified of new buddies by changing the appropriate setting in your profile.

More User Engagement Tactics

■ User Involvement & Automation

- Automated latest forum posts
 - List of forum posts since last visit or “x” number of days.
- Seamless reciprocation
 - When a user receives a comment/message, there are links next to each comment (only seen by owner) to return the favor.
- “Kudos” System
 - Members award other members with “kudos” points or virtual dollars for providing meaningful input in community.

Search found 129 matches

HearandPlayZone.com Forum Index

Forum	Topic	Author	Replies	Views	Last Post
Beginner Questions & Discussions	Getting my hands working independantly	castrojack	4	420	Sep 18, 2007 - 02:21 PM
Gospel & Spiritual Music	more of you Lord midi	EvE	0	124	Sep 18, 2007 - 02:28 PM
Gospel & Spiritual Music	more of you Lord	EvE	0	1	Sep 18, 2007 - 02:26 PM
Gospel & Spiritual Music	We Lift Our Hands	Kevin889	0	4	Sep 18, 2007 - 01:29 PM
Music Theory Questions & Discussions	How to arrange a traditional song	Hammondman1	3	412	Sep 18, 2007 - 06:58 AM
Gospel & Spiritual Music	"I Love the Lord"	Strawberry	0	7	Sep 18, 2007 - 05:12 AM
Anything Talk	which is more physical, Rugby or NFL?	Bassboos	1	132	Sep 18, 2007 - 04:40 AM
Anything Talk	[None]	bluesee	3	441	Sep 18, 2007 - 04:36 AM
Music Theory Questions & Discussions	MIDI Tutorial Website	tammyd	7	276	Sep 18, 2007 - 04:26 AM
Blues, R&B, and Popular Music	Listen to my playing	gibson	5	307	Sep 18, 2007 - 04:26 AM
Blues, Gigs, and Recordings	Jowell and Jorgins Playing together in a live rehearsal	jowell	22	5140	Sep 18, 2007 - 04:12 AM
Anything Talk	Gospel Vocals 101?	like4068	4	61	Sep 18, 2007 - 04:04 AM
Beginner Questions & Discussions	Playing Organ on a Keyboard	linton	0	3	Sep 18, 2007 - 03:53 AM
Music Theory Questions & Discussions	A chromatic walk that you could use in every key	thelone	4	176	Sep 18, 2007 - 03:28 AM
Gospel & Spiritual Music	Song- Show Us In Me	zula1213	0	7	Sep 18, 2007 - 01:04 AM
Beginner Questions & Discussions	Passing Chords	McAndree	1	11	Sep 17, 2007 - 11:16 PM
					Sep 17, 2007 - 07:42 PM

16 Jerome
Just viewing this area for the first time. There is so much to read and learn I truly admire your greatness. Thank you, and may you continue to grow.

Angela
Delete

[jriggs, post a reply to guest's comment](#)

16 Jerome
All how are you doing long time no hear just saying thanks one more time bless

Delete

[jerome, post a reply to Jerome's comment](#)

16 Jerome
I am jermaine from mackinac island playing the piano was some thing i always wanted to do, so am counting on you my brothers and sisters in the lord to help me along the way. I know I can do all things because christ is in me. love you all with love of jesus.

Delete



Customer-Affiliates




NittyGrittyMarketing.com

Customer-Affiliates

- Use community to find diehard site evangelists. Approach them about becoming affiliates.
 - Everyone needs money, even when a “passion” is involved (but this may not be everything to a potential customer-affiliate).
 - If you have a 2-tier program, encourage them to sign up other people and receive an override on their new sub-affiliates’ sales.

Customer-Affiliates

- Have regular teleseminars (I use instantteleseminar.com) where you explain the affiliate program to your users. You don't want it to sound like a pitch for a business opportunity, however. Simply position it as a "customer referral program."
- Train them well. <http://sell.hearandplay.com> is our training center.
- I find that customers who share your site for "free" really become *next-level* site evangelists when they have financial interest.



Jay and I think the choir's new blue robes are a lot better, a little more contemporary than the old ones

God bless! 🙏
Tammy

[JOIN WE PLAY GUITAR-Online Guitar Learning Community](#)
[HEAR AND PLAY CHORDS AUDIO SERIES \(NEW!! \\$25.07\)](#)
[GOSPEL KEYS DRUMS SERIES \(NEW!! \\$20.07\)](#)
[The Secrets To Playing Piano By Ear](#)
[Gospel Keys CDs \(Play By Ear, Worship, Praise, Shouting Music, Organ, Ukulele\)](#)
[PITCH Ear Training Software](#)
[GMMZ-CHRISTIAN MYSPACE ALTERNATIVE WEBSITE](#)

Christmas Keys—Get It Now And Be Ready To Play For Your Family And Friends For The Holidays

[Click Here to Refer a Friend and Make Some Cash!](#)

GOSPEL KEYS SERIES

101
202
300
500

Click to Order

will set the foundation to your learning!

The audio course will also be great for you so you can get learning your chords, number systems, progressions - and it'll mean you can learn while you're on the go - all you need is a CD player!

Here are the links:

Chords Audio Course:
<http://www.hearandplay.com/445054/hearandplay.html>

300page book:
<http://www.hearandplay.com/445054/course>

GospelKeys 101 - A great DVD with visual instruction guiding you through the foundations:
<http://www.hearandplay.com/445054/gospel101>



If you can hear it, you can play it!
www.myspace.com/luke588

[profile](#) [pm](#) [email](#)

[quote](#) [edit](#)

luke588

Post subject: RE: [none]

Posted: Jul 14, 2007 - 00:47 AM

AFFILIATE & PARTNER RESOURCE CENTER

Quick Start | Sub-Affiliates Program | CONTACT US | HOME | TUTORIALS | NEWSLETTERS | BACKLOG STORES

[Edit Account](#)
[Check Sales](#)

SECRET LINK PROMOTIONS

"Secrets to Playing Piano by Ear" Course Product Promotions Section

For use on your own website, public forums, blogs and profile pages at myspace, blogger, xanga, etc. [Click screen image on how to use](#)
[Screenshots on your website page](#)

Secrets to Playing Piano by Ear Follow-up & Promotion #1

As you'll see in the template letter below, this e-mail has been designed so that ALL YOU NEED TO DO IS:

- A) Copy and paste the text below into an e-mail promotion to your customers and subscribers,
- B) Enter the subject line we've suggested below,
- C) Sign your name and click SEND!

It's that easy!

-----SUGGESTED SUBJECT LINE-----
Here's the subject line that we suggest you use with this "copy

MENU

- Secrets to Playing Piano by Ear 300pg course
 - Product overview
 - Free Promotion
 - Text Links
 - Banner Ads
 - Pop-up Windows
 - Product Images
 - Book Promotions
 - More Tools
- Gospel Keys 101
- Gospel Keys 200 Special Edition
- Gospel Keys 300
- Gospel Keys 500
- ChristmasKeys
- GospelKeys Organ Series 300 and 400
- Gospel Keys Xtreme



Content Creation



NittyGrittyMarketing.com

Content Creation

- Freelance Networks
- Craigslist
- PLR content
- RR / MRR content
- Repurposed content
- Partner sites (especially if you're promoting their products)
- Wikipedia.org (check for accuracy)

Freelance Networks

- eLance
- Rentacoder.com
- AgentsOfValue.com
(you hire them)
- Guru.com



My Example

- Used Rentacoder.com
- Got 30 articles written for \$200
- Averaged out to \$6.67 per article
 - My options:
 - Use articles as-is
 - Use articles as starting points, adding and editing them to my liking.
 - Create Wiki and let me members add to these articles.

Craigslist.com

- Post in various cities for FREE
- I used craigslist to find a jazz pianist who created a course that will gross us well into the hundreds of thousands of dollars!



Private Label Rights / Resell Rights

- Content you can change, repackage, reuse, resell.
 - Some recommend changing PLR content at least 30%, some recommend as high as 70%.
 - I'd personally never use PLR content for a paid course, only as free resources / traffic generation.
 - Resalable content can be loaded into community content center (if terms allow you to give it away).

Repurposed Content

- Most marketers aren't covering all modalities of learning (either via free content or paid)...
- There are **three basic modalities** we use to process information (and to store in our memory):
 - Visual (seeing)
 - Auditory (hearing)
 - Kinesthetic (doing)

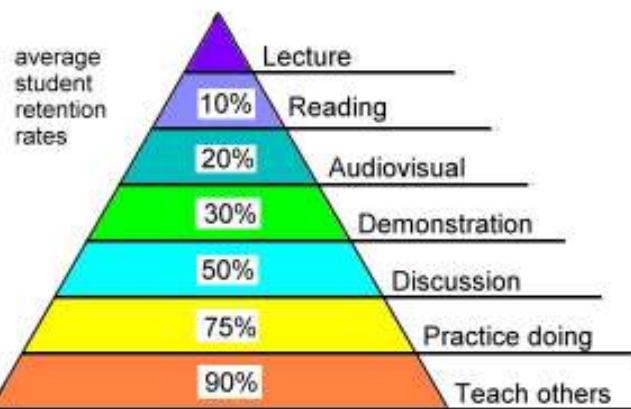
Do you have content/products that cover all modalities of learning?

- **Ebooks** (visual)
- **Written physical courses** (visual)
- **Audio courses** (auditory)
- **Video courses / seminar recordings** (auditory/visual)
- **Teleseminars** (auditory) / **Transcripts** (visual)
- **Live seminars / "hands-on" bootcamps** (kinesthetic)
- **One-on-One Coaching** (ultra-kinesthetic)

□ **Learning Pyramid** (National Training Laboratories, Bethel, Maine)

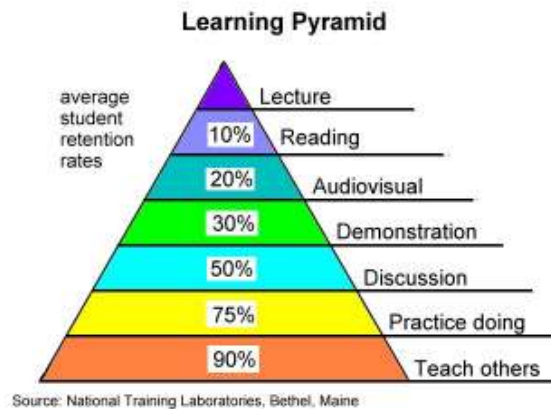
- If you're lectured on a topic --- you'll remember 5%
- If read something --- you'll remember 10%
- If you hear and see something (audio visual) - 20%
- If you're demonstrated something - 30%
- If you discuss something in a group - 50%
- If you do something (PRACTICE) - 75%
- If you teach others - 90%

Learning Pyramid



Source: National Training Laboratories, Bethel, Maine

The lower on the pyramid, the more customers will pay...




So... **Repurpose content already!**

- Using content you've created in another way
 - Book > Audio
 - Course > Articles
 - Audio > Transcripts
 - Video > Audio
 - Video > Transcripts
 - Book > Video / Interactive Camtasia Video
 - Seminar > Audio/Video
 - Content > Membership site

Partner Sites

- If you're an affiliate of theirs, most sites allow you to use their content to promote their products.
 - If there isn't any published rules on this, simply e-mail the affiliate manager / webmaster.
 - Ask them if you can use archived newsletters, blog posts, e-mails, or any other type of content in your community, linked back to them through your affiliate id.

Wikis

- Wikipedia.org
 - **GNU Free Documentation License**

 - The purpose of this License is to make a manual, textbook, or other functional and useful document "free" in the sense of freedom: to assure everyone the effective freedom to copy and redistribute it, with or without modifying it, either commercially or noncommercially. Secondly, this License preserves for the author and publisher a way to get credit for their work, while not being considered responsible for modifications made by others.
 - This License is a kind of "copyleft", which means that derivative works of the document must themselves be free in the same sense. It complements the GNU General Public License, which is a copyleft license designed for free software.

Encouraging User Generated Content

- Increased points for submitted articles, related news stories, reviews, etc.
- Special ranks for “contributors,” “writers,” who maintain the content areas.
- “InfoDrives” – Have a contest or “drive” for people to submit their own helpful articles & essays (with guidelines and tips for writing great articles). Members can vote on top 3. Winners are given prizes: cash, free products, etc.

Other content generation ideas...

- Turn forum posts into “Q&A” content.
- Summarize helpful forum topics in a newly-created article.
- Save chat room transcripts and publish as content.



Testing & Tracking



NittyGrittyMarketing.com

Some of the tools I use...

- Google website optimizer
- Google cross-channel tracking
- Google Analytics
- 1shoppingcart's A/B AdTracker
- CrazyEgg.com Click Tracking
- AssocTrac
- Timpani / Liveperson

Google Website Optimizer

- Multivariate testing
 - Lets you test several elements at once.
 - “Headline #1” with “image #5” with “call-to-action #3,” for example.



Squeeze Page Example

<http://www.hearandplay.com/googleleads.html>

- This page gets 40% conversion (see google website optimizer screenshot)
- Always being tested with multivariate testing (So you may get 1 of 8 combinations I'm testing. Simply delete cookies and refresh to see other combinations of page).

Hear and Play
The Ultimate Piano Book

*****On The Next Page*****

"You're About To Learn Secrets That Most Musicians Will Never Know About Playing Piano By Ear..."

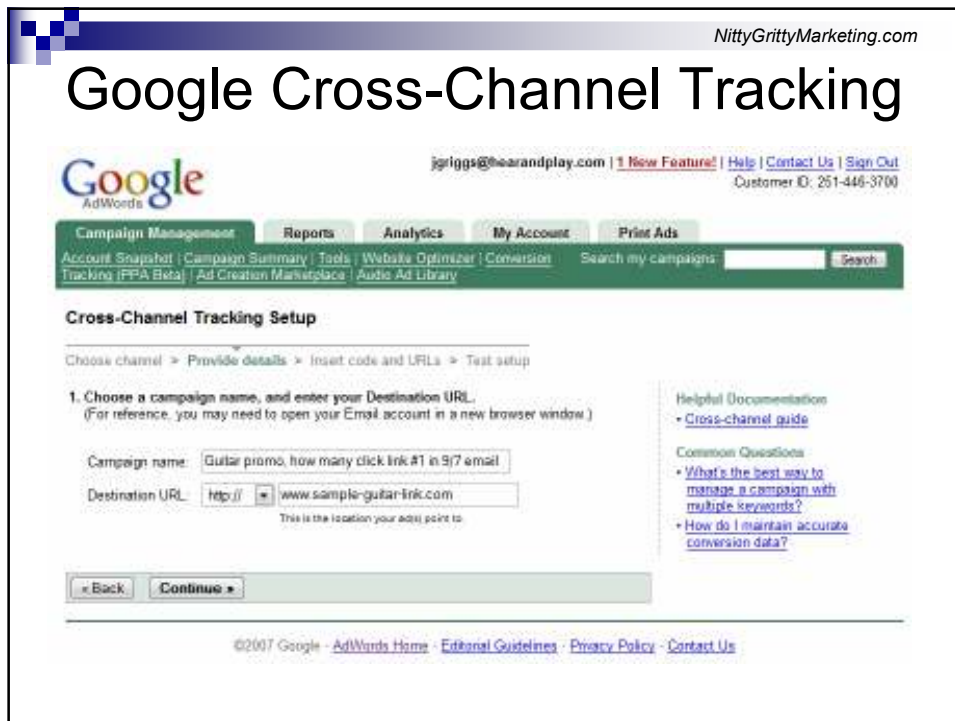
Inside, you'll discover:

- How to instantly play any song by recognizing simple, easy-to-learn patterns
- How to learn the piano, even if you've never touched a piano in your life
- How to loose your left hand to play effortlessly along with your right hand — it's not as hard as you think
- How to play jazz, blues, rock, gospel, pop, r&b and other styles by ear, without sheet music
- How to play major scales and chords without having to memorize anything

Google Cross-Channel Tracking



Google Cross-Channel Tracking



Google Cross-Channel Tracking

[Tracking \(PPA Beta\)](#) | [Ad Creation Marketplace](#) | [Audio Ad Library](#)

Cross-Channel Tracking Setup

[Choose channel](#) > [Provide details](#) > [Insert code and URLs](#) > [Test setup](#)

1. Add JavaScript code to your landing page's code.

This is slightly different from the Google Site Stats code that you've pasted into your conversion pages, but the set-up process is the same. First, make a backup copy of your landing page before adding the code. Then, insert (or ask your technical team to insert) the entire block of code. Finally, keep a copy of the code in a file for reference.

Insert code into the following landing page:

<http://www.sample-guitar-link.com>

a. Select your page's language:

English (US)

b. Review your text block:

Google Site Stats - [test results](#)

[change color or format](#)

c. Click anywhere in the box to select all code.

```
type="text/javascript">
<!--
var google_conversion_type = 'landing';
var google_conversion_id = 107203248;
var google_conversion_language = "en_US";
var google_conversion_format = "1";
var google_conversion_color = "ffffff";
-->
```

2. Paste this new tracking URL into your related Email ads.

Click anywhere in each box to select the entire URL. Copy and paste.

http://www.sample-guitar-link.com?gad=CCO09yCEgBywclZic09guz_AyCF

[Test setup >>](#)

Helpful

[Documents](#)

[Cross-channel](#)

[guide](#)

Common

[Questions](#)

[Will I be](#)

[able to](#)

[paste in](#)

[code in](#)

[webpage](#)

[each](#)

[campaign](#)

[I set up?](#)

[Will my](#)

[channel](#)

[penalize](#)

[for using](#)

[Google](#)

[Tracking](#)

[in my ad](#)

[Can I get](#)

[Google's](#)

[Tracking](#)

[URLs?](#)

Google Cross-Channel Tracking



jgriggs@hearandplay.com | [1 New Feature!](#) | [Help](#) | [Contact Us](#) | [Sign Out](#)
Customer ID: 251-446-3700

[Campaign Management](#)

[Reports](#)

[Analytics](#)

[My Account](#)

[Print Ads](#)

[Account Snapshot](#) | [Campaign Summary](#) | [Tools](#) | [Website Optimizer](#) | [Conversion](#)

Search my campaigns:

[Tracking \(PPA Beta\)](#) | [Ad Creation Marketplace](#) | [Audio Ad Library](#)

Cross-Channel Tracking Setup

[Choose channel](#) > [Provide details](#) > [Insert code and URLs](#) > [Test setup](#)

✓ Your new cross-channel campaign setup is complete. Now, test the results.

- Click on an Email ad containing the new tracking URL. Navigate to one of your conversion pages on your site. Or, wait for a customer to complete a conversion through this channel.
- Open your AdWords Campaign Summary page. Here, you'll find a Cross-Channel tab, where you can access your conversion data. Please note that conversion tracking reporting can be delayed up to 24 hours.

Do you want to track other channels or Destination URLs?

[Create another campaign](#)

Google Analytics

- Visits
- Bounce rates
- Page views
- Avg time on site
- Geographic info
- Traffic source
- New vs returning
- Languages
- Browser Data



Google Analytics

- Visitor loyalty
(how many times they visit)
- Visitor recency
(last time they visited)
- Depth of visit
- Referring sites
- Keywords used
- Conversions



1shoppingcart's A/B split testing

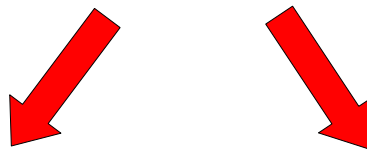
Home » Ad Tracker » Manage Ad Trackers

HELP

Campaign Name	Select	Unique Clicks	Raw Clicks	Leads	Lead-Click Conversion	Sales Amount	#Sales	Click
01A) \$\$\$ 300-oo Sales Course \$\$\$	<input type="checkbox"/>	2162806	2204101	19240	0.9%	\$220503.51	3067	0.1%
01B) \$\$\$ GospelKeys 300 Sales page \$\$\$	<input type="checkbox"/>	169103	54308	5055	3%	\$101116.09	1656	1%
021) OVERTURE LEADS	<input type="checkbox"/>	166549	132696	35672	21.4%	\$2187.05	30	0%
01C) \$\$\$ GospelKeys 100 Sales Page \$\$\$	<input type="checkbox"/>	121526	75946	2134	1.8%	\$99594.69	1615	1.3%
01Dx21) Homepage 2-min Course Pop **Upd**	<input type="checkbox"/>	116804	70879	12491	10.7%	\$52435.87	890	0.6%
**** 13AAA) ChristmasKeys Salespage	<input type="checkbox"/>	105658	112833	628	0.6%	\$39028.85	817	0.6%
01Ex21) \$ 300op Course (DELAYED EXIT POP-UP) Sale	<input type="checkbox"/>	103994	33882	754	0.7%	\$20036.10	250	0.2%
02B) GOOGLE words (NEW)	<input type="checkbox"/>	88697	19924	37682	42.5%	\$1948.95	28	0%
***** GospelKeys 100 Sales Page	<input type="checkbox"/>	59765	71537	775	1.3%	\$22192.92	297	0.5%

1shoppingcart's A/B split testing

One Link (provided by 1shoppingcart)



Website #1 (called version "A")

Website #2 (called version "B")

CrazyEgg.com – Click Tracking



CrazyEgg.com – Click Tracking



CrazyEgg.com – Click Tracking



AssocTrac.com

- I use AT primarily for my general affiliate program but I'll also use it for simple tracking of various keywords on search engines, advertising campaigns, and offline tracking.



What it all amounts to is...

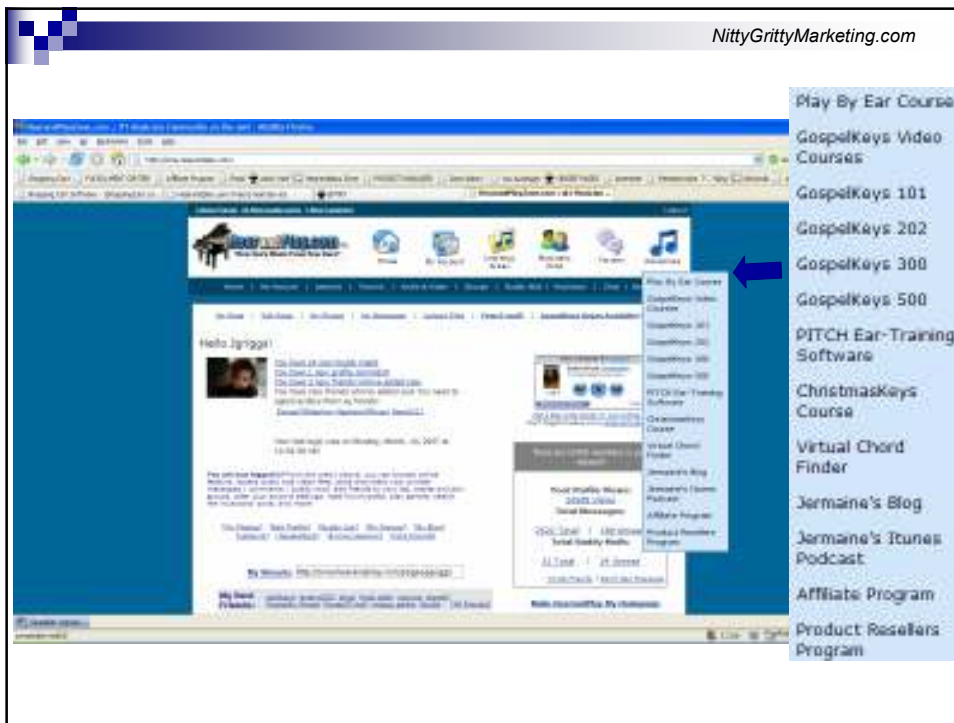
- Another way to get leads
 - The big difference is that:
 - Members are helping you to get the leads at a faster rate than you could on your own.
 - The more members you get, the more leads increase exponentially.
 - Targeted, “trained” leads because of social proof.

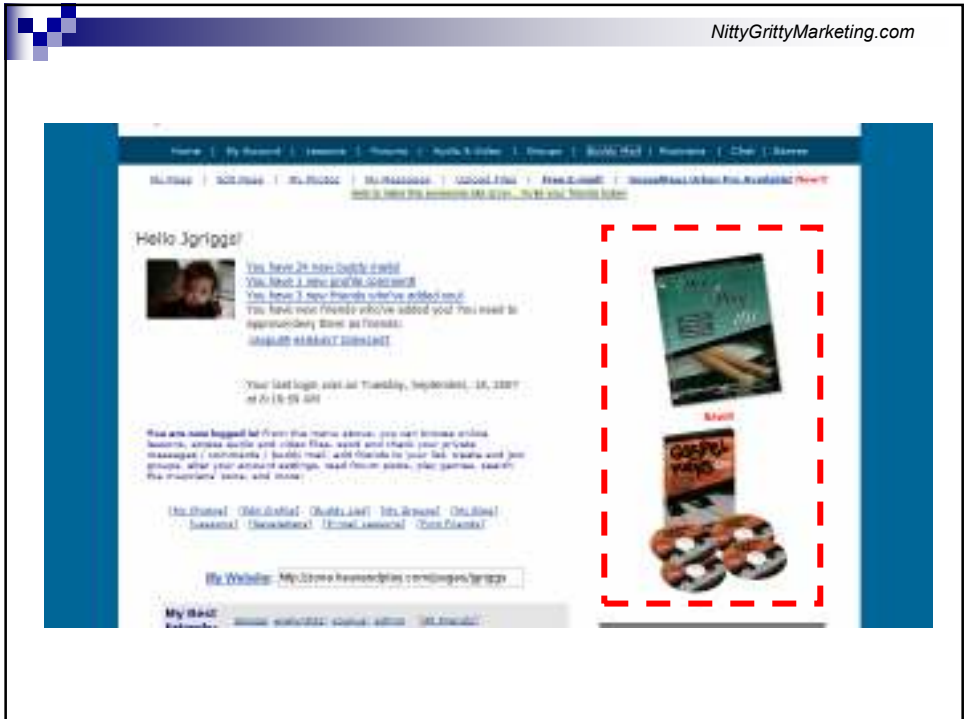
First way to monetize is to realize...

- You now have more people to market your products, services, and affiliate offers to.
- You have a plethora of past buyers and success stories to refer to (social proof).
- You have a vast amount of customer-affiliates to help you “close sales” (if you allow).
- Use autoresponders to build relationship outside of community (**R R R R**: relationship, rapport, response, retention).

Increasing exposure to product offers...

- Resource section
- Forum section (just for products or support for products)
- Advertisements in key areas:
 - Forums, private messaging, profile pages, groups, games, download section, "my account," footer real estate, etc.
- "Action page" advertisements
- Automated hyperlinked phrases






Your message has been sent.
Click [here](#) to return to your inbox.
Click [here](#) to return to the index.

Go to [Previous page](#) | [Home](#) | [Private Messages](#) | [Forums](#) | [Lessons](#)



Help Grow [HearandPlayZone.com](#)...
...And win **\$1,000.00** while you're at it!

Logout



Home | My Account | Learning Areas | Musicians Zone | Forums | Resources

Home | My Account | Lessons | Forums | Audio & Video | Groups | Buddy Mail | Musicians | Chat | Games

[My Page](#) | [Add Page](#) | [My Choice](#) | [My Messages](#) | [Upload Files](#) | [Free E-mail](#) | [GospelKeys Urban Pro Available! New!!!](#)
[How to make this purchase site grow... Invite your friends today!](#)

Free Access: BASIC CHORDS AND THE RULES FOR WORKING THEM OUT

Posted by: [mibredtop](#) on Sep 04, 2007 - 09:32 AM [[Edit](#)] [[Delete](#)]

[Articles](#)

BASIC CHORDS AND THE RULES FOR WORKING THEM OUT

Although [Jermaine's Virtual Chord Finder](#) is a very useful resource for working out any chord, what do we do when we're sitting at the piano and don't have access to a computer or Internet Phone? If you're not very competent with chords... you struggle. In this article I'll explain how you can easily work out almost any chord... and I'll be helpfully discussing inversions.

In this article, we will cover the following types of chords:

- Major
- Minor
- Dominant 7th
- Sus4
- Sus2 and Add9
- Diminished
- Major Sevenths

Related links:

- [Archived E-mail Lessons](#)
- [Archived Newsletters](#)
- [Online Piano Lessons](#)
- [More about articles](#)

by [mibredtop](#)

story in [GospelKeys of](#)

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Any words I determine can link to sites of my choice (example, any time "Jermaine Griggs" appears, it will be linked to my bio page).

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Gospel 101 DVD AVAILABLE NOW!
DVD Keys [CLICK HERE FOR INFO](#)



The Secrets to Playing Piano By Ear *Course* + CD
Min. Jermaine Griggs shares with you his proven techniques in this *Book*

Other monetization routes...

- Build it up... sell it to a bigger company.
- Adsense, contextual advertising, banner advertising, other ppc programs, solo ads, sponsorships, etc.
- Create **paid** “premium” or “platinum” areas.
- Partner/JV with other companies (recommend products to your members... you have a relationship with them so they trust you)!
- Members paying for access

Build it up... sell it!

- Unprofitable sites are getting bought all the time!
- Myspace = \$580 million
- Youtube = \$1.65 billion
- ClubPenguin = \$350 million + another potential \$350 million
- These social networking sites are selling for more than established brick and mortar companies are.

Advertising Model

- Adsense, contextual advertising, banner advertising, other ppc programs, solo ads, sponsorships, etc.
 - [Adsense](#)
 - [Adbrite](#)
 - [Text-link-ads.com](#)
 - Sponsorships
 - [Kanoodle BrightAds](#)
 - [Clicksor](#)
 - [TargetPoint](#)
 - [ContextWeb](#)
 - [Yahoo Publishers Network](#)
 - [Ebay AdContext](#)
 - [Amazon Omakase Links](#) – “Leave it up to us”

Affiliate Programs / CPA Networks

- [Linkshare](#)
- [Commission Junction](#)
- [ClickXchange.com](#)
- [Clickbank.com](#)
- [PrimaryAds.com](#)
- [AffiliateFuel.com](#)
- [Azoogle.com](#)

Paid / “Platinum” Areas

- Have certain links that lead to your membership site
>>> “Must be platinum member to proceed”
- Strategically place these links by free links.
- Upsell members to platinum areas. “If you want more resources like this, check out the platinum area”
- If using aMember, there are plug-ins that support most community platforms (joomla, drupal, postnuke). You can set various membership levels and restrict access to “platinum/premium” areas unless user pays.

Paid / “Platinum” Areas

- Advertise platinum areas in all e-mail alerts (new private message, new friend request, etc).
- Create video tour of platinum area and post on action pages.
- Give trial offer (\$2.97 upgrade) to platinum/premium membership site for 30 days.

JV with other sites

- Promote big launch within your community
- Our process:
 - <http://www.hearandplay.com/jazz>
 - We start building “buzz” about 2-3 weeks before.
 - Get users to opt-in to “notification list” or “waiting list”
 - Follow-up with them 3-4 times before launch date to remind them to take action on the first day (bonus offers and special pricing).
 - Send out launch mailing
 - Get other affiliates involved

Enticing “time-sensitive” special offers...

- “Limited Inventory” E-mail (only “x” amount of products to sell...)
 - How to justify your limited inventory → “used” products, “almost-new” products, making room for new products, etc.
- “Limited Inventory” Follow-up E-mail (last week, we sold “x” amount of products and only have “x” amount left...)
- OTHER STRATEGIES:
- “Limited Time” E-mail, “30-day Trial” Offer, \$1 Offer, etc.

Results

Campaign Name	Select	Unique Clicks	Raw Clicks	Leads	Lead-Click Conversion	Sales Amount	#Sales	Click-Sale Conversion	Visitor Value
\$39,290.45									
SBA) DEC 8 2004 **SPECIAL** (HOLIDAY) \$20 OFF	<input type="checkbox"/>	3647	0	217	6%	\$39290.45	754	20.7%	\$10.77 per click
\$42,133.70									
SBA) April 18 2005 *INVENTORY* \$22 OFF 7 ERCS SHIP	<input type="checkbox"/>	3954	32	190	3.6%	\$42133.70	863	21.8%	\$10.66 per click
\$41,697.89									
**** ASC 2 \$40 FREE SHIPPING & \$K101 BONUS OFFER	<input type="checkbox"/>	4903	5655	82	1.7%	\$41697.89	732	14.9%	\$28.31 per click

Summary

So we've talked about...

- More user engagement tactics
- Content creation
- Customer-Affiliates
- Testing & Tracking
- Monetization

Engagement Funnel

- Community membership is not an event, it's a process.
- Membership stages
 - Stranger
 - Follower
 - Lurker
 - Participant
 - Regular
 - Site Evangelist

Private Label Rights / Resell Rights

- Content you can change, repackage, reuse, resell.

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- Partnership with other companies (recommend products to your members... you have a relationship with them so they trust you!)

Guitar Squeeze Page

<http://www.hearandplay.com>

