



Paul Hendrix

# Discover Time Sensitive Promoting and The Hottest Real Time Prospecting Strategies!

Just Some Thoughts By Paul Hendrix...

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## **Update website only when it is about to get crawled by Google...and Others!**

There is no point trying to swim upstream when going with the flow will get you where you want to be. And it is easy to. Make sure to find out when the website gets visited the most. Google webmaster tools is a good place to check Google crawler times for your own website but, it doesn't end there. You might want to Quantcast a site before you start promoting on it. See what kind of visitors are showing up and what exact time the website is the busiest. You could even compare trending topics for the given time period and find out when it's best to promote for your specific niche. However, when you're running your own website, you want to be ahead of the crawlers. Some crawlers or bots will come and spider your site on regular basis others, not so regular. You will have to find out when the best time to post will be for you to make sure that your message gets carried out while it is still fresh. Don't get all hung up on this, just find out when to post and stick to it. Maybe adjust it now and then but, or just leave as it is when all seems fine.

## **Email only when people are behind their computer!**

The same goes for emailing your subscribers. They can't be sitting behind their computer all day long. Find out when they are, then make sure you mail them at those particular times. Last time I checked Tuesday and Thursday are the best days and between 16:00 and 20:00 as best time to mail (do your own research) but, note that this is based on a much larger figure indicating the time most people jump online. If you run your own newsletter it is good to check your open rate to find out when the best time to mail will be for your websites. The idea is to put the mail fresh in their inbox the moment they check it. Many people will check their email as soon as they logon to the internet. When done right the email pops up as the first to appear in the inbox dated only minutes ago not hours or days. Again, it all depends on where you are and the behavior of your particular "audience".



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## Oprah method is timely, although with Oprah herself...

The so-called Oprah method basically comes down to this: You watch Oprah, or better yet, find out what the show is going to be about. Then you write articles and setup blogs, prepare tweets and all that kind of stuff to get ready for when Oprah puts a product name in her mouth. As of that minute, nobody knows how much online search traffic it will generate. This is also true for many other things. Many newsletters, websites, memberships and more could easily get you that advantage and put you in a spot where you can prepare for a coming buzz. Like always there is a method to all of this, which will give you more understanding for implementing it yourself. The method is to find out what the buzz is going to be. Then prominently place yourself targeting that specific niche that's expected to get high traffic. It doesn't always have to be Oprah, it can be anything that your niche is getting all excited about. The drawback could be that it might not last very long. Another term or buzz will take over and yours could easily devalue. That is less true when considering someone like Oprah who is still being searched for after the latest buzz has faded. On top of that, she probably will talk about another product next week. So, with Oprah is pretty much a safe bet and the effect might last longer!

## Twitter search for keywords with buying question

This one is a bit tricky cause it has got to be exact. All of the above do apply here by the way. Type in a buying keyword or phrase in twitter search (that's <http://search.twitter.com> and not <http://twitter.com>). Tweak it so you get the best results. The results we are looking for are people who are in direct need. Somebody typing, "help, I need to lose twenty pounds before my wedding next month" is likely to be looking for a way to accomplish it (yeah I know, not the best example). Now the trick is to make the whole thing look as natural as possible. Don't go throwing sales pitches at them but, simply respond and be a helpful human being who can relate to the person... then point out a possible solution you've been looking at, or used or, intend to try! I must stress that this is like instant **one-on-one** with real people. Also don't forget you've just been chasing down this prospect and plucked them of the web. Realize that they may not be happy about this approach and you don't want to scare them away thinking your some kind of freak. Also they are not served by knowing...unless they are like you reading this sneaky chapter off course 😊



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## Google search for keywords with buying question

Obviously the same thing can be accomplished on Google. The nice thing about Google is that it will let you specify the domain name of the website(s) you want results for. To do this and more, go to advanced settings at the top right below the search box...after you have made a search that is! You could choose to only follow Bloggers, or only discussions and get real-time results from them. Either way you will get to narrow down any of the results as you see fit. To make sure you are getting latest updates you must select the updates button on the left in the more menu. Make sure to use a buying keyword or phrase. A question mark will also help. So will, excluding some results from the search results like "-tinyurl -bit.ly". To exclude the url is highly recommended because it will most likely filter out other people trying to market themselves through twitter. Don't worry, not many marketers are yet aware of them and then again, who ever reads twenty copies of Google or twitter secrets ebooks (other than me) and then implements it all...most marketers are either lazy, not savvy enough or plain ineffective. Who will be the judge . The fact of the matter is, it means less competition for you and me.

## Google alert keywords with buying question

Now this is a perfect time to introduce to you the Google alerts advantage. Like the above you have to figure out some things for yourself. Like how to find your way around in Google alerts but, this is what you can do with it. Since we now have all the keywords that bring up the desired search results it might make sense to keep track of them for future references. Throw in as many of the buying keywords that have given you pretty good results and set them to "as it happens". Maybe even throw in some of the suggested keywords at the bottom of the Google search results pages. This can be done when adding an alert. Simply look at the options, you can also change them later as you will see. Then choose to get the results in the Google rss reader or send them to your email account. OK...STOP! I just want make sure you understand the importance of this "Highly Targeted Desperate Steamy Hot Prospects Conveniently Delivered To You By Email...Tool!". Maybe you will have to read that again before it makes sense. Please understand that it does require some tweaking and playing around to find the best approach. On the other hand, there is nothing better than loads of desperate ready to buy prospects, -delivered on demand, -at the moment they think of solving their problem, -practically hands-free once it is set up.



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## Video responses on high traffic videos

Don't be shy to implement any or all of the above here too. Use the above methods to spot high traffic videos that you can leach of. The way to approach is to find videos that are trending or getting loads of views. The thing to watch is how long the video has been online, how many views it has gotten and if there are many video responses already. That last thing.. we don't need. We don't want to battle for a good spot between hundreds of responses, it's not worth it. Do a Youtube search and open the advanced search options. From there you can set the time frame to one month and let it be ordered by views. Then pick out one that gets unusual many views and see if there's any video responses. If not or only on or two, then go for it. You might also want to check for statistics to see if the video is in upwards motion or downwards motion. Chances are that the next month this video will get more views than before and everybody will see you video response right beneath the trending video.

## Testimonials on new (pre)launching websites

Recently one of them gurus was very excited about this .And he even didn't tell what it was before you would purchase his heavily overpriced course. I don't know why they always do this. There are many gurus getting all heated up about finding niches in Google keywords research these days too, something I have been writing about since 2007. Lately it has become a so-called revealed secret...**AbuH//UshiMt...sorry:-0** Anyways, this guru was talking about getting traffic from highly respected marketers. Most likely he was talking about this. Again make sure you know what's brewing in your niche (follow people, subscribe to 3 or 4 good newsletters) and find out when new product are going to be launched. Write a testimonial and send it in. Make sure it's a good one so, yours will be picked above others. The marketer can then decide to use your testimonial and put it on his front-page or sales-page of his about to launch product website. This is a great trick because many of these sites can produce good traffic for a long time to come and most likely start with a bang...well...a lot of visitors to your website as soon as the product goes live.



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## Website and Blog posts with product and author names for free search traffic

Another "secret" that has given one of my sites incredible amounts of traffic for free in 2005. It is about putting the proper words in the title of your articles and posts. You can build on your findings from above but then, tweak a little to make them a lot more effective. This method works best in times of buzzes about something but, it usually remains effective for longer periods of time with only little effort spend. When someone searches for a specific product, he or she might search for the products name, product author, names of competitors and their products and last but not least the geo location of a given service. On top of that we should think in buying phrases, the once we have verified above or elsewhere (Google AdSense is a great resource). Try to at least use the product name and turn it into a buying phrase as the title of your article. Then include in your article the product name, the name of the creator, maybe talk about the competition when you are writing about and comparing with other products (highly recommended). And if you can find out what geo location is best, or you are specifically targeting a particular area, then add this area to the title and in the message. Then tag the article with keywords and tags, Same as the rest, product name, author name are highly recommended. Last thought, time indications like summer, winter might also help...you can find out this and more doing the homework.



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# Thank You...

..for taking the time to pick up and go through this report. Hopefully it will be of great value to you. I certainly did my best to provide quality content. You are also invited to contact me or discuss anything related on my website...

**To YOUR Success..**

*Paul Hendrix*

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