



## The Truth About Article Marketing

*How to Thrive & Profit no matter what Google Does...*

[JeffHerring.com](http://JeffHerring.com)

“Thank you for being a part of this TeleSeminar. Please print out  
this **Action Guide**  
and get ready to do 2 things:  
take lots of notes and  
**Go Use This Stuff!**”

**Date:** Wednesday March 16, 2011

**Time:** 5:30 pm Pacific / 7:30 pm Central / 8:30 pm Eastern / 1:30 am UK

**Phone:** 1-404-260-0037

**VIP  
PassCode:** 5859880#

**Our Topic:** **My State of Article Marketing Address**

*The TRUTH About Article Marketing*

**Quote of  
the Call**

Every mountain has a top. Every problem has a life span.  
The question is, who is going to give in first,  
the frustration or you?  
~Dr. Robert Schuller

**Important Note:** You will find strategically placed typos and grammatical errors in this Action Guide. They have been placed there to keep you alert. When you notice them & find yourself becoming more alert, you will know they have done their critical job...



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**In this The State of Article Marketing Address  
you will learn & discover:**

- ▶ A Little Bit of History...or Why this is important and how I am qualified to give you the definitive answer
- ▶ What happened with Google and What It Means for You
- ▶ The Propaganda vs The Truth
- ▶ Is Article Marketing Dead?
- ▶ How to *"Live Above Google"*
- ▶ How to Make All This Work for You...or How this is really the best thing that could have happened if you are doing it right
- ▶ What You Should Be Doing Now, Step-by-Step (This will be Great Content cleverly disguised as a way to convince you to take my latest training course which was in development long before all this silly drama...)
- ▶ *And of course So Much More!*



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1. A Little Bit of History...or Why this is important and how I am qualified to give you the definitive answer



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### 2. What happened with Google and What It Means for You



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### 3. The Propaganda vs. The Truth



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### 4. Is Article Marketing Dead?



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### 5. How to "Live Above Google."



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6. How to Make All This Work for You...or How this is really the best thing that could have happened if you are doing it right





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7. What You Should Be Doing Now, Step-by-Step (This will be Great Content cleverly disguised as a way to convince you to take my latest training course which was in development long before all this silly drama...)

1) Create great quality content

2) 400 words or more

3) Drive non-Google Traffic (NGT) with Social Media

4) Put your content on your blog and website

5) Never rely on only one source of Traffic, Online Visibility and List Building

Bottom Line:

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## Repurposing Power Secrets

<http://RepurposingPowerSecrets.com>

So, here's what's in the Repurposing Power Secrets course:



**Module One - The Psychology of Repurposing**

**Module Two - How to Repurposing via Text**

**Module Three - How to Repurpose via Audio**

**Module Four - How to Repurpose via Video**

**Module Five - How to Repurpose into Products!**

In these modules, some of what you'll learn includes:

- Your Profitable Repurposing Mindset
- **My "Top-Secret" Repurposing Organizer - keep track of where you've put your content**
- Rapid Article Creation & Recycling
- **Creating your compelling Blog Series (and getting your subscribers engaged)**
- Twitter Repurposing and Leveraging Strategies
- **How to put your audios on iTunes**
- How to start and run your profitable MeetUp group
- **Easy (& Profitable) Teleseminar strategies**
- How to create videos quickly and easily with your existing content
- **How to turn your existing content into profitable products that keep paying you over and over again!**
- and much, much more!

**These modules will be taught in a private Member's Area via Teleseminar AND with specific "How To" videos for you to follow inside your Member's Area..**

**Bonus One - Maritza's "Easy Video Sales Letter Formula webinar replay where you'll learn:**

- Copy SPECIFICALLY for your video sales letter
- Free, low-cost and paid solutions to create screen capture videos
- Easy Video Sales Letter Formula
- Video Sales Letter best practices
- Scripts, Templates and much more!



## Repurposing Power Secrets

<http://RepurposingPowerSecrets.com>