

Dear Maverick Business Insider,

It's been hockey central over here...

Zack is playing several times a week either in lessons or with me at the rink. It's pretty cool that he's so into hockey. He literally wakes up and checks NHL Game Center to see the scores and highlights.

Wild.



And hockey fever has filtered down to Zoe too. In fact, in ballet the other day the teacher asked all the little girls what they wish for. The responses were "fairies" or "princesses" but Zoe said she wished for "hockey".

She should have been a little more specific and

wished for a Stanley Cup or for the Capitals, but we'll see. It's playoff time again and I'm excited!

So I'm going back to my hockey blogs while we dig right in...



Re-Inventing What Business You're Really In

I'm always fascinated by companies that have taken unique twists on somewhat mundane businesses and totally re-invented what they do.

Or in some cases created models out of thin air that have worked incredibly well. So let's take a little tour together...

What screams mundane more than a pizza shop, right?

I was introduced to Diana Coutu of Diana's Gourmet Pizzeria in Winnipeg by Dan Kennedy.

Diana definitely sets her own rules and does things that other pizza places would never consider (but this is what makes them special and very profitable).

First off, she charges, a seemingly outrageous, amount for the pizzas.

A large might go for \$28 and up...way more than your local pizza shop selling 2-for-1's.

In fact, on the site there is a great FAQ about 2-for-1 deals:

Why aren't you 2 for 1?

We'd like to refer you to the first question, but if you're still not satisfied all we can say is this:

We don't get '2 for 1' cases of cheese, nor '2 for 1' cases of pepperoni, chicken, lean beef, crushed tomatoes, Roma tomatoes, peppers, onions, etc, etc, etc. We also don't get '2 for 1' staff members (I do believe that's illegal in this country), nor are our utilities billed at a '2 for 1' rate, nor does our landlord, (as wonderful as he is) give us '2 for 1' on the rent.

Sales have never been higher plus Diana has instituted all kinds of other innovations unheard of in a pizzeria including adding a membership component where members get charged every month for her gourmet pizza.

Creating that membership gives you a predictable cash flow each month and insulates you from competitors hawking coupons.

Let's move from food to starving artists....ha...get it? <insert groan here>

Owen Garratt is a pencil artist from Alberta, Canada is known as the "pencil neck" and you can check him out on pencilneck.com.

Being an artist doesn't mean you need to subject yourself to the same industry norms and dogma others adhere to. It's pretty tough to rely on others (i.e. gallery owners) to herald you as the 'next big thing' and air kiss your way to stardom, fortune and fame.

Screw that!

Owen decided he liked to eat and literally went out one day selling his artwork door to door to companies. Instead of selling it as fine art – he would sell them as corporate gifts for companies to send out, use as prizes, sales awards, etc.

This was a big breakthrough and part of the re-invention.

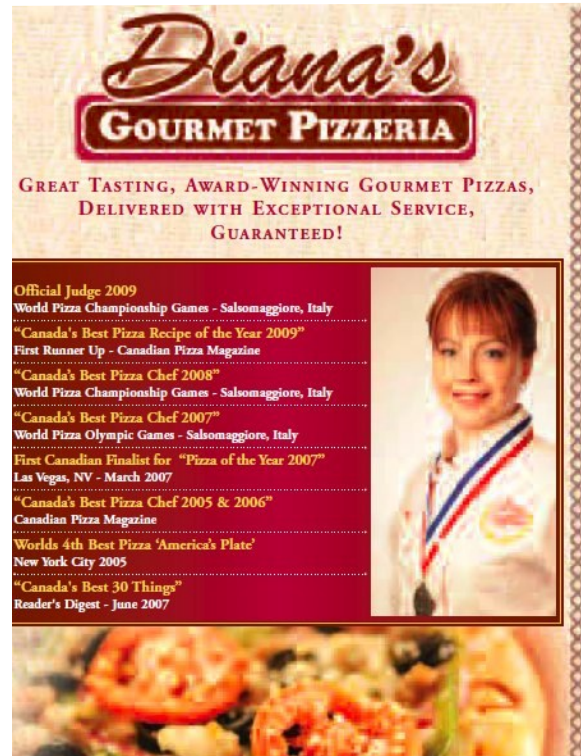
Not only did he decide to sell direct but by selling to businesses he was able to sell several prints at once. Here's some copy from his site about creating a custom commissioned work:

<http://www.pencilneck.com/commissionthepencilneck.html>

He does a great job giving you a lot of scenarios of how you can use the prints and even why there's a savings on the prints (because you're buying multiple copies at once of the prints).

And he even gives you a final benefit of you getting to keep the original, which sells for thousands.

Smart moves.



Companies all over North America – big and small– have been using Owen Garratt's framed Limited Edition Prints for all kinds of gifts, awards, prizes, donations, and presents, including:

- Golf Prizes
- Christmas Presents
- Charitable Donations
- Safety Awards
- Retirement Gifts
- Anniversaries
- VIP Presentations
- Fundraisers
- Thank You Gifts
- Sales Awards



Airborne

Airborne Energy Solutions Ltd
Exclusive Limited Edition of 100 Prints



Holy Mackerel!!!

Then it struck him – he decided to create a yearly allotment of 12 (min) framed prints each month that companies would take for the year at a deep discount. This morphed into his Platinum VIP Program.

Who the hell sells art on membership? The pencil neck does and it's yet another re-invention point.

Owen does a lot of things really well and I'd imagine a lot of "real" artists are miffed at him because he doesn't follow the rules.

I love it!

Here's another business that breaks out of the clutter of mediocrity...Kennedy's All American Barber Clubs.

www.KennedysBarberClub.com

This fast-growing franchise takes a completely different spin on the typical barbershop. While they do offer walk-ins and regular cuts – their business really relies on the membership model too.

They have different levels of membership. Instead of the typical Silver, Gold or Platinum labels, they use different wording for the membership levels that really fit the concept incredibly well...

It's "Life", "Liberty" or "Pursuit of Happiness".

Liberty[®]

“Give Me Liberty or Give Me Death” that’s what we think, too . . .
at least when it comes to freedom from those other “chop shops.”
We’d rather get our haircut from a Licensed Barber, skilled in the art of consistently crafting the exact haircut you’ve been looking for all your life, than from an 20-year-old cosmetology school graduate who doesn’t know how to fix her own hair...or the first thing about a first-class experience . . . wouldn’t you?


Benefits:

- Unlimited Signature Haircuts.
- Unlimited Signature Haircuts for your children under 13.
- During each visit, you may also choose from one of the following services:
 - Signature Straight Razor Shave™
 - Mini-Facial
 - Facial Waxing
- 10% Discount on all Kennedy’s™ Grooming Products.
- Complimentary beverage during each visit (choice of water, soft drink, beer, coffee or tea).
- Yearly Birthday Present from your local Kennedy’s™ Proprietor.
- Complimentary Kennedy’s™ Lifestyle Magazine.
- Nationwide Usage Rights at all other Kennedy’s™ (with a minor "courtesy charge").
- Shoeshine During Service (where available).


The next example is a re-invention that cannot happen without the Internet and I have a soft spot for them because they are an awesome partner of Maverick too. **Hendricks Park** is a total re-invention of how men shop.

Hendricks Park is like a bit of a personal shopper mixed with a stylist and a little Zappos DNA too. You have a box put together for you by your stylist and then it arrives at your door. You open it up with the your stylist via video Skype. It’s a great way to virtually model your clothes for the stylist and decide what works and what doesn’t. Then the pieces of clothing you don’t like get sent back via a pre-paid shipping label (hence the Zappos part).


THREE EASY STEPS



Your Expert selects outfits for you and they're shipped from Hendricks Park ready to try on.



Try the clothing on for your Expert via webcam to see what works.



Keep what you like and return the rest with our pre-paid shipping label

The cool part about this is really it couldn't happen this way without the technology available now. Of course, there have been plenty of personal shoppers before, but they require a guy's time or just blindly trusting their shopper. This is a great use of Skype and really invents this model.

Another good example of using Skype that makes the experience even better than the original is a site called **VerbalPlanet.com**. Verbal Planet matches up native speakers with foreign language students via Skype.

This makes this even better for both parties since the teacher can set up lessons from the comfort of their home and the pupil can do the same. Plus, they get the opportunity to interact and converse with real native speakers instead of just listening to recordings and hoping they get it right.

Learn a language online.
Online language lessons and tuition live on your computer.

Bring learning a language to life through interactive online language lessons with a private online language tutor. Join today, it's quick, easy and free to get started...

- Native speaking tutors.
- One to one tuition.
- Flexible lesson times.
- Free Trial Lessons.

What language do you want to learn?

-- I am learning --

Go»

FREE TRIAL LESSON

VIEW THE DEMO

Right now is the best time ever to consider what industry or marketplace you can disrupt and make your own rules.

EXTRA BONUS

To get your brain going even more on this I'm including an article about Conan O'Brien totally re-inventing himself thanks to digital media. It's a great article with a lot of good lessons.



Just recently Amazon.com acquired Woot.com for \$110M – and here's how the CEO, Matt Rudledge let his team know. I just love the way they keep their sense of humor in every interaction.

Date: Weds, 30 June 2010
From: Matt Rutledge (CEO – Woot.com)
To: All Woot Employees

Subject: Woot and Amazon

I know I say this every time I find a picture of an adorable kitten, but please set aside 20 minutes to carefully read this entire email.

Today is a big day in Woot history. This morning, I woke up to find Jeff Bezos the Mighty had seized our magic sword. Using the Arthurian model as a corporate structure was something our CFO had warned against from the very beginning, but now that's water under the bridge.

What is important is that our company is on the verge of becoming a part of the Amazon.com dynasty. And our plans for Grail.Woot are on indefinite hold.

Over the next few days, you will probably read headlines that say, "Matt Rutledge revealed to be monstrous pseudo-human creation of Jeff Bezos." You might even see this photo making the rounds. Rest assured that these rumors have nothing to do with our final decision.

We think now is the right time to join with Amazon because, quite simply, every company that becomes a subsidiary gets two free downloads until the end of July, and we very much need that new thing with Trent Reznor's wife on our iPods.

Other than that, we plan to continue to run Woot the way we have always run Woot – with a wall of ideas and a dartboard.

From a practical point of view, it will be as if we are simply adding one person to the organizational hierarchy, except that one person will just happen to be a billion-dollar company that could buy and sell each and every one of you like you were office furniture.

Nevertheless, don't worry that our culture will suddenly take a leap forward and become cut-

ting-edge. We're still going to be the same old bottom-feeders our customers and readers have come to know and love, and each and every one of their pre-written insult macros will still be just as valid in a week, two weeks, or even next year.

For Woot, our vision remains the same: somehow earning a living on snarky commentary and junk.

We are excited about doing this for all sorts of reasons. One, our business model is so vague that there's no way Amazon can possibly change what it is we're truly doing: preparing the way for the rise of the Lava Men in 2012.

Also, our deal means that Jason Toon will finally be released from that Mexican jail owned by Zappos honcho Tony Hsieh. No, don't lie, Tony, we've seen the paperwork.

And we need a powerful ally in case Steve Jobs finally breaks down and comes after us for all our Apple jokes over the years. Don't think of it as a buyout; think of it as NATO!

I will go through each of the above points in more detail later, but first, let me get to the top 5 burning questions that I'm guessing many of you will have.

TOP 5 BURNING QUESTIONS:

Q: F1RST!!!!

A: Okay, that's not a question, but it is a good place to mention that our forums will still be policed by a team of moderators, as before.

And also, Woot's previous and always-in-effect privacy policy will still be just as always-in-effect, so don't worry, there are no plans to suddenly give up or merge your forum data.

Q: Is Snapster leaving?

A: Are you kidding? He's out the door about ten seconds after that check clea- that is to say, Snapster will continue as Woot.com CEO,

just like before, and the rest of our staff's not going anywhere either.

Woot and all our various sites will continue to be an independently operated company full of horrible, useless products and an untalented jerkface writing staff, same as it ever was.

Q: Will the Woot culture change?

A: Amazon is interested in us because they recognize the value of our people, our brand, and our unique style of deep-tissue, toxin-releasing massage. And they don't want to start changing things now.

Amazon's hoping our nutty Woot steez continues to grow and develop (and perhaps even rubs off on them a little). They're not looking to have their folks come in and run Woot unless we ask them to, which incidentally you can do by turning off the bathroom lights and saying the word "Kindle" three times; a helpful Amazon employee will appear in the mirror.

That said, Amazon clearly knows what they're doing in a lot of areas, so we're geeked about the opportunities to tap into that knowledge and those resources, especially on the technology side.

This is about making the Woot brand, culture, and business even stronger than it is today, and we expect that any changes will be for the better or we wouldn't bother with this endless paperwork.

Q: Where can I get one of those vuvuzelas?

A: Are you even paying attention?
Several months ago, when we were all sitting on Jeff Bezos's bumper drinking orange Mad Dog and trying not to be noticed, we heard a voice in the distance yelling, "You kids better not scratch my Mercedes or I'm calling the cops!" We ran.

It was later that night when Amazon came by the house and said they liked our style and also wanted to get that money we owed them

for messing up the chrome. We like to think that our relationship with Amazon will continue at this level for many, many, many years to come.

But we here at Woot are still a thoughtful company, so, at the end of the day, I watched the sunset, and its golden-hued glory made me think about two questions:

1) Is there really a universal deity?

2) Does such a thing preclude free will or are we humans in control of our own destiny?

After spending a lot of time falling asleep at the library while facing the philosophy books, I determined that the concept of destiny is a construct that allows man a gentle release from facing the terror of his existence, and that a Hyundai full of twenties would pretty much offer the same benefits.

And so, I ultimately said YES!

This is definitely an emotional day for me. The feelings I'm experiencing are similar to what I felt in college on graduation day: excitement about getting a check from my folks combined with nausea from a hellacious bender the night before.

I remember fondly that time when an RA turned on the lights and yelled "WHO OWNS THESE PANTS?" Except this time, the pants are a company, and the RA is you, and the sixty five hours of community service is a deal that will ensure the Woot.com experience can continue to grow for years and years and years, like a black mold behind the Gold Box.

Join us, because together, we can rule the galaxy as father and son. Also, there will be six muffins waiting in the company break room, courtesy of the nice folks at Amazon.com.

Welcome to the family!

Matt Rutledge
CEO, Woot

* * *

give more back

It's hard to believe the devastation in Japan from the Tsunami and earthquake that ravaged the country. Even with the suffering and pain – in many ways this brings out the best in people.

Some businesses and initiatives have gotten creative with their donation thrusts. Here are a few worth supporting and checking out.

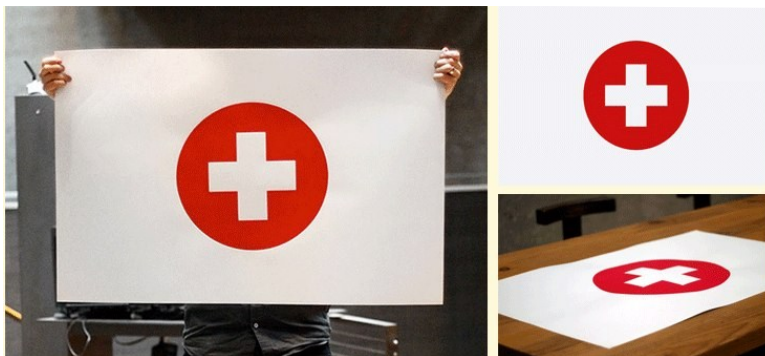
A unique necklace from Ken and Dana design.

It features the identifier for the Immigration and Nationality Act of 1965. This Public Law (PUB.L.) abolished the national-origin quotas that had been in place in the United States since the Immigration Act of 1924.

A donation of \$30 is made to the Red Cross for each necklace. (They used the same theme for the Haiti quake and it makes a lot of sense plus people are proud to wear these conversation starters.)



<http://shop.kenanddanadesign.com/collections/b-side-rights/products/japan-relief>



Advertising agency extraordinaire, Wieden + Kennedy designed an elegant screen printed poster to help send Japan in this time of need.

They're asking a donation of at least \$25 for a print, with 100% of the profits going to the fund.

<http://wkstudio.bigcartel.com/pages/japan-relief>

HelloBar.com is a cool plugin you can add to your site to get sign-ups to your email list or promote a product or event. I like the way they've encouraged people to get the toolbar and redirect it to organizations providing aid for Japan.

You can see what it looks like here:



You can get instructions here on how to add it to your site:

<http://www.dtelepathy.com/blog/telepathy/how-to-help-japan-with-aid-and-awareness/>

With regards,



Yanik Silver



Maverick Business INSIDER RECAP

You get privileged access to a network small, distinct group of self-made millionaires who make up Maverick1000®.

Quite simply you're looking at true 'Who's Who' of successful entrepreneurs, CEOs and business owners.

More importantly, each member shares a common 'DNA' of wanting to live to the fullest, creating business breakthroughs and giving back through charity and education to empower future Maverick entrepreneurs!

You'll hear their success journey and exact techniques of how they've done it.

But you won't just hear their best moneymaking advice but you'll get their philosophy on creating MORE in your life... Maverick style.

You'll find out how to make more money, have more fun in your life and ultimately give back more!

Maverick 2020 Mission:

- 'Maverick-tize' 1,000,000 entrepreneurs
- Impact 1,000,000 young entrepreneurs
- Have 1,000,000 Cumulative Items Checked Off Members Big Life List

Quite frankly, we're out to change the game of how business is played to help shift the focus beyond just the bottom line and have entrepreneurs create their own fun-filled experiences and maximize what the impact they have in their communities.



“SEO Secrets Revealed”

With Dori Friend

April 2011

Yanik Silver: Hey everyone. It's Yanik Silver. Welcome to another Maverick Business Insider interview. I am very excited to have with me one of my friends and colleagues, Dori Friend, who is going to be on the line with us and sharing all kinds of good stuff. So, Dori, you there?

Dori Friend: I'm here.

Yanik: Alright, so I've known Dori for... what's it been, like 7 years?

Dori: It's been since 2001 because I met you at a seminar in Cincinnati.

Yanik: Wow, ok. Yeah, that's been a while.

Dori: It's been a long while. That was my first internet marketing seminar.

Yanik: Dori's awesome because she's so humble. She's got this background – and hopefully you'll get into it – but really doing some cool stuff in the graphics world, working for Apple. All the cool stuff on the West Coast over there.

And then took those skills and then parlayed that I guess into what you really are known now for, which is the SEO stuff. You've been an Underground speaker. We had you on stage. And then a new Maverick 1000 member.

And the SEO stuff, and everything from selling products to doing it yourself to helping other people learn how to get into the inner workings of the SEO things. We'll cover some of that.

Do you want to fill in a couple of blanks from where you started and how you got into this crazy internet world?

Dori: Yes, you've got to like how everybody else has this story of how we got here.

Yanik: Yeah.

Dori: I grew up in Fremont Bay area, graduated from UC Berkeley, lived in San Francisco, had my only job for the city and county of San Francisco for 5 years. I won an employee of the year award for innovation, so that was totally cool because I started the Art Department.

I brought computers, the Macintosh, into the Art Department there. So I had kind of a computer background. Then, I was stuck on the paycheck drug, and I wanted to get off that.

I hated having to ask somebody if I could have vacation or if I could take a longer lunch. I hated it. It just drove me nuts.

So the hardest thing I think I ever did was quit that job because it was a great job. I had made good money after 5 years. I don't know if I want to say that I started my

own business. I started freelancing.

My girlfriend at the time worked for Apple, and I got my foot in the door. I started doing HyperCard applications, which was the first application that relied on hyperlinks.

Yanik: I remember HyperCard.

Dori: Yeah, in fact I was involved in the first lawsuit. Somebody said that they had the copyright to that.

Because I was displaying a product that I had made at the first HyperCard convention in San Francisco, I was named on that lawsuit.

Well, you know of course Apple squashed that, and nobody ever heard anything about that later.

Yanik: (laughs)

Dori: That was before the internet, before all that. So I got into contact with Apple. I did mostly software design, visual design, interface design. My first email address was dori.friend@appleinc.com, so this goes way back to like '91.

So through the '90s I did all of that, and then I read the book *Rich Dad Poor Dad*. It was like, oh my god, I'm trading my time for money. I'm making good money. I mean, I'm probably doing a couple hundred thousand a year anyway.

Yanik: And that's what? Back in the '90s?

Dori: Yeah, I left making \$125/hour back then. That was in 2000 or 1999 or something like that. That was a lot of money.

Yanik: Yeah, that was good.

Dori: And I was young and having a good time in San Francisco. But then I realized I don't want to keep trading my time. I can do better than this.

So Robert Kiyosaki, the author of *Rich Dad Poor Dad*, talked about real estate, business ownership, and the internet. I thought good grief, I'm already a geek. The internet sounded like something that was for me.

And I did dabble in some other stuff. I've got a laundry mat in San Francisco. I dabbled in real estate, but the internet really sunk in for me. I started investigating that, and let me tell you. I got into things that were spam. Back then people were really drawing people in and getting them into seminars, and it wasn't a good thing.

So when I got an email from you, actually. I think I got on your list from Robert Blackburn I think. He's an MLM guy from way back somewhere.

“I hated having to ask somebody if I could have vacation or if I could take a longer lunch. I hated it. It just drove me nuts.”

Yanik: Ok.

Dori: You were going to be speaking at this thing, so was (unintelligible) and Alex Mandossian, a lot of them. So John Reese was there. It was the first one he'd ever gone to.

But I got it, and I said, ok I'm going to sit in the front row. I want to see the whites of these guys eyes, you know, see if they're telling me the truth. I felt like, oh my god, thank god I fell into a bunch of guys that were telling the truth, that were really doing it, and to share their own experiences and not try to sell me something that was not going to be useful for me.

Although people do try to sell stuff, but that's how I got into that.

Yanik: You mind if I tell a little funny, like, a side story about that event?

Dori: Yeah.

Yanik: Well, Mizel was like one of the guys that I really looked up to, and then we had become friends and so forth, which is kind of cool. And so we were there together obviously, Alex and a couple of other people.

And this is how new that whole internet marketing world really was. Like, literally, we would sell something there, but we really weren't trying to sell anything there.

Dori: No, it was not pushy at all.

Yanik: Yeah, trying to make money by selling it was more - well I've put together my own experiences and here's what it is, and it's pretty cheap probably. And so our whole pact, me and Jonathan, was that we wouldn't look at our orders, and we'd stuff them in our blazer or sports coat, and then we'd go upstairs and have some drinks.

Then everyone would pull out their order forms and see what they made. We'd be like throwing them on the bed and be like, "Wow, I made \$7,000." (laughs) "Wow, I made \$8,000." "All right."

Dori: Yeah, and back then that seemed like a lot. It just gets bigger and bigger I think.

Yanik: Yeah, it was just funny. We were up there and hanging out.

Dori: That was a very quick conference there. John Reese was kind of out in the bar telling people what he was doing. That's the first time people got to know who he was. It was kind of the beginning except for Mizel's stuff in Colorado that he had.

Yanik: Right.

Dori: But so I got into internet marketing. I was trying to figure out a product. I was doing the Logo Guru. I was doing graphics because, you know, that's my background.

And then I just got into SEO, and it just stuck. Jeffrey and I – Jeffrey Cleary and I built this software that we cloaked. We figured it all out. We just killed in AdSense, just killed it back in 2003 and 2004, 2005.

Because once AdSense hit in late 2003, we had already had traffic because we were working with CJ and doing the other types of affiliate deals. So when AdSense came

along, that just exploded everything.

But then you know the AdSense went down, and then I got back into link networks and things like that. SEO just really stuck. One thing that I want to say that I learned along the way here, and I feel like it took me longer to get to the place I wanted to be, like where all you guys were, I didn't focus.

Even though I was really good at SEO, I bounced all over the place, you know? I tried this. I tried that. I definitely had the shiny object syndrome. I wanted to make the fast million.

“I definitely had the shiny object syndrome. I wanted to make the fast million.”

And finally my BFF said, “You know what Dori? That SEO business of yours just keeps plugging along, paying your bills, month after month. You need to focus on that and grow that sucker.” So...

Yanik:

Yeah.

Dori:

Finally, finally got 7 figures plus and joined Mavericks 1000, which was a previous goal of mine.

Yanik:

Well, that's awesome. We were glad to have you. We've hung out and enjoyed many a fine beverage together.

Dori:

Yeah.

Yanik:

And we've known each other since you were in Ed's General Attitude, so it's been great to have you as part of this.

You know what?

I want to talk about SEO for sure, but I want to talk about maybe a little bit more about the mindset around it because here's why. You and I before we got started officially on the interview and you were talking about it.

And you were like ok well you can dose off when I start getting into the tech stuff because I'm a total non-techy, especially with the SEO stuff.

Dori:

He does. I've seen him leave the room when SEO guys come on.

Yanik:

(laughs) Well, yeah. It doesn't... I don't know. For some reason I've got like a mental block on that. Maybe you'll change it.

Dori:

It's ok. I can't write copy for crap, you know? (laughs)

Yanik:

Yeah. (laughs) You know, the thing that I've always looked at. It's almost like you're in

quicksand in a way.

You build something that you think is going to get really good natural search engine rankings, and then you're always beholden to Google or whoever else for their algorithm.

If they change it, then you're screwed. Obviously that's not true because your SEO stuff was just plugging along and kept growing and growing and growing.

So what's a broader mindset around that that makes a real, legitimate strategy?

Dori: I think it is a moving target, definitely a moving target. That's part of what keeps it exciting.

In fact there were just a couple of Google algorithm changes in the last... in February - I guess that's last month - that really upset a lot of 11%, you know, 12% of the search rankings.

That really upset a lot of the big content farms like Ezine Articles, shoot who's the other one it affected? There's a list of them, but they will come back because basically it's still all around links.

There's still always going to be something around that algorithm that's going to tell you this is how it's done. People like me, we go back and we reverse engineer and get on top of it again.

So basically, it is like quicksand, but there's nothing in business that I don't think is.

Yanik: Right.

Dori: The markets change. PPC changes, you know? There are slaps everywhere. So I think what we were talking about, like the mindset around it when you have a business, it's mostly about, I think, it stops becoming about the money, if that makes sense.

It is about the money when you're doing it, but it has to be more about what you like to do and making other people happy, I think.

I mean, when I started turning that on in my business, that's what really started helping my business grow. And like I said before the call, that's why I really connect with you.

I've heard you talk about tithing and making it more about giving back and what can I do? How can I over-deliver type of thing?

Yanik: Right.

Dori: Because I'm a service-based operation. I just don't pop up my own sites. I'm definitely service-based. I sell links. I build networks. I sell courses, things like that. So I have that customer that I'm trying to please and make happy.

Yanik: That's good. There's certainly a lot of SEO people out there. What have you taken away that makes your clients come back to you and give you their business? Results are probably one thing.

Dori: Actually results... and my best client is another SEO professional. So that is my #1 client is other people who have clients that they're trying to rank. So they come to me for advice. So I'm kind of on the top of the echelon there just because I've been doing it for so long.

I was one of the first people to build link networks. We were doing this way back in 2003 and 2004, and then doing it with Jeff Johnson and stuff with Traffic King Pro.

So I wasn't the first one who came out and pulled access to one, but I was very quickly after that and probably am the biggest. I have the most sites I believe.

You know, I go out and buy deleted domains and build these huge networks. So I think that kind of separates me a little bit. But then I always learn from the other guys too.

I'm constantly learning from my customers. When something happens, they'll say this. They'll say that, and then I go out there and test it. So I don't think... sometimes not one is better than the other.

We all have different experiences, and what I really like to hear from people are their experiences and not what they heard. Because a lot of stuff that we hear about SEO is myth. It's like playing telephone. It goes right through the industry.

Yanik: Right.

Dori: So, when I talk about it, I say I experienced this or this is what I heard. I kind of reference that, so people can make their own decision about what I'm about to say.

Yanik: Yeah, I think that's a really big deal. Alright, so let's dig into a little SEO stuff. One is, I guess... let's preface it by saying why is it important? I mean, I think I know the answer. I mean, obviously... It's kind of crazy, I was just talking... You know, one of my very first sites is that Instant Sales Letters site.

Dori: Yeah. I think that's how I got on your list. I bought that because I was going to send letters to my Logo Guru clients.

Yanik: Yeah, so I'm actually poking around like let's see where I rank still because I haven't checked in a while. Not too bad.

I'm number 5, and I think we've just sort of haphazardly fallen there because of our domain name and probably how old the domain is and how many links we have coming in from affiliates.

Dori: And just doing your natural marketing, which is a lot of what the other guys preach.

“It is about the money when you’re doing it, but it has to be more about what you like to do and making other people happy, I think.”

Just do your natural marketing and do things that will attract links, which is of course a wonderful way to go.

Just because I sell links in a link network does not mean that I'm not a proponent for natural marketing.

Yanik: Yeah, so let's cover... I mean, obviously SEO, I mean the biggest reason, obviously, is I'm getting a lot of great free traffic out of Google.

Dori: Yeah, if you're number 5, and if you were pushed up to number 1, you would probably get 20%-30% more traffic on that keyword, whatever keyword you are.

Yanik: Yeah, I'm going to have to talk to you about that.

Dori: Organic search, the top spot typically gets about 20%-30% of all the page clicks. And then after that for position 2 or 3 it trails to 5%-10%. And then after that it's less than 1%. And if you fall on the second page, of course, nobody ever sees you – barely.

Yanik: Right.

Dori: And if you report it through... I got this in a video somewhere... Sometimes my brain just ... I throw this stuff out of my brain. I can't remember.

They did some testing, and they found out that natural search got 25% more clicks than even the highest paid pay per click searches. So...

Yanik: People are sort of getting hip to ok those are paid ads really.

Dori: Yeah, and also it's more converting. Gosh I wish I had the percentage of that, but they do convert better.

Yanik: Right.

Dori: They're not tire kickers. They're looking for it. They get it. They convert better. So those are two big arguments to go with it.

Yanik: Yeah, those are really big ones. You can pay your way in, but obviously if you have natural listings, you have almost like the internal blessing of the search engine, in a way.

Dori: Yeah, and if you're number one... if Google thinks you're number 1, then you must be good. I mean, I'm an SEO person, and I still think that in the back of my head because we're just trained that way. You know, it's like a human condition.

Yanik: Ok, so how do we get to that first page?

Dori: Well you know, the first thing we're doing is we're talking about keywords, even though that's like number 3 on my 7 steps SEO guide that I'll go through.

Choosing keywords... because we're just talking about pay per click, and that's why I want to go into this.

Pay per click will let you know which of your keywords are going to convert, which is really important to know before you start a natural search campaign because you're going to spend some time on it, well money to get to that number 1 spot.

Yanik: Yeah.

Dori: So I just wanted to say that pay per click is good for something, if not generating a lot of money through your sales and everything. But that's generally why I would send somebody to pay per click.

Yanik: Ok, so from that data, they get that history and then they can now say I want to go after...

Dori: Yeah, the one thing that would happen to me in my full-service SEO company is we would get somebody on page 1, top 5 or 4 for a keyword, and then they would say oh that one is just not converting for me, so I'm going to drop it.

Yanik: Well, you'd think that they knew.

Dori: I would, you know, we stressed that they should know because we didn't charge until we got them on the first page.

Yanik: Yeah.

Dori: Then after that we'd have a 6 month clause. If we get you there, you have to at least stay there for 6 months. But that was really painful, you know? Because we're doing all the work, and then oh it's not converting.

So I tell people before you have somebody do the work or before you do the work yourself, know which ones convert for you. But the first thing I did. Let's go through the 7 Steps to SEO guide that I have.

Yanik: Ok, great.

Dori: And you know, I have a process map on this. People can go to DoriFriend.com, of course a little plug there, but the first thing you get is the 7 Step Quick Start Guide.

It's just a blog, and I post a lot of test results and things like that. I don't sell anything on that blog.

But the 7 steps. The first thing, and not many people talk about this, is that I tell people what I do is buy a deleted domain. If you go look for something that has age, you're going to start off right off the bat doing a little better because that's something that you cannot control. You cannot control the age of the domain.

You can't go out and buy it and give it age. Although I do, if I have a domain that doesn't have age, I would buy a domain that does have age and do a 301 redirect. And now your eyes are probably glazing over, huh?

Yanik: No, this is good. We haven't really gotten to that point yet. When you get to keyword density, then...

"...if I have a domain that doesn't have age, I would buy a domain that does have age and do a 301 redirect."

Dori: Yeah, yeah. I barely do anything like that, no keyword density or anything like that. Most of what I do is off page and all about links and stuff.

Yanik: See, that's interesting. That I can get behind. The other stuff I'm like, huh?

Dori: Yeah, it doesn't really play a big part anymore, and that's why we stopped cloaking.

Yanik: Yeah, well that's funny, right? It's like all the stuff that was... I don't know, I was going to say all the stuff that was technique-y...

Dori: Oh it was. It was black hat as black hat could be.

Yanik: Right. No, it's almost like going back to just legitimately... I mean, I guess that's really what Google tries to foster is what is the legitimate relationship here and why would it come up on top of someone else?

And it would be links coming in... I mean, you'll tell us what it is, but it's more about the natural aspect.

Dori: Right, well that's what I think it started, 2006 or 2007 — around that time period, that all of a sudden it became about votes - people voting for the site, you know, backlinks.

Yanik: Right.

Dori: And so that's been the #1 thing, and it has been for years now. I don't see that changing. I do see maybe that they might be getting better about the context around your link, like the content around your link is what it seems.

They just did an update in February, which was before the big article forum update that it almost had me believing just from hearing some of my clients say what was going on for them that might be true. But I'm going to test that before I say that I put my name on it or anything.

Yanik: So the first thing is to find a domain. So are you looking at places like BuyDomains.com or...?

Dori: Yeah, or Ebay, SitePoint, DigitalPoint. My favorite is GoDaddy.com, of course. Find those domains at GoDaddy because they release them every day.

Go to FreshDrop.net. You can search in their \$5.00 listings for free, and you can sort by age. You're going to get a lot of domains that were even around before 2000, and that's some pretty powerful stuff.

But look into your market, and that's when I get into step 4: study your competition. It's like what are the ages of the sites you're going up against? If they're all relatively new, then you're ok. If they're not, if they have age, then that's something you want to look at.

That doesn't mean it's impossible to rank for that. I'm just saying this is the first step if you want to have steps to get a good jumpstart on it.

Yanik: Right, ok perfect.

Dori: The second thing I do is part of the link building process. I submit it to the directories. I use Directory Maximizer, and I do 100 links per month. I use my URL, so I'm not go-

ing after keywords right now. I'm just going after my URL because that's natural. And we'll get into that again.

When you study your competition, you're going to see that probably between 20% and 40% of the links that come into your competitor's sites, if they're just doing their natural marketing, are going to have their URL as the anchor text.

Another huge chunk, and this is another interesting thing is that they're also going to have pages, links coming in from pages, that are not in Google's index.

So that kind of stuff is natural. Nobody talks about that stuff really, but you get to see that when you study your competition.

But anyway, submitting to a directory is important. You have to get those type of, I call them crap links, which is important. That starts getting your site indexed, just starts the movement on it.

Then of course step 3 would be choosing your keywords. Use that pay per click stats to choose your most converting keywords.

I always like to start with mid-range keywords when you're going to start an SEO campaign – something that's going to start bringing in sales, something that's going to start bringing in money before you go into the long tailed keywords.

Yanik: What do you classify as a mid-range keyword?

Dori: Mid-range would be like mini blinds for somebody who was selling blinds. A monster for that would be blinds.

Yanik: Ok.

Dori: A long tail keyword would be mini blinds for my cottage. I don't know, something like that.

Yanik: Right.

Dori: So, then I go into studying my competition, and this is really I think the most important step that people don't do. I call it copycat SEO.

You're going to look at the age of your competition.

First you're going get one of those mid-range keywords. You're going to look on Google and see who are the top 10. Pick 3 or 4 of them. Look at their age. Look at the size of their site.

“You’re going to get a lot of domains that were even around before 2000, and that’s some pretty powerful stuff.”

If it's a big site or if it's a thin site, you know most times people... Google has always been long standing. Bigger is better. So big sites do play an important... they get more authority when they're larger.

And what kind of backlinks – how many backlinks do they have? The quality of the backlink, and then the composition of the backlink.

And this is what I was talking about – the URL. Are they coming from sites that are indexed or non-indexed? What's the percentage of that? Do they have a lot of garbage, crap links?

A lot of sites that rank have a lot of crap links – even sentences, full sentences. So we're starting to do that more and more, even the full sentences instead of just doing the URL for that.

And then the tools I use for looking that kind of stuff up – I use SpiderMate.com. There I get the age, the PR, and all kinds of other little details. It's really great. It's a really, really cool tool. It's free. You just have to register for it.

It gives you a graph, and it shows you how many unique links are coming into that site, how many normal links, like sitewise, or total links and then unique links, things like that. Stuff that you can really look at and get a handle on what your competition is doing.

And then they have a great thing where you can look at it side by side. It's a competition menu item there where you can compare your site against somebody else. I really like that.

The other tool I use is Majestic SEO and sometimes I use Open Site Explorer, and that is to find out like the anchor text of my competition's site to see what's coming in.

You know, just doing more analytics about that. I also use SEM Rush, which tells me where they have ranked in the last 30-60 days, which is also interesting.

Yanik: Can you spell that tool for us?

Dori: SEM, and then Rush – SEM Rush.

Yanik: Ok.

Dori: And that's really cool if you're doing your own natural searching, and you've been doing it. You could put it instant sales letters, and you see everywhere you've been ranking – keywords that you probably don't even know that you're ranking for.

And hey, maybe you're 5 or 6 on a good keyword that you didn't even know. That would be a great target to go for then for a natural campaign, if you're already close to being at the top. Why not just push it then?

Yanik: Since your site's already getting results.

Dori: Yeah, you're naturally already there. So that would be the first thing I would do if you were going to start a natural campaign for that site. Find out where you're already close and start nailing those keywords first. So I like that tool for that.

I love SEO Lead, and I use that tool to find out the page rank of the other sites, the

competitors' sites. Which then when I have all this information, I put it in a spreadsheet.

And once you start doing 3 or 4 of them, it might take a couple of hours, but you really start to get to see the pattern of the feel for that keyword and what it's going to take to get you there. And then you make a plan around that.

So, I can't stress enough how important that is and how people just kind of go blindly, and I see that as one of the big mistakes that people do. So then that's step 4.

Step 5 is to create a baseline for yourself. Know where you are and where you have to go. So you're basically going to do the same things to your site that you just did with your competitors' sites.

Like, Instant Sales Letters, you would do that same stuff so you would know where you are. So that's how you're going to build your road map.

Step 6 would be develop SEO pages. I do believe in title tags. That's pretty much the only thing I believe in on page optimization right now. I'm a big proponent that content is not king. It's a myth. It's what people say about your content. That's what's king.

“I’m a big proponent that content is not king. It’s a myth. It’s what people say about your content. That’s what’s king.”

Yanik: It's what they say about it via what?

Dori: By social bookmarking links – things like that, you know?

Yanik: Mmhmm.

Dori: Because every one of those is a vote. So if I'm going to say you're about Instant Sales Letters, you're about Instant Sales Letters, I probably wouldn't link to you about quarter horse racing.

Yanik: Right.

Dori: I don't do much on page SEO stuff, but I do like link bait. I like it when my clients do that. I do it, and that's just typically doing good marketing and building things that people are naturally going to link to.

Yanik: Well, explain link bait.

Dori: Link bait would be if I developed a plugin, an SEO plugin, and I put it on my site and people can download it for free. Then if it's a really cool thing, people are going to link to my site.

Other maybe even SEO people will go – hey, this is a really cool piece of software. Download it. Go to her site. And they'll link to it, so I'll get a natural link from a natural themed site.

Yanik: Ok, that's positive link bait. I've also heard it in a negative way where I guess you put something out there that you know is going to get people excited.

Dori: Yeah, like Yanik scams or something?

Yanik: Yeah – right.

Dori: Yeah, I know. A lot of those guys are starting to target negative keywords around the people that are doing well in the industry to attract visitors. That's a poor use of link bait. That's awful.

Yanik: Yeah.

Dori: It really is, and it's because they want to sell a course because usually it's a good review. They're just using the keyword to attract the traffic because people go oh... You know, people love negative stuff. That's why the news is so full of it.

Yanik: Yeah.

Dori: So, yeah. I mean, I've looked on your stuff, and it's like positive stuff.

Yanik: Right.

Dori: "I love Yanik. I love Yanik. Buy his course. He's not a scammer." (laughs)

Yanik: Right.

Dori: Also, there's wonderful things you can do with link bait and serve the community, serve the people that are your customers and make people happy. That's just natural good marketing, I think, anyway.

Yanik: Ok, good.

Dori: That's why I send out my reports for free. I do my testing, and I let everybody have it. I don't sell it. I just give it out because I think that's natural good marketing. It's good link bait.

I don't sell that kind of information. I sell link networks, so it's just complementing me when I distribute my test results and share it with the community.

Yanik: Right.

Dori: And that's on developing SEO pages. There's a lot of inner structure you can do with them and stuff like that, but there's a lot of courses on that.

Yanik: Yeah, I'm sure more than we can get to right now.

Dori: Yeah.

Yanik: What do you recommend people build their sites on for quick...?

Dori: Joomla, I believe, is the best platform. Google likes it the most, although I have not tested it against Drupal. So I can't say that.

I have tested it against WordPress. Even though Google loves WordPress, Joomla

rocks. We get more pages indexed with Joomla.

Yanik:

Interesting.

Dori:

It survives manual reviews better.

Yanik:

Do you have any thoughts on why?

Dori:

I think because it looks like... it's a harder site to build, for one thing. And it looks more professional than generally the password Word-Press sites.

Now I know those things are really getting fancy, and they're starting to look really good, but traditionally in the past and it's been my experience up until right now – that may change, my opinion on that – is that's why.

Because when we put up Joomla sites, we put up forums with it. And they're easy to put up, but they just look better. They look like it's a real site.

Now here I'm building sites that are for my link network, so I want them to go through a manual review. If it were my money site, then I wouldn't have that as a consideration. Does that make sense?

Yanik:

Well, explain what that is because I don't think everyone knows...

Dori:

Oh my money site?

Yanik:

No, well you know when you use the terminology for money site and the other I guess feeder sites.

Dori:

Ok, well money site is like, my money would be SEONitro.com, but don't go there because there's barely anything there and it's horrible. I'm horrible at marketing. But that would be my money site.

Yanik:

Because it makes you money either as an affiliate or you sell something there?

Dori:

Yeah.

Yanik:

Ok. So that's your money site.

Dori:

Oh here's a better one – the LogoGuru.com. But that's the money site.

Yanik:

Ok, and other sites, what do you guys call them? Is it feeder sites, or is it something else?

Dori:

Feeder sites, typically. Jeff Johnson coined that a long time ago. They are sites that are feeding authority into your site.

Authority are links, or votes via links, things like that. What I build are networks of the-

“...there's wonderful things you can do with link bait and serve the community... That's just natural good marketing...”

se feeder sites that link to money sites or link to sites that are linking to money sites. So it kind of gets complicated in respect to that.

Those are called buffer sites because they're buffering what is typically, you know, what I create is a gray hat kind of deal. You're buffering it from your money site. Although I've never had a client get banned.

Yanik: So you're protecting it from your money site, which isn't the one that's connected?

Dori: Yeah, yeah. Jeff used to say a lot, and I never tested this, but he used to say that it wasn't about what a site said about your site, it was about what a site said about the site that was saying something about your site. Does that make sense?

If you can picture that? It's like the buffer. It's like I'm saying this... If I say this site is about Instant Sales Letters, and then they say your site's about Instant Sales Letters.

Yanik: Ok.

Dori: So we go back two. That makes it more powerful.

Yanik: Got it. Ok.

Dori: So in that sense too, people when they link from our networks or they get links from somebody that also links to those pages that they're getting links from. So they make them stronger.

Yanik: Yeah, ok. Got it.

Dori: So, step 7 – tons of backlinks. Get links everywhere. I've got some tips here. I really like Siberr.com. It's a site that everybody does stuff for \$5.00. I mean, you can get some ridiculous stuff done for \$5.00. I search .edu, and there will be students who will say – I'll get you a link on this .edu site for \$5.00.

Yanik: Wow.

Dori: Usually they'll do a couple. It's really cool. They send you a report, and they do it. But it's been like a really great way to get .edu. I've not gotten any .gov, but definitely .edu links.

Yanik: And those are more important because they have heavier weight?

Dori: Yeah they do. Actually, I've never tested this. I hear they have more trust value, so I get them anyway.

Yanik: Yeah, and what about .org?

Dori: Because everybody says that they are good. That's something I'm going to have to test. I've been so busy. My testing has kind of slacked off, but I just hired somebody full time to start doing my testing for me.

Because you've got to build sites. It's kind of tedious work, and it's time consuming. So hopefully in the next 3-6 months I'm going to have a lot of test results coming out of our pocket here.

Yanik: Cool. And they can just stay posted at DoriFriend.com?

Dori: Yeah, if they get on my list. I don't mail out very often. I'm not an affiliate marketer. I tried to be. That was one of my shiny gold objects, you know, trying to sell other people's stuff. And it didn't work. I just got hate mail.

(laughs) And I didn't like hate mail. "I got on your list and you're on SEO. Why are you sending me this?"

Yanik: Yeah, that's interesting. I wonder if it is out of context of what they were looking for. I'm sure if it was like you sent out here is my recommended tools for SEO...

Dori: Yeah, but you know it's like I was promoting the flavor of the month.

Yanik: Right.

Dori: Because I know so many guys make a lot of money real fast doing that. So I'm building my list thinking that I can do that, and it just wasn't me. It was one of those shiny object things.

I was going for the obvious what I thought everybody was doing, and it just didn't work for me, unfortunately. I don't like to write emails anyway.

Yanik: (laughs) But you know that's kind of interesting, right? Going back to the beginning of our conversation, it's like figuring out what you like to do and what your skillset is, and doing it.

And that's when your income kind of exploded was getting focused. And also doing stuff that you really liked and that really spoke to you. And you were like ok well I don't like writing emails and part of that is being an affiliate marketer.

Dori: Yeah, I know, huh? It's like you have to write emails to get people to buy your stuff and lots of them.

Yanik: Yeah.

Dori: I was an art major, and that's why I went into graphic design, which led into interface design for software. I didn't program. I was the visual person, the interactive person and all of that.

So English and grammar did not come easy to me. I hear about it all the time from my customers, and I think – come on, you're not paying me for my grammar, man!

Yanik: (laughs)

Dori: Anyway, so I tried to do that. It didn't work. I think we kind of got off topic here. Where were we?

"I mean, you can get some ridiculous stuff done for \$5.00. I search .edu, and there will be students who will say – I'll get you a link on this .edu site for \$5.00."

Yanik: Oh, of course we did. That always happens in my interviews. Alright, so number 7.

Dori: Oh! Siberr.com! We were talking about getting .edu links and stuff like that.

Yanik: Yeah.

Dori: A good place to go. I already mentioned Directory Maximizer to start off getting your directory links, just crap links like that. I also have a list of parameters that is somewhere on my blog that I made.

A parameter is a Google search parameter. If you want to get other lists, you can Google "Google search parameters". You're going to get parameters like... gosh, here goes my brain again. But it's how you can find sites that accept links.

I want an .edu for this word or something like that. I don't have it in front of me. I'm sorry I can't be that specific. If you use the parameters and you search a lot, you can find places that you can write a comment or something like that. That's always very useful.

Angela Blackwell, I believe, she does this, and then she sells her list. But so many people get her list now that the site will shut down the comments right after she puts it out there, you know?

So anyway the parameter stuff. Services, you know, social bookmarking, forum postings, article directories, press releases, all that kind of stuff to get backlinks.

I mean, I have a long report on all that kind of stuff that I give away for free that have a lot of resources and things like that. The one thing I want to mention about the article directories. I did mention Ezine Articles a little earlier in the conversation.

Because they got hit so hard in this latest Google algorithm, they said that they were going to do a no follow on all the links that people were getting from them.

Yanik: Can you explain what that means?

Dori: Yeah, I'll explain that. Typically when we do an article campaign, we'll write a nice article and put it in the directory like Ezine Directories, and it will have a couple of links in the body and then a link in the bio area.

Yanik: Yeah.

Dori: So they, long ago, took out the links in the body. They put a no follow. When you use that tag in HTML, that means Google is not supposed to follow that link and give it juice.

Yanik: Ok.

Dori: So now they're saying they're doing that in the bio area too. So there's a big controversy going on around that. Right now I would say do it anyway if you're doing article marketing. Don't let that stop you.

Google said that they, even a couple of years ago, that they weren't going to adhere to the no follow thing. And so there's a lot of debate about that whether they are or they aren't.

You know, we're getting kind of these little snippets from them. Then the hands go up because you can't talk to them.

So I still get links from sites that do no follows, that say oh don't give the site any link juice because I believe that: 1) it's natural to have those kinds of links, and when you're doing your competitive analysis you're going to see those types of links coming into every site, so that makes your linking campaign look natural, and 2) I'm not so sure whether it's passing juice or not.

They may be because at one point, like I said, Google said people need to be responsible for who they're linking to. So backlinks.

And then of course what I do is I build SEO link networks. I sell access to SEO link networks. I teach how to build those things. That's kind of advanced, not kind of advanced. It is advanced.

Yanik: Right, yes. And when you say gray hats, it works in it...?

Dori: Well, Google says anything that you do to try to manipulate the rankings is a no-no.

Yanik: And that could be anything from adding a tag to your page, I guess?

Dori: Yeah going out and getting links anywhere. If you're trying to manipulate the search engines, then that's a no-no.

So we are definitely trying to manipulate the search engines – the rankings by linking. Any linking campaign is manipulating it. I think the article things and that kind of stuff, you know, the article campaigns and social bookmarking is considered a little more white hat.

Because this is so purposefully done, you know, you're paying for links or you're paying for access to a place where you can get links and a lot of them.

Yanik: Right.

Dori: They would consider that a no-no. So that's why I said gray hat. Black hat to me was cloaking. It was really being...

Yanik: ...deceptive. Yeah.

Dori: ...devilish. (laughs) We didn't send people... Like I said, we wouldn't send people we were trying to get to instant sales letters to a horse racing site, not like that.

Yanik: Right.

Dori: But still it was... I do remember I was cloaking a lot for Labrador Retrievers because

“Well, Google says anything that you do to try to manipulate the rankings is a no-no. ...we are definitely trying to manipulate the search engines”

my neighbors were selling them at the time. So this lady got all the keywords, and labrador retriever rescue was one of the keywords.

And of course the page that Google sells is all about Labrador Retriever rescue. I don't know how she got my number. Oh yeah, she called the neighbor because we were cloaking and all that traffic went to their website. So she kept calling my neighbor, and then my neighbor called me.

Long story short, I ended up taking the dog that she wanted to rescue. We still have him, and his name is Colby, the black Labrador. So that kind of stuff, you know, did happen.

Yanik: Ok, so that was great. That was a really good education on SEO and just to kind of give people a little bit of the state of the union and some things going on right now that they can really start using.

You know, we've been talking about, before we get into the other two sections, most of our conversation has centered around Google. Are there any other search engines that you pay attention to anymore?

Dori: I don't. Google has the Lion's Market.

Yanik: So they're just the gorilla, and it's like don't even worry about the other ones?

Dori: Yeah, and it's just getting worse and worse. I wish kind of... as much as I've loved Google in the past, and I do. A lot of my friends used to work for Google. They've since retired.

Yanik: Retired wealthy?

Dori: Huh? Oh, very wealthy.

Yanik: They've retired wealthy and happy?

Dori: Oh yeah. One of my friends was employee number 25.

Yanik: That's pretty good.

Dori: Yeah, they've got houses in lots of locations now.

Yanik: (laughs)

Dori: I kind of wish there was somebody that could come up and give them some competition, so that we weren't all relying on that one super big monster of a search engine. I do like them.

They do good work in the world, I think. I think they do. Their motto is, "Do no evil." So you kind of have to like that, but then again they have a lot of control over people's rights, you know?

Yanik: Yeah, I do. Absolutely. What do you think, before we get into the other sections on lifestyle and giving, I still have a couple of quick SEO things for you. What do you think about video or anything else that might pop up high? Like right now, images possibly or...?

Dori: To be honest, I have done a lot of testing on ranking images. Actually, I was trying to rank Jimmy's cover letter image. I had done it sideways, upside down, every way I can think of and I have not been able to rank one of his images. So I can't speak on that.

I've been asking people how do you rank a freaking image? "Oh put anchor text here. Do that." I'm like I've done that. I've studied the competition in that, and I can't figure it out. So if somebody has that figured out, I'll give them a thousand bucks.

Yanik: There you go.

Dori: If they can call me... not call me, I barely ever answer the phone.

Yanik: Yeah, just shoot you an email through the site.

Dori: Yeah, I will because I want that information.

Yanik: What about video, like YouTubes and (unintelligible)?

Dori: So this is what I hear. I hear if you embed videos, and a lot of people, some of my customers do embed videos into our link networks that they rise up in both YouTube and Google.

Now this is just kind of what I hear in the peripheral. There's not that many people doing it. I've never tested it.

That's something I want to test, and that's something that actually is on the top of my list to test because I'm starting to hear that more and more, and I don't know if I believe it to tell you the truth.

I know a lot of guys way back a couple of years ago were linking to videos that they did in YouTube, and that was rising them up pretty quickly.

Yanik: Yeah, I mean, the way I look at it is anything that has a quick hit usually has a quick downfall.

Dori: Yeah, it does. But you know sites will bounce around a lot before they settle in, too. So there is a lot of that with everything.

Yanik: Yeah.

Dori: With the images, YouTube videos, I pretty much would pay anyone who has a study on that, some test results, who can prove it to me.

Yanik: Yeah, the more long-term stuff that you talk about and that you develop, that seems to have more staying power.

"...as much as I've loved Google in the past, ...I kind of wish there was somebody that could come up and give them some competition..."

Dori: Yeah, and it's like I'm ranking somebody right now for the term internet marketing. Pretty cool, huh?

Yanik: That's an interesting one.

Dori: Yeah. In the Google change – the first one, he dropped a couple of steps, a couple spots. He's on the first page still, but we just keep linking. We are staying the course.

That's what everybody's consensus is - that you just have to stay the course until you can definitely figure out what was the cause of something.

Yanik: Got it. Ok, well let's segue into the other things. We're into 3 things in Maverick, which is the making more, having more fun, and also giving back more.

So let's talk about having more fun. One of the things that I always enjoy when we spend time together is you have a huge smile on your face and laughing. You really enjoy life, and I like that.

Dori: I do. I do have fun. So having more fun, that's kind of funny because I'm like gosh I have a lot of fun. As I was telling you before the call, my mom was like you have too much fun! You've got a pretty good life there. I wouldn't be doing any complaining about nothing. (Sometimes I have a bad day.)

Yanik: Yeah, and I think we all deserve that as long as we actually allow ourselves to have that.

Dori: Yeah, and you know I don't have kids, which makes it a lot easier for me to go places and do things and be more carefree. I think maybe if I had children it might be different, but you have children and you seem to be doing it pretty well.

But that was another thing that attracted me to Mavericks so much, and it made me so jealous that I couldn't join because I hadn't gotten to that 7-figure point because of all the fun trips that you guys do.

I mean, some of that stuff because I was kind of always a risk-taker. I've skydived three times. I've done a lot of different wild stuff. But you guys would like... and all my buddies were going, and I couldn't go. I was jealous.

So I'm definitely going to take you up on some of those trips that are going to be happening this year and next year. I really wanted to go to South Africa, and I couldn't go.

Yanik: Yeah well we'll have more cool stuff. So what's your philosophy on that? I mean, how do you balance your work with lifestyle?

Dori: I do work a lot, so it's not like I don't work a lot. When people see me at the seminars and stuff, they may see... because I'm the kind of person – I'm animated. I'm happy. I'm at the bar; I'm spilling beer. I'm joking. It's kind of wild.

But when I'm home, I'm pretty focused. I work a lot. I'm building a business. Just like any business I have issues to deal with. I had to fire somebody yesterday. It was horrible.

Yanik: That always sucks.

Dori: Yeah. I have cogs in my system. Things like that. But every Friday at 5:00 I have my

whole neighborhood come and have cocktails.

Yanik: That's cool. So that's something that you initiated?

Dori: Yeah. I live out in the country, so I know my neighbors more here than when I lived in San Francisco, even though we're ten acres apart from each other.

Yanik: That's pretty cool. So you initiated every Friday 5:00PM?

Dori: Every Friday 5:00, if I'm in town, that's where I'm at, rain or shine, having a martini.

Yanik: Nice. That's great.

Dori: And sometimes it goes into all night. And of course I'm in an area that has a lot of Latinos, so they'll come over and they'll bring their trucks and turn up the music. So it's going boom boom boom boom, you know?

Yanik: (laughs)

Dori: We have a lot of bonfires.

Yanik: But that's really cool because I'm such a big believer that it has to be proactive. If you're not – you can sit back and go oh I'm bored or I'm not having a good time, but you have to actually create that in some cases.

Dori: Yeah, and now that I'm doing better. It's not like I was ever doing bad. I always had... because I make a lot of money doing consulting... when I came into internet marketing, I had to make like \$15,000 a month just to survive back in those days. Back when I was making money, but I was still broke.

Yanik: Yeah.

Dori: But now it's like now I have more money to spend on catering, stuff like that. We're putting a little stage in the backyard. It's like a huge backyard. I have ten acres. We're making a stage so we can have bands. I love that kind of shit. And I love getting my neighbors involved.

Yanik: Right.

Dori: Some of them drink; some of them don't. My parents live right down the street. I bought them a house right down the street. We sell olive oil. My dad has an olive oil thing.

Yanik: Yeah, I think you've sent me some of that, right?

Dori: I did. Yes. It's like a hobby business, but it keeps my dad really active. He loves it. My gosh, he goes to the wineries out here and he talks about olive oil. So that's his thing.

***“Every Friday
5:00, if I’m in
town, that’s where
I’m at, rain or
shine, having a
martini.”***

So yeah the fun stuff definitely...

Yanik: It's just lifestyle. What do you tell someone who's maybe starting out in their business? How important is lifestyle?

Dori: Well it was the lifestyle I wanted that made me quit my first job after 5 years. That was because I didn't want anybody to tell me when I could have my time off. I just needed that control, so that was the first thing that started me going in my lifestyle choices.

Some people need that every day – the security of that. I wasn't one of them, thank God. Well, actually I liked it, but it was more important to me to have control over my own time.

Yanik: Right.

Dori: And now it's the same thing. I could be broke at \$15,000/\$20,000, and then I could be skating along at \$30,000/\$40,000 per month, and I was for a couple of years. Eh you know this is cool. It wasn't hard. I could pretty much do whatever I wanted. I didn't have to work as hard. The people I had in support were handling most things.

But then I wanted to get up to that extra step, and mostly it was because I wanted to join – not mostly, but a big thing was I wanted to join Mavericks and go on these things with you guys.

Yanik: Well, I'm glad that we could be a catalyst.

Dori: I had your metal business card that you gave me on my computer. I'm like, if these guys can do it, I can do it.

Yanik: That's right. If these jackasses can do it!

Dori: No, hey! It's true. I think that's a real adage too. If you want to be a millionaire, hang out with the millionaires because then you can see they're just average people just like you are. They're not any smarter.

Yanik: Yeah, we have serious neuroses.

Dori: (laughs) Yeah there's every walk of life just like there is in every other business.

Yanik: No, no. It's definitely... it's funny because there really is no difference. I've been privileged now to, and part of it is through one of your great friends Anne, got to meet John Paul Dejoria who's a billionaire.

I've hung out with Richard Branson many times. I think those are the only two billionaires I know, but I've also hung out with many – I don't know what they would be called – hundred millionaires or whatever it is? And they're all the same.

Dori: The elite millionaires, I guess, I don't know.

Yanik: Yeah, but everyone's the exact same. And when you strip away that part of it, I mean you get into just finding out who they are, a lot of them are the same silly, goofy people.

Dori: Exactly, and you know a lot of times now I'm meeting people and I don't even know what they do. Now it's like I'm getting to be friends with them before I even – like my

client, I'm like well what *do* you do?

Yanik: Right.

Dori: (laughs) And then he goes into this business thing, and I'm like wow!

But we've been having fun, like he went on the cruise that thing. It's just people like that you get to know, and then it's like what do you do?

Yanik: Yeah, that's pretty good.

Dori: And then it's like wow. But hanging out with the people that you want to be like, and I was definitely hanging out with all you guys. So it was like finally ok.

And there came to be a point in my life where my partner of 12 years went to go be with her Guru, and I chose to stay here. Of course I had a lot more time on my hands.

My BFF said to me, you know what? You really need to just focus on your SEO business. That thing is just plugging away. You're trying all these other things. You really need to focus.

Yanik: Yeah, that's definitely a good lesson, especially for ADD-like entrepreneurs like we are. I have a journal full of ideas.

Dori: Oh I have so many ideas.

Yanik: You know what I've resigned myself to, and I'll see if it works or not. I have this project that you've probably heard about with the Maverick stuff, Maverick1Million, which is getting a million kids to start up their own businesses by 2020.

And so my goal is just to have all of us to have tons of ideas to stick them into little idea incubators on an online platform, and then let the kids run with it.

Then you can mentor them if you want or you partner up with them in some way.

Dori: I really like that.

Yanik: And it sort of gives you that juice of the new project going and so forth, but you can focus on what your real business is.

Dori: I know. It was hard to stay focused. I'm like I've got customers. It didn't feel sexy to me. It didn't feel that it was something I knew inside and out. I do like it; I do love SEO.

So I just finally resigned myself and thought ok, I'm going to grow this business. Any time somebody comes to me and says, "Hey Dori, I got this great idea. Let's go into business together." I'm going nope, nope!

"If you want to be a millionaire, hang out with the millionaires because then you can see they're just average people just like you are. They're not any smarter."

Yanik: That's really hard to do. I haven't quite figured that one out right now.

Dori: Well my best friend will kick my ass if I do it. She also works for me.

Yanik: Alright, let's talk about the last section, which is give more. What's your philosophy on having an impact?

Dori: Well, I've always tried... Let's see how am I going to say this? Trying is failing with honor, so I'm not going to say I tried.

I have always believed in tithing. I learned that from Tony Robbins way back in the early '90s. He was a big proponent of that in the '90s when I was making money with tithing – at least 5% and mostly 10% to the organizations I was involved in.

Like I was telling you earlier on the call, when I feel like I'm coming from fear and I'm not giving back, I'm not giving away, that's when things seem to be harder for me financially.

Yanik: Right.

Dori: When I'm worried about making that \$15,000/\$20,000 so I can pay for my ranch, it's harder to make.

I don't know but somewhere along the way there in this last period, this last maybe 10 years, I let go a couple of years ago where I was like whatever. I don't know.

I started taking care of my parents. I think that was really giving back. That was like the start of my giving back. With that I think I don't know. That also inspired me to make more money too.

Yanik: Yeah because you had a bigger reason.

Dori: Yeah, I didn't want them to lose the ranch they were on. Their income was going down while their mortgage was going up. Things like that, so I just totally took financial responsibility for them.

And so with that, I thought that could be part of my tithing, but right now I'm working on tithing 5% and getting up to 10%.

Yanik: Yeah, and the tithing – I guess that's normally tied into a religious kind of thing. Is that how you look at it?

Dori: No not really. I could. I feel like it's really just anything that... I'll give it to people that have inspired me or have helped me in the past.

Like I just sent \$1,000 to this guy that used to be the minister of the church I used to go to. He's not doing it anymore, but I thought he was really great then.

When I say minister of the church, this is San Francisco. It's multi-faith. It's very world religious type of thing, not Eastern religion. Native American, that type of stuff.

Yanik: Right.

Dori: So I did it anonymously, just things like that. I try to give to the local kids' stuff. I just went to an FFA, Future Farmers of America.

Yanik: Uh huh.

Dori: I'm in the country. I know when I was going to high school, these were all the geek kids, but out here they're the cool kids. Let me tell you.

Yanik: (laughs)

Dori: I gave them \$2,500. It just made their freaking day. So things like that I'm starting to do that now.

Because I'm still building my business and I don't have anything concrete. Like I don't have my own charity, my own thing, but I do have a film that I did. It's on the history of the lesbian and gay civil rights movement. It's a documentary

I did in the early '90s. I finished it in '98. I showed it all over the country, but I could not afford to buy the rights to the archival footage and music to get it out there.

So once I really get going, that's like my giving back is a film on that history to help kids who are coming out of the closet in their high schools to know there are people who came before them.

It just helps to know the history of, I think, culture. I'm just proud of the film. It's really great.

Yanik: If you're associated with it, I'm sure it's awesome.

Dori: Thank you!

Yanik: Well, from your graphical design point of view, and I've seen some of the footage from other stuff like your designs, so I know it's going to be first rate with your aesthetic viewpoint.

Dori: Thanks, it's been shown at film festivals and things like that, but I want to be able to get it out. It's not even about selling it. It's just about getting it out there. It's like a Reader's Digest of the history.

Yanik: Just stick a little project up on like IndieGoGo. Have you seen that?

Dori: No, because I can't get sidetracked.

Yanik: (laughs)

Dori: (laughs) I can't!

Yanik: Well, put someone else in charge of it.

Dori: Yeah, maybe that. I tried that. I'm not there yet, see I'm still working on that in my

“When I’m worried about making that \$15,000/\$20,000 so I can pay for my ranch, it’s harder to make.”

management skills.

Yanik: Yeah, I don't have any management skills either.

Dori: But that's my big thing giving back. I give a lot to the organizations. I've volunteered to a lot of organizations through the years. I backpacked across the country in 2000 for an organization. They were – what was it? Their vision had come to fruition, and so we celebrated that. Actually that's why I stopped all my contracts at Apple.

Yanik: To go ride a bike across the country?

Dori: Yeah.

Yanik: That's pretty awesome. One of my buddies did that too. He said it was a life-changing event for him.

Dori: Yeah, it was. I organized it, and I rode in it. So that's when I came back and I was like ok let's do something different now.

Yanik: That's great. This has been wonderful, and I think if people are paying attention here, then they definitely would have gotten a ton of insider SEO stuff and just your piece about focusing and certainly around the impact and just letting go and not feeling so ... not having the scarcity mindset and having abundance mindset actually releases that aspect and actually propels your business forward and your financial income forward.

So I think that's powerful. As many times as I say it in different ways, it's always great to hear from everyone else and how it's affected them and how they've done it.

Dori: Yeah.

Yanik: Alright, so any last thoughts to anyone listening here?

Dori: Well, just on that, that's how I knew I fell into the right group of guys way back in 2001 because of that mindset a lot of people have in this industry, which I really love, at least the people I hang out with. I don't know.

The other things I did learn along the way – you know, basing things on systems, creating systems. Getting your skillset down and creating systems and outsourcing, those are big things for me building my own business.

Yanik: Right, well you said that you are not a good manager...

Dori: No.

Yanik: So how are you outsourcing well?

Dori: I just had to fire somebody. I hired the wrong person. Actually, David Jennings, Melbourne SEO Services – he has a course on how to hire people, and he gave me like the Reader's Digest version of it.

So I've hired better people from that, so I'm learning slowly but surely on how to hire and manage people. I do have 10 employees, so I guess I'm ok.

Yanik: Oh really? Oh wow, I didn't realize that.

Dori: Yeah.

Yanik: So is the outsourcing... are the 10 employees, are they in the US?

Dori: 3 of them are in the US and the rest are either in India, Philippines, Pakistan. I have a guy in Pakistan.

Yanik: *doorbell ringing* The doorbell means my 5-year-old, so... (laughs)

Dori: Oh, we're done! Thank you guys!

Yanik: (laughs) Wait, hold on we'll do a proper goodbye.

Dori: Ok.

Yanik: (Child's voice) Hello Zack.

Dori: (laughs) That's cute. You can hear him in the background.

Yanik: So that's life working at home.

Dori: Yeah, I know. Hello, I'm surprised my dogs haven't barked!

Yanik: That's a little real world snippet into my world. Every time Zack comes home from school, he's fascinated with ringing the doorbell.

Dori: Oh, it's the doorbell now when he comes home.

Yanik: Yeah.

Dori: That's cute.

Yanik: Well, this is great. So once again people should go check out DoriFriend.com and stay up-to-date on the test and the SEO things that you're doing. And you're available for hire for the right people?

Dori: Well, not personally. I actually I recommend people, but I do build networks and I lease out networks, and that's my primary business. I don't do personal SEO anymore for people.

Yanik: Ok, so if they...

Dori: But I can recommend people.

Yanik: Ok, perfect. Ok, very good. Well I appreciate it, Dori, thanks.

Dori: Thank you, and I look forward to seeing you the next time I see you.

Yanik: Yeah!

“Getting your skillset down and creating systems and outsourcing, those are big things for me building my own business.”

Dori: And dumping beer on you. (laughs)
Yanik: Well hopefully it'll be sooner than later.
Dori: Yeah.
Yanik: One of the crazy adventures or somewhere else.
Dori: Yep, I'm sure.
Yanik: Ok, thanks Dori. I appreciate it.
Dori: Ok, thanks. Bye!
Yanik: Ok. Bye.

SAVE THE DATE

July 15, 2011

Our third annual members-only Maverick Business Insider LIVE "Summer Extravaganza" returns! We're combining everything MBI is about, namely more profits, more fun and giving more back.

Designed as a totally unique in-person event for all our members, this is one live *experience* you don't want to miss. More details to follow via email, but **block off 7/15 now!**

-- Yanik