

In Session 10 you will learn:

- **What an Article Stack is and how to create one to become the #1 authority in your niche**
- **How to build your e-mail list with free education**
- **How to turn fans into customers with content marketing**

- **Fans Don't Buy From You, Customers Do**
 - Content is now the path to cash
 - Content is king and now content is cash
 - Marketing is so much more than just promoting and selling your stuff
- **Provide Free Education To Market And Sell Your Services**
 - Education is being used successfully to both help people solve their problems and see your solutions
 - Education helps build credibility and trust which are essential to getting fans to take ACTION and become customers
- **Content Marketing**
 - This is the new mainstream form of marketing because it WORKS
 - Creating content that attracts prospective customers
 - Providing valuable information to your prospective customers – videos, white papers, tips, tricks, etc.
- **Types Of Content Marketing**
 - Books
 - Editorial Marketing
 - Infomercial
 - Advertorials
 - Blogs
 - Articles
 - Online Videos
- **Capturing Email Addresses**
 - Your Facebook page and website needs to be worth your prospective customer's time to fill out your opt-in list
 - Remember it's a risk for your customer to give their email address – What are you giving them that is worth it?
 - Here is an example of how we offer free valuable information on some of our websites;
 - On www.CostaRicaWellness.com we offer early pricing information and build a list of 2,500 perspective buyers with this opt in page:

The image shows a screenshot of a website registration form. The form is titled "Register for Information" and includes the following fields and options:

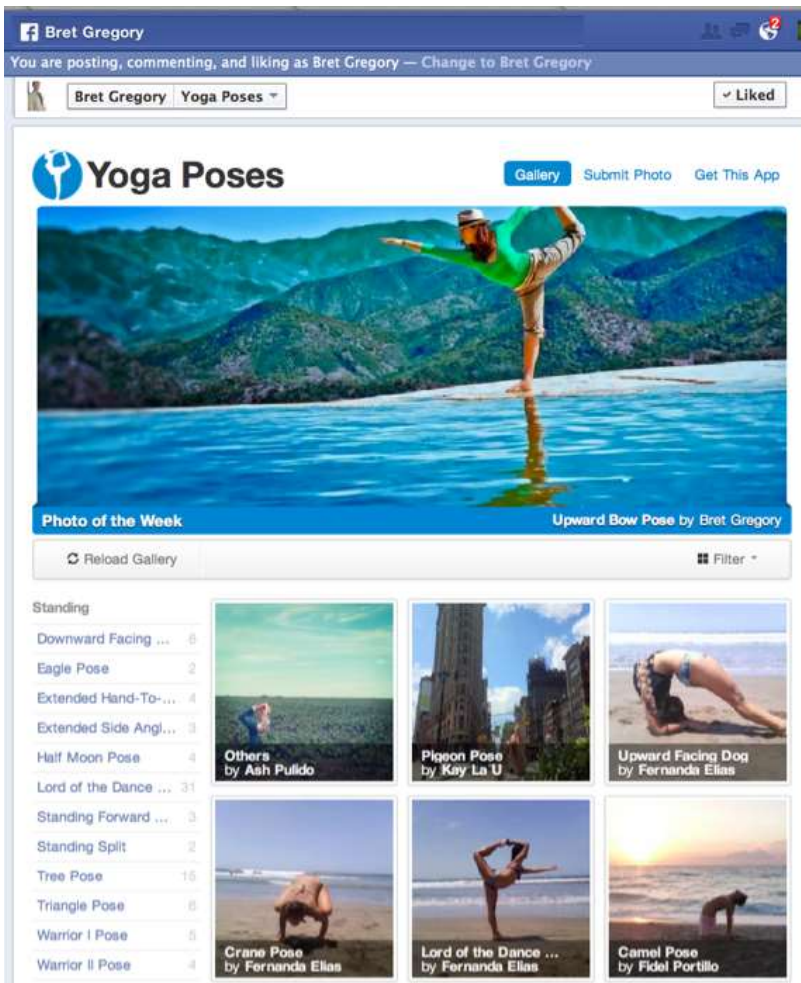
- First Name:
- Last Name:
- Email:
- Phone:
- Are you a reader?: Yes No
- Please enter the four-digit security code:
- Register for Pricing:

The background of the form features a man in a green shirt sitting in a pool, with the text "Oxygen" and "LA JOYA PERFECTA COSTA RICA" visible.

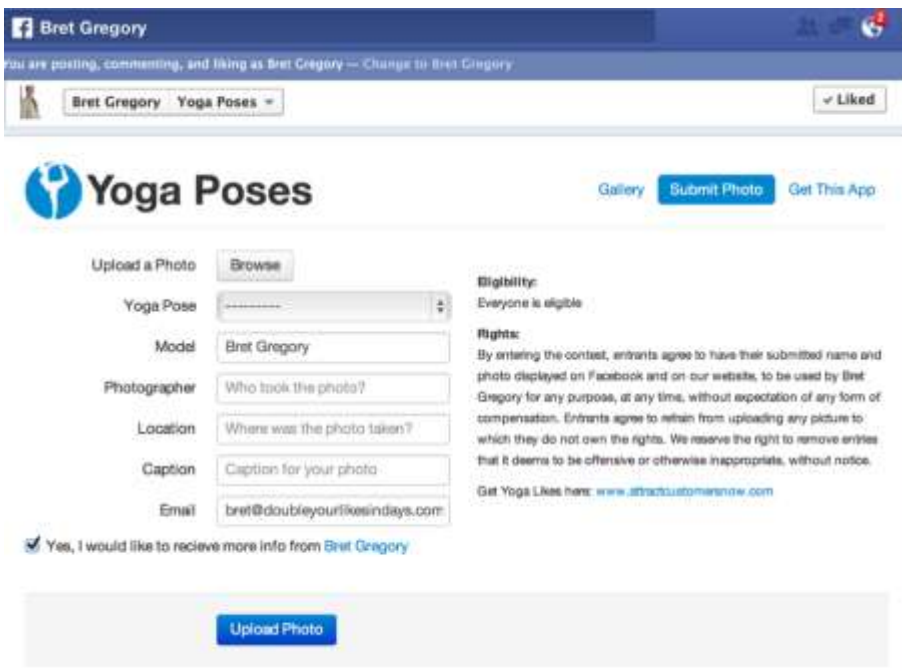
on www.attractcustomersnow.com we offer a free 50 minute training on how to grow your facebook page to 10,000 likes in 90 days.

The image shows a website header for 'ATTRACT CUSTOMERS NOW FROM FACEBOOK'. The header includes navigation links: BOOST ENGAGEMENT, 100,000 LINES, ATTRACT CUSTOMERS, FAN REVIEWS, ABOUT BRET, PRODUCT CATALOG (highlighted), MEMBERS AREA, and Blog. Below the header is a main heading: 'Get Traffic To Your Website And Sales For Your Business From Facebook'. The main content area is split into two columns. The left column features a video player with a man speaking in front of a beach background. Below the video are 'Like' and 'Share' buttons, and a text snippet: 'In my FREE Customer Attraction Newsletter, You'll Learn:'. The right column contains a sign-up form titled 'Master Customer Attraction And Facebook Marketing Skills That Will Grow Your Business Now'. The form has two input fields: 'Enter your name...' and 'Enter your email...'. Below the fields is a large orange button labeled 'Get Instant Access'. Underneath the button, it says 'Sign up for FREE membership and receive:' followed by a list item: '• Exclusive Report: "The 10 Most Dangerous Mistake Entrepreneurs...'.

On our yoga Facebook page we build a custom app www.YogaPosePhoto.com, to add value through photo sharing app of yoga poses:



And here is where we capture the e-mail when our users upload their photos;



Here is another example of a free training video we give away right on my Facebook page;
www.facebook.com/LikeBret

Bret Gregory

You are posting, commenting, and liking as Bret Gregory — Change to Bret Gregory

Bret Gregory Bret Dudl

Liked

Attract Customers Now on Facebook

Get Likes, Make Sales




REGISTER FOR FREE VIDEO TRAINING

First Name

Email

REGISTER NOW >

The privacy and security of your information is important to us. Read our Privacy Policy to learn about our privacy practice terms of service

If you register to watch the free video training, you will learn:

- ✓ Finally learn how to make money from Facebook
- ✓ Get Likes, Make sales
- ✓ #1 secret that got me 300,000 likes on this page called my "Photo Album Stack"
- ✓ Killer Blog technique to get your blog more likes than the Huffington post called the "Article Stack"
- ✓ Drive targeted traffic to your website
- ✓ Create "Super-Customers" who spend 150% more than normal customers

- **What Can You Give Away In Exchange For Email Addresses?**
 - Make an offer that is worth at least \$100
 - ½ hour of your time, free consulting (my favorite)
 - Free Info Product
 - Free White Paper
- **Create An Article Stack**
 - Article stacks live on your blog
 - Uses social proof to gain authority your niche
 - Free – Articlebase.com
 - Paid – iwriter.com
 - Paid – myarticleexpress.com
 - Accumulate likes on your blog
- **I like to get my articles written at iwriter.com**



- Here is an example of great social proof where the front page of the Huffington post has 6,217 Facebook shares on their blog post:



- Because of the article stack technique I have 5,408 on the cover of my video blog, www.attractcustomersnow.com/blog

GET LIKES, MAKE SALES BOOST ENGAGEMENT 100,000 LIKES ATTRACT CUSTOMERS FAN REVIEWS ABOUT BRET **PRODUCT CATALOG** MEMBERS AREA

Do You Want To Learn How To Attract Customers Now?

Like Send 5,408 people like this. Sign Up to see what your friends like.

Photo Album Stack – Vanessa Jane Named Her Inspirational Facebook Album “Mind Food”



Get Your Free Training Video

Enter your name and valid e-mail to get instant access to the free facebook marketing training video

Get Instant Access

Watch Sample Videos

- With the same Article Stack technique we have over 100,000 likes on our blow www.costaricayoga.org/blog

Call Now To Book Your Yoga Retreat
1(866) 417-0888

Costa Rica Yoga

RETREATS REVIEWS VIDEOS BLOG ADVERTISE POSE OF THE DAY **LIST MY STUDIO** SIGN IN

Costa Rica Yoga Vacations – Exploring And Understanding “Pura Vida”

Costa Rica Yoga Vacations – Exploring And Understanding “Pura Vida”

Like You, Bret Dudl and 102,335 others like this.



Costa Rica yoga vacations are more than mere breaks from the tensions, stresses and anxieties of the daily grind. To get the most of your Costa Rica yoga vacations you need to understand and adopt the Costa Rican philosophy of “pura vida.” The closest equivalent of the term in Spanish is “vida pura,” or “pure life.” Pura vida is an adaptation and extension of the concept to fit the culture and temperament of the Costa Ricans. Pura vida, then, more closely refers to living life to the fullest. The phrase is even used as a greeting, or to say farewell, express satisfaction or communicate indifference toward something just said.



Pura vida is the perfect mindset for Costa Rica yoga vacations. Yoga is an old eastern philosophy that seeks to unify the individual’s mind, body and spirit. On a higher level, the calmness that yoga creates within the individual enhances harmony with others. And on a higher plane still, this harmony extends toward the world around us. Costa Rica yoga vacations are incredible opportunities to harmonize eastern and western wisdom into a single,

Search for Yoga Studios

Region: All

Yoga Styles: All

Keywords:

SEARCH

Yoga

Like You like this.

You and 780,847 others like Yoga.



Facebook social plugin

- **Don’t Make This Mistake**
 - If your blog or website does not have tons of traffic and you aren’t getting many likes on your post then don’t let your developer put 1 like button per post without doing the article stack concept at the top of your blog.

- Most developers will put in a widget that generates a new like button counter per post. That's ok only if you ALSO put 1 main like button counter at the top of your blog that can accumulate likes:

Mental Benefits of Yoga – How to Loose Weight and Tone Up with Yoga!
 Posted on August 24, 2012 by admin

Like: 0

Source : [Articles Base](#)

You are running crazy at work, the house is a mess, the kids are driving you crazy, your spouse is just as crazed and you feel like you are at the end of your rope.



There are a lot of options for people in this same situation and it more common then one may think. There are mainstream scientific ways to fix the problem, but perhaps an alternative health approach would suit your needs better.

There are a variety of natural healthcare options, but one that may work is yoga. It is not just women in tight clothing doing positions that look nearly impossible unless you are a trapeze star. Yoga is a mind and body connection that allows for full relaxation of the mind and body. Yoga is for men, women, children, and elders. There are different degrees that will heighten the awareness of the person practicing.

- Here we have 1 main like blog counter on top of ALL of our blog posts:

Costa Rica Yoga Call Now To Book Your Yoga Retreat
1(866) 417-0888

RETREATS · REVIEWS · VIDEOS · BLOG · ADVERTISE · POSE OF THE DAY LIST MY STUDIO · SIGN IN

Costa Rica Yoga Vacations — Exploring And Understanding “Pura Vida”

Like: You, Bret Dudl and 102,335 others like this.

Costa Rica yoga vacations are more than mere breako from the tensions, stresses and anxieties of the daily grind. To get the most of your Costa Rica yoga vacations you need to understand and adopt the Costa Rican philosophy of “pura vida.” The closest equivalent of the term in Spanish is “vida pura,” or “pure life.” Pura vida is an adaptation and extension of the concept to fit the culture and temperament of the Costa Ricans. Pura vida, then, more closely refers to living life to the fullest. The phrase is even used as a greeting, or to say farewell, express satisfaction or communicate indifference toward something just said.

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Search for Yoga Studios
 Region: All
 Yoga Styles: All
 Keywords:
 SEARCH

Yoga
 Like: You like this.
 You and 780,847 others like Yoga.

- **Action Item: Create Your Article Stack**
 - Turn your existing blog into an article stack or create a new blog page using this URL: <http://develpers.facebook.com/docs/reference/plugins/like/>
 - Copy and paste your url in the “URL to like” space on Facebook developers example: I would paste www.costaricayoga.org/blog here NOT each individual blog
 - Use that code at the very top of your blog.

- Each time you post a new blog you can still drive traffic from Facebook to the same link, but people will see your most recent blog so it will get new likes.

facebook developers Search Facebook Developers Docs Tools Support News Apps Bret G

IDS

Android

JavaScript

PHP

More SDKs

Plugins

Activity Feed

Comments

Facepile

Follow Button

Like Box

Like Button

Login Button

Recommendations Bar

Recommendations Box

Registration

Send Button

Share Dialog

Shared Activity

fb:name

Like buttons that were implemented prior to this update should read the following developer doc about the Like Button Migration as they may require changes to continue working.

After July 2013 migration, Like button will require an absolute URL in the 'href' parameter.

There are three different ways to implement the Like button: using HTML5, XFBML (a special Facebook markup) and iframe. HTML5 and XFBML versions are more versatile, but requires use of the JavaScript SDK (snippets to use this are included in configurator. These versions re-size height according to whether there are profile pictures to display, give you the ability (through the Javascript SDK) to listen for `edge.create` events so that you know in real time when a user clicks the Like but and enable the comment box that appears after clicking.

To get started, just use the configurator below to get code to add to your site:

URL to Like (?)

Send Button (XFBML Only) (?)

Send Button

Layout Style (?)

Width (?)

[Click here](#) to login and watch now:

Want more help?

As a member you get a 90% tuition discount to the Attract Customers Now Live Bootcamp in Carlsbad, Ca. To register click here: www.attractcustomersnow.com/bootcamp.

If you want to schedule a one on one appointment with me all you need to do is first take your 5-minute Customer Attract Assessment, then book your appointment. [Click here](#) now.