

My Story

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Marketing Strategies

I started out online way back in 1996. It feels like a Century ago. Dial-up modems were at 14.4kb/sec and 28.8kb/sec felt real fast. My first, animated affiliate banner was for Net Detective and it quickly brought me a \$10 commission. Excited, I knew I was on to something big. Learn html. Make hundreds of web pages based on keywords and you were away fishing. Alta Vista and in 1998, Google, gave you easy, free traffic to any old web page you threw up online. Simple days and life was good. No competition.

Targeted Traction

Big changes came in 2002 and 2003. Google started their pay per click ads after Overture had invented a good system, later bought by Yahoo! Now I could get clicks for 5 to **6 cents** each! My Net Detective income really took off and I had a \$6,000 month. In 2003 Traffic Equalizer was invented. Jeff Alderson's smart software let you generate *thousands of web pages* from templates. Each page was focused on a different key phrase. It worked like magic for about 5 years, then Google's quality control and algo updates killed it dead. Google is King!



Planning Before Every Move

At the peak, I had over 500,000 web pages, all focused on one main keyword each, which made them unique, across about 25 web sites. It solved the traffic problem. Until Google's search updates and controls killed their high ranking. I made over \$127,000 with Net Detective, then turned to the **make money online** niche. Network marketing was tried but it didn't work for a tech nerd like me. I started writing hundreds of articles and a few e-Books for the Amazon kindle bookstore. Fishing had slowed. I wasn't skilled enough to use a juicy bait and fell into the doldrums. I really should have got a coach or a mentor to provide a new direction. **Lesson:** you can't do Internet marketing completely by yourself. It takes a TEAM effort. It takes decision, desire, definite goals and very definite plans to cooperate.



Feedback Based Marketing

The benefit of tracking all your affiliate marketing links is enormous! You can see from your stats what works to get you more clicks, more signups and more conversions to sales.

To see *what works now?* - you have to be reading the feedback from your link tracking. Then you can make changes and adjustments to what you are doing.

This is especially true for any paid advertising you do, such as 'pay per click.' Otherwise, some keywords you bid on will be wasted time, money and effort. You want to make a lot more profit from media buys, banner ads, text links, blog posts, etc., so you will need to track them individually and read the feedback in your statistics.

Free Reports & Viral e-Books

Giving away free information that people want is a great way to get leads and sales for your business. There's always a tip, a trick or something **you** know that the other guy is desperate to find out. Your own experience is very valuable and can be given away in a free report on your topic or subject of passionate interest. In any niche.

I'd strongly recommend that you start **creating e-Books** so you can share the gifts you have with others. The eBooks can be a lead in to further information sources. You can place your best affiliate links almost anywhere in the pdf e-Book that you want to. It's something rewarding to do and you can share them out using social media.

The Emotional Crossroads to Successful Digital Marketing

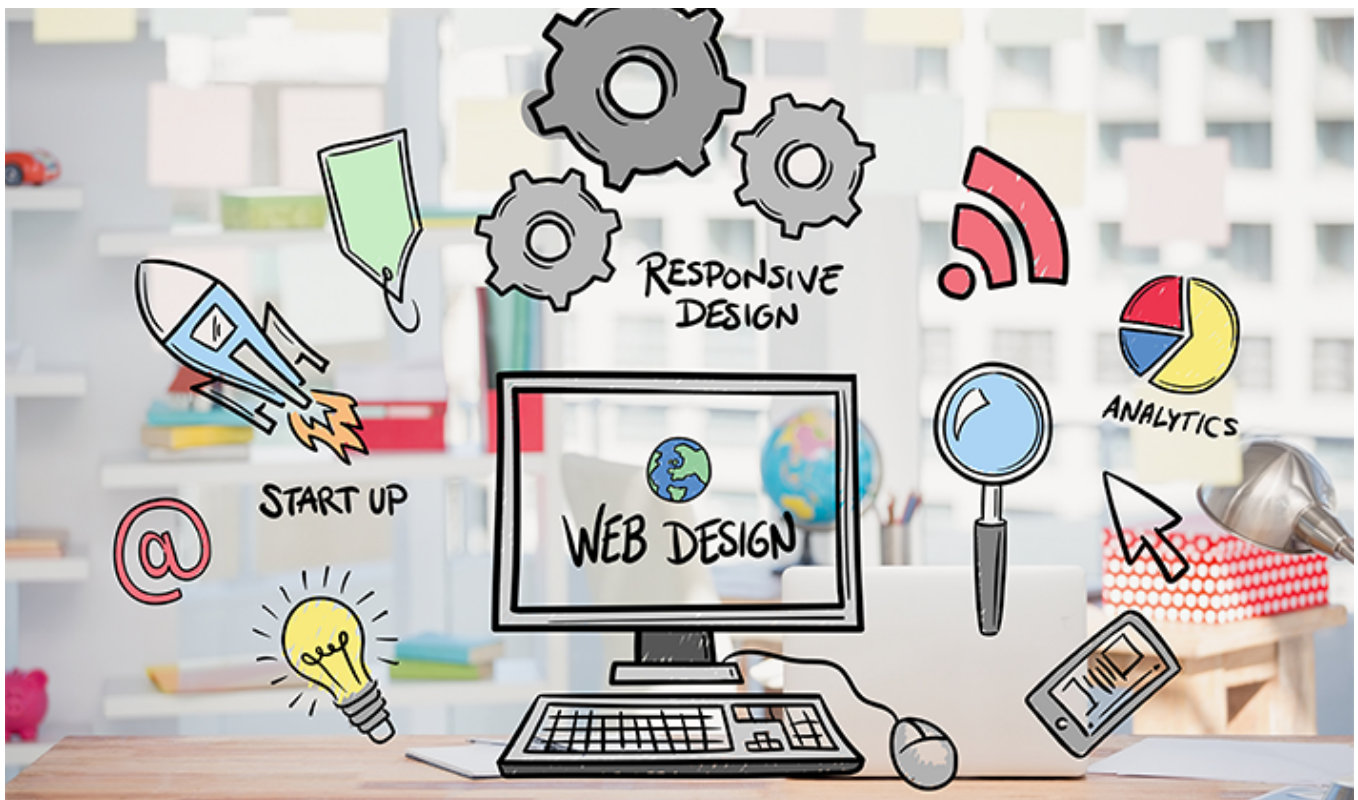
You might not even realize it, but you're at a crossroads. Either you can keep doing the same old things you're currently doing--and get the same results and feelings of frustration and disappointment, or you can become a constant **tester**, to "see what works now?"

Imagine yourself in a moment 3 years in the future. Your business has blossomed and you feel joy, bliss, elation and pride as you support your family and see an ever-climbing bank balance. *That's the only path to take, isn't it?* The other path from the crossroads will lead to feelings of absolute disgust and regret. You're hating yourself. You chased a hundred shiny, new objects like a headless bird. You were impulsive and didn't think to follow a **consistent plan**. You failed to constantly test the market for "what works now?" This #2 path must be avoided to safeguard your health and the health and wealth of your family.

Communication is key. Get involved, start testing a few promotions. Post daily on blogs and social media. Do mass emailing. **Build a great blog or website** and link it up. Post promos and banners now. The future's exciting. (When you're creating it).

Geoff Dodd in New Zealand.

Business School



Visualizing Your Forward Steps

- Relax yourself very deeply. Take at least 6 deep breaths.... meditate on thoughts & ideas
- Watch where your imagination goes....train it to be positive and creative. It works for **you**
- Step into your ideal self. Look forward to becoming your **ideal**: happy, healthy, wealthy...

You are the creator of your future life. EVERYTHING is possible now because of your persistence. Everything is possible because you are the CEO of your own life. Everything is possible because you are the scriptwriter!

Visualize ahead. Imagine the house you'd like to live in. Sketch out a design. What car would you like to drive? Search for it on Google. Imagine the smell of the luxury leather seats, and the exotic sound of the exhaust. Where'd you like to travel? Find a video and start to experience the sights and sounds. What comforting love relationship do you desire? It's waiting in the virtual shadows.

Value yourself. Align yourself closely with your deepest core values and your sense of purpose. Abundant energy will arise in you when you make a decision and get clear on your desires, wants and goals. Were you built tough enough? I think so. GPD.





THANK YOU