

Traction Summary			
Defining the critical path:			
- goal of earning \$x per month			
- at a 25% conversion rate, we need x number of people taking the course			
- next milestone is y			
Method	Summary of Book	Middle Ring Tests Described in Book	What You've Tried
Targeting Blogs	Getting relevant blogs to write about you, guest posting, advertising on relevant blogs, content sharing. Find influential bloggers by searching Google, Delicious, Twitter, Social Mention. Can also target link sharing	Contact 10 niche blogs and try to get them to review your product. Offer them an opportunity to give something away (discounts, t-shirts etc.). Alternatively you could find blogs that don't run advertisements and ask several if you could run an advertisement on them for \$100/mth	
Publicity	Pitch media directly with stories. Support a service like Help A Reporter Out (HARO) to see if there is a fit with any articles reporters are working on. Stay in touch with reporters on Twitter.	Contact 4 relevant reporters and try to get them to write about you. Try reaching out on Twitter or at events you know they will be covering.	
Unconventional PR	Publicity stunts by creating a spectacle. Customer appreciation done through contests, sending hand written notes etc. that generate press coverage.	Host a contest around your product. Could be as simple as a cash giveaway for creative product usage or as complicated as a game constructed around your product. Try a bit of paid media and earned media to promote the contest.	
Search Engine Marketing	Adwords (and Bing Ads) - find high potential keywords, group them into ad groups and then test different ad copy and landing pages within each ad group. Can use Google's Keyword Planner or other tools like KeywordSpy, SEMrush and SpyFu. Use the Google Analytics URL Builder tool to create unique URLs that point to your landing pages so you can track what ads are converting. Test just 4 ads to begin with and if a test is looking promising, keep optimizing the campaign to make it become profitable. Use tools like Optimizely or Visual Website Optimizer to run A/B tests on your landing pages. Average Click Through Rate for an Adwords campaign is around 2%, anything below 1.5% Google will assign a low quality score. Can also use Google's Conversion Optimizer which analyzes your conversion tracking data and automatically adjusts your ads to perform better.	Try 4 ads in Bing Ads (often cheaper than AdWords) on keywords you're highly confident will convert into long-term customers.	
Social and Display Ads	Banner ads on websites and ads on social sites like Facebook and Twitter. Largest display ad network are Google's Display Network (also known as the Google content network), Advertising.com (owned by AOL), Tribal Fusion, Conversant and Adblade. Tools like MixRank and Adbeat show you the ads your competitors are running and where they place them. Alexa and Quantcast can help determine who visits the sites that feature your competitors'ads. The objective of social ads can also be "indirect response" - instead of looking at every click and how it converts, idea is to create an environment within the social context that's geared toward the specific product or service you're trying to offer, build affinity and loyalty there and then migrate that audience towards some conversion element. Social sites - LinkedIn, Facebook, Twitter, StumbleUpon, Foursquare, Tumblr, reddit, YouTube.	Try a Facebook or Twitter ad campaign. Target two niche audiences you think would really convert well. On Twitter, advertise against handles you think are directly related to your product (like industry leaders, aggregators, or even competitors). For Facebook, advertise against complementary affinity groups. Make sure you try a few different images in your ads as the image can have a major effect on performance.	

Offline Ads	TV, radio, magazines, newspapers, yellow pages, billboards and direct mail.	Advertise on a niche podcast. Alternatively, run a few ads in local papers or trade publications.	
Search Engine Optimization	Using a content strategy to rank - check out Moz Beginner's Guide to SEO. Using tools like Open Site Explorer examines the number of links competitors have for a given term. If a competitor has thousands of links for a term you want to rank for, it will likely take lots of focus on building links and optimizing for SEO to rank above them. Can see what kind of landing pages your competition is producing by searching site:domain.com in a search engine.	Test a long-tail SEO strategy by making some content-rich pages. Link to these new pages right from your home page (ie: on the footer) so that will give them the highest rankings. Let relevant people know about your content and see if they'll repost it with a link back to the original source. Alternatively, test a fat-head SEO strategy by identifying promising fat-head keywords and then running search enging ads to see how effective the traffic may be.	
Content Marketing	Using the blog as a marketing platform.	Promote your blog posts on Twitter and on link-sharing sites (ie: reddit). Try to write controversial or surprising posts, ideally using new data you'r researched. Alternatively, do a couple of guest posts on other blogs.	
Email Marketing	Building a list of prospective customers rather than buying a list and spamming.	Contact two email newsletters in your niche and advertise on at least two of them, or ask to sponsor the list for a week or a month. Alternatively, develop a seven-email mini-course where you teach something relevant to your product. Make a landing page for the course and drive some traffic to it.	
Viral Marketing	Getting your existing customers to refer others to your product - going viral means that every user you acquire brings at least one other user. Encouraging viral loops, possibly incenting. Collaboration through things like Dropbox and Google Docs encourage virality. Embed virality into communications through signatures like Hotmail did. Buttons, badges and widgets on other sites.	Build a viral loop into your product and measuer your viral coefficient and viral cycle time. See which step is the weakest in your viral loop (signup percentage, number of invites, click-through percentage). Run five tests to improve this weakest step and see how it affects your viral coefficient. If it gets near 0.5 then you might be on to something.	
Engineering as Marketing	Building microsites and tools that help bring in potential customers - example of HubSpot's Marketing Grader tool, WordPress Enging speed testing tool, Moz's Open Site Explorer.	Make a simple, free tool tangentially relevant to your company, for example a calculator of some kind that would be useful to prospective customers. Put it on its own domain and name it something people would search for. Collect contacts and then reach out.	
Businss Development	Partnering to reach customers in a way that benefits both parties. Understanding why a potential partner would want to work with you. Standard partnerships, Joint Ventures, Licensing, Distribution deals, Supply partnerships.	Write down 3 types of companies that could be useful to your in terms of partnerships. Complementary products? Identify some smaller players and reach out to two in each category, six in total. Try to strike one deal.	
Sales	Generating leads, qualifying them and converting them into customers. Neil Rackham's SPIN selling framework - Situation, Problem, Implication, Need-payoff questions. Don't rule out cold calling, build a repeatable sales model.	List 20 prospective customers, try to get warm intros to as many as possible and meet in person to discuss your product. Use the SPIN approach presented in the sales chapter. Alternatively, reach out cold over email to 100 prospective customers who you think have a high likelihood of converting.	
Affiliate Programs	Pay people or companies for performing certain actions like making a sale or getting a qualified lead.	Regsiter your product at the most relevant major affiliate network or existing customers. Recruit 20 affiliates from this program using a simple and attractive payout structure. Contact each affiliate personally to walk them through to increase the chance they will sell effectively.	

Existing Platforms	<p>Website, apps or platform with millions of existing users that you can leverage. Examples are the Apple store, Chrome browser extension, Facebook etc.</p>	<p>Identify the most relevant niche platform where your audience hangs out online. Research best practices for promoting products on that platform. Try some paid tools if available. Alternatively, make a simple browser extension and try to get featured.</p>	
Trade Shows	<p>Decide what your goal is in attending a show and then evaluate every trade show available to attend against that goal - getting PR, landing a major customer, gaining a partnership etc. Include an outbound strategy so that you aren't just dependent on walk-up traffic at the booth.</p>	<p>Follow the procedure outlined in the tradeshow chapter about assessing the events that are available to you.</p>	
Offline Events	<p>Sponsoring or running offline events from small meet-ups to large conferences. Focus on a topic that is of interest to your potential customers and bring in interesting speakers. If the conference is smaller, have the speakers stick around to eat lunch, hang out with the attendees providing additional value.</p>	<p>Put together a 1 day mini-conference. Host it at a university and leverage its resources. Alternatively, sponsor several local events and ask to speak for a few minutes at the beginning.</p>	
Speaking Engagements	<p>Start by giving talks to small groups. Teaching sells - it's what content marketing is all about. Pitch your talk to the event organizers.</p>	<p>Contact 3 local meetup group organizers relevant to your product and ask if you can speak at an upcoming event.</p>	
Community Building	<p>Investing in the connections among your customers, fostering those relationships and helping them bring more people into your circle. Community building works nicely with other channels like offline events, speaking engagements and tradeshow - anything that supports the face-to-face interaction.</p>	<p>Join 3 online forums where your customers hang out and engage on at least 20 threads on each. Do this over a month so you don't look spammy.</p>	