

**Mike Stewart presents...**



# **WebsitesYouControl.com**

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# You Must Have a Professional Mobile Friendly Website.. Period

But if no one ever finds it, or never responds to your content, it is worthless...period.



**Traffic** is people searching & finding you – Content they find & how they respond is **Conversion**.. Without T & C, business doesn't happen!

# Only Two Ways To Be Found Online

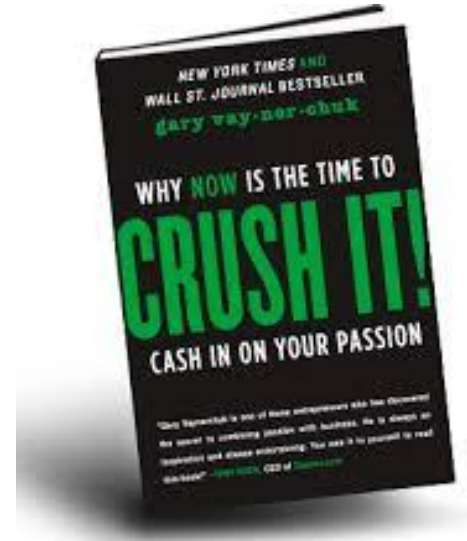
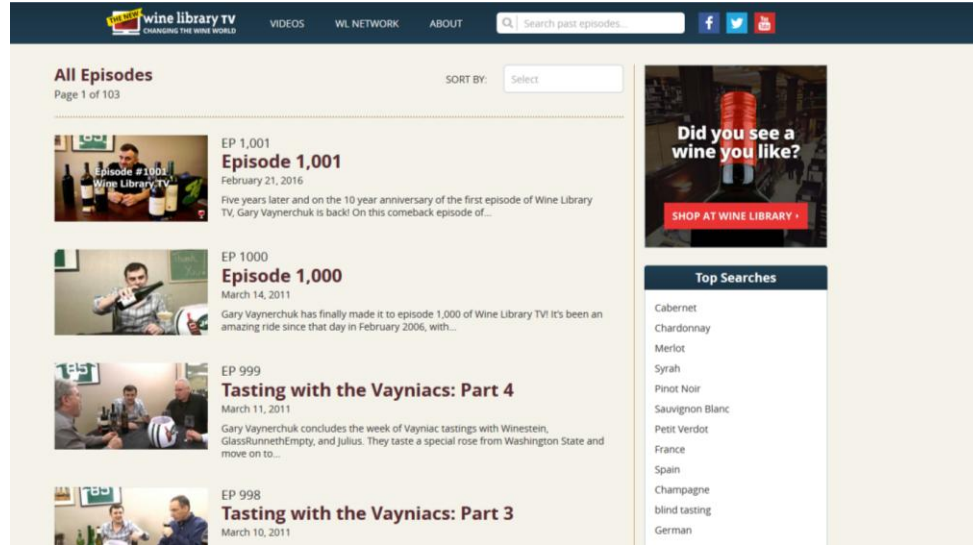
## Paid Ads and Organic SEO

Paid ads are easy – you have money – you get traffic  
Still doesn't guarantee conversion

Content marketing creates organic SEO, requires time and effort,  
however knowing exactly what to do and what to pay for,  
that takes coaching or a training.

Not my words, Gary Vaynerchuk...but who is that?

# Gary Vaynerchuk – Most Successful Content Marketer In Social Media – Now Coach To Most Successful Online Brands



Gary's Wine Blog/Podcast Took Their Local Wine Store From 3 million – 50 million in 3 years – His content created customers

# THE CONTENT PYRAMID

A Slide from Gary's Content Model Presentation

DOCUMENT PILLAR CONTENT

One long form piece of content (i.e my daily vlog, Q&A show, keynotes, or podcast)

REPURPOSE INTO  
MICRO CONTENT

Create short-form pieces of content (i.e articles, memes, images, quotes, stories, mashups, remixes, rants, GIFS, etc.)

DISTRIBUTE  
ACROSS  
SOCIAL  
MEDIA

Distribute all content on relevant social platforms





A man with a beard and short hair, wearing a green t-shirt, is sitting in the driver's seat of a car. He is looking directly at the camera with a slightly surprised or expressive face. His right hand is raised, palm facing forward, in a gesture. The background shows the interior of the car, including the headrest and window. Overlaid on the image are three large, bold, white capital letters spelling 'CONTENT', stacked vertically. The text is semi-transparent, allowing the man's face and shirt to be visible through it.

**CONTENT**  
**CONTENT**  
**CONTENT**

Gary Vaynerchuk

CEO and Co-Founder of VaynerMedia

GARYVEE

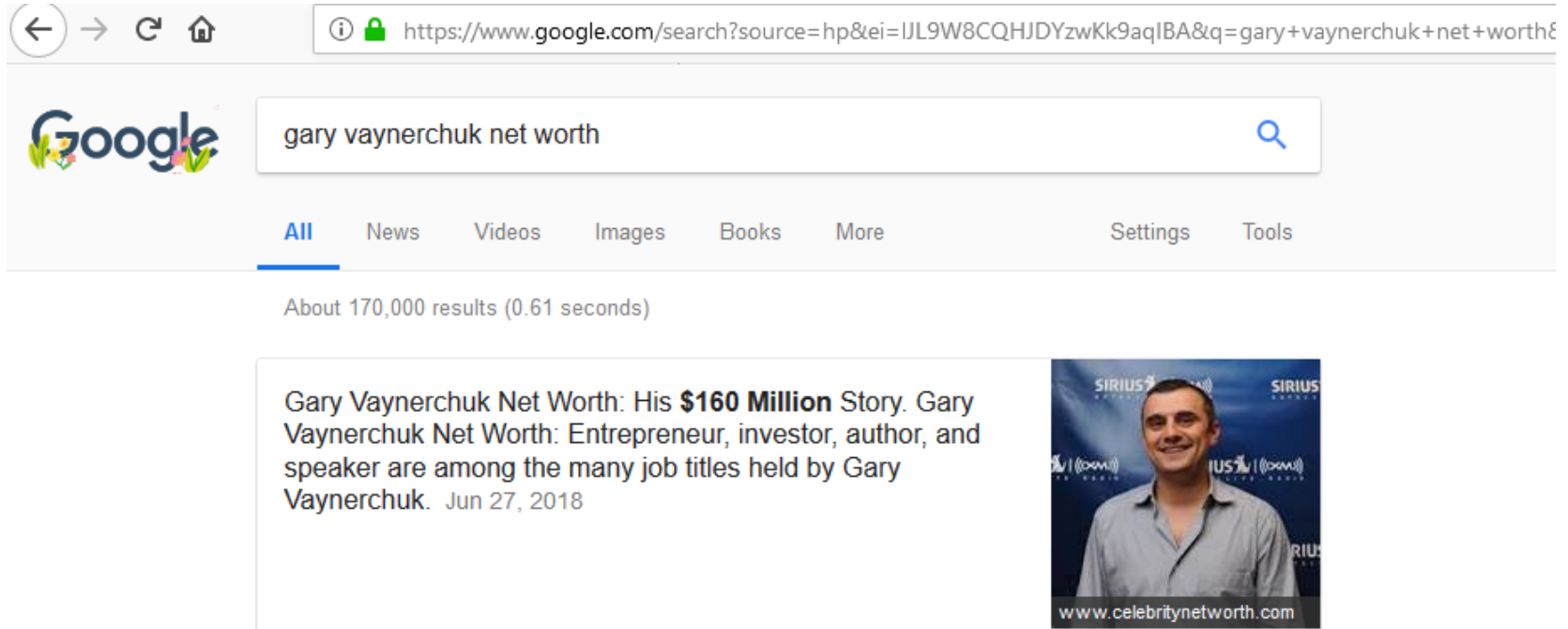


2:37 / 16:39



# Gary is Very Busy – But Very Successful

## If he makes podcasting a priority, what is our excuse?



A screenshot of a Google search results page. The search bar contains the text "gary vaynerchuk net worth". Below the search bar, the "All" tab is selected. The results show "About 170,000 results (0.61 seconds)". The first result is titled "Gary Vaynerchuk Net Worth: His \$160 Million Story. Gary Vaynerchuk Net Worth: Entrepreneur, investor, author, and speaker are among the many job titles held by Gary Vaynerchuk. Jun 27, 2018". To the right of the text is a small portrait of Gary Vaynerchuk smiling, with the URL "www.celebritynetworth.com" at the bottom.

← → ↺ 🏠 <https://www.google.com/search?source=hp&ei=IJL9W8CQHJDYzwKk9aqIBA&q=gary+vaynerchuk+net+worth&>


**Google**

gary vaynerchuk net worth 🔍

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About 170,000 results (0.61 seconds)

Gary Vaynerchuk Net Worth: His **\$160 Million** Story. Gary Vaynerchuk Net Worth: Entrepreneur, investor, author, and speaker are among the many job titles held by Gary Vaynerchuk. Jun 27, 2018



www.celebritynetworth.com



# Podcasting is Pillar Content

## Blogging of Audio and Everyone Can Do It

### Steps: Record – Post Online – Share – Repurpose

## What to Do When You Don't Know What To Say

### Content Template Formula – By Yourself or Interviews

1. Welcome Open – Name and Greeting
2. A Problem Your Business Solves
3. Why The Problem Sucks – Agitate Problem
4. How Your Business Solves The Problem
5. Call To Action – How To Contact Via Phone, Websites, Email

# Only 2 ways to get a podcast done.

Hire a studio professional if budget is no problem and you refuse to learn how record & edit with an acceptable microphone. In this town, the guy sitting next to you probably owns a studio. 😊

*Or do it yourself on your computer with a \$44 USB microphone and recording software. Even your phone recording apps work and is better than never podcasting at all.*

Let's Make a Podcast Episode with Snowball Blue Ice



## How to Setup and Start a Podcast of Audio or Video Today!

There are 4 Billion Mobile Devices & Now Cars That Can Subscribe to Podcasts, The Time To Podcast is NOW!

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**There Has Never Been a More Important Time To Start Your Podcast... Than Now!**



# I Don't Just Teach or Set Systems Up For Others... I Do It Myself Seeing Results! #1 Pest Control Podcast in the World

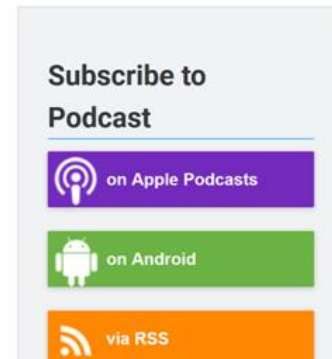


The banner features a dark blue background with a yellow navigation bar. On the left is a portrait of Hal Coleman. In the center, the text reads "Pest Control Marketing Podcast" in white, with the tagline "Uncensored & Unplugged!" in yellow script below it. To the right is a microphone icon and a portrait of Mike Stewart. The yellow navigation bar contains the following links: HOME, HAL'S COACHING PROGRAM, MIKE'S COACHING PROGRAM, MIKE & HAL ONLINE COURSE, PEST CONTROL MARKETING LIBRARY, PCO YOUTUBE VIDEO SERVICE, and LEARN VIDEO WITH MIKE.

## Pest Control, PCO's & WCO's should give stuff away for FREE



The player shows a copyright notice for 16 Aug 2018 by hal coleman. Below the player is a black bar with a play button, a progress bar at 00:00, and a volume icon. At the bottom, it says "Podcast: [Play in new window](#) | [Download](#)".



The sidebar contains the text "Subscribe to Podcast" followed by three buttons: "on Apple Podcasts" (purple), "on Android" (green), and "via RSS" (orange).



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## 9. OMG... LOVE REALLY IS ALL WE NEED!



PODCAST

### 9. OMG... LOVE Really IS All We Need!

What do these three things have in common? A near-death experience, LSD and an ex white nationalist. Tune into this episode of Musically Speaking to find out! Listen in as Karen ...



PODCAST

### 8. If I Only Had "Da Noive" - Rising Above Fear

Are you King (or Queen) of YOUR personal forest? Ever lamented, "If I only had da noive..."? On this episode of Musically Speaking Karen and Stowe talk about feeling the ...



PODCAST

### 7. How Can I Help You Say Goodbye

On this episode of Musically Speaking Karen and Stowe talk openly about life and loss as they feature Karen's Grammy-nominated song How Can I Help You Say Goodbye. "When it comes ...




PODCAST

### 6. Peace On, My Dude! Calming The Chaos

How do we find peace in a chaotic and divisive world? Does music

## SUBSCRIBE TO PODCAST

 on Apple Podcasts

 on Android

 via RSS

## KEEP THE MUSIC COMING!



## SITE LINKS

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[Our Artist Website](#)

I have nothing to do with their branded website.. I taught them podcast pillar content marketing

Their content was binged listened to by a booking agent inspired to take them on as new clients for 2019

They make money by reminding clients of their products, downloads, performances and special events, even have had donations!





### NTi Global Podcast w/ Guest Mike St. November 8, 2018



[Networking Today Intl.](#)  
NTi Global Podcast With Guest Kenny Burgess Nov. 1, 2018

### NTi Global Podcast w/ Guest Kenny Burgess November 1, 2018

Build an audience by being other a guest on other leader's podcasts and have on yours. Together you both get more listeners & subscribers!

[Networking Today Intl.](#)  
NTi Global Podcast With Guest Marcie Handler Oct. 25, 2018

SOUNDCLOUD

Share

### NTi Global Podcast w/ Guest Marcie Handler October 25, 2018

[Networking Today Intl.](#)  
NTi Global Podcast With Guest Melanie Albright Oct. 18, 2018

SOUNDCLOUD



Rich knows it is important to be podcasting. Every member should agree to be a guest. I did!

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Gary Talley – Guitar (The BoxTops of 60's & 70's)

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Networking Today  
Thanksgiving Event!



Mike Stewart – Bass (Buckner Garcia & Pacman Fever 80's)

Gary Talley – Guitar (The BoxTops of 60's & 70's)

Hear The Beatles Live  
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And be notified of where we  
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First Name

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# Podcasting & Blogging = Pillar Content

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