

# SOLO ENTREPRENEUR AND SMALL BUSINESS **Marketing Secrets REVEALED**

Save Tens Of Thousands Of Dollars On Marketing,  
Protect Yourself From Telemarketers, And  
Position Your Business For Success



**INCREASE YOUR VISIBILITY TO GET MORE CLIENTS**

*From International Inspirational Speaker,  
Best-Selling Author, Coach & Creator Of  
The Life Guidance System*

AS FEATURED ON:

 CBS  NBC  abc  FOX  THE CW  WRAL.com  WALL STREET SELECT

## JONATHAN R. WACHTEL

# Solo Entrepreneur And Small Business Marketing Secrets Revealed

Save Tens Of Thousands Of Dollars On Marketing,  
Protect Yourself From Telemarketers, And Position  
Your Business For Success

Jonathan R. Wachtel  
[www.inspirationallifeguidance.com](http://www.inspirationallifeguidance.com)

Copyright © 2017 by Jonathan R. Wachtel  
All rights reserved. No part of this book may be  
reproduced or used in any form without written  
permission from the author.

# Contents

<b>Introduction .....</b>	<b>5</b>
<b>Sales Calls: What Should You Believe? .....</b>	<b>11</b>
<b>The 5 Key Mindsets That Make You Vulnerable To Sales Calls And Other Marketing Deception .....</b>	<b>20</b>
<b>Create A Professional Website! .....</b>	<b>24</b>
<b>Get Your Website To The Top Of Search Results On Google!.....</b>	<b>29</b>
<b>Get Your Video To The Top Of Search Results On YouTube!.....</b>	<b>38</b>
<b>Become An International Speaker!.....</b>	<b>41</b>
<b>Become A Best-Selling Author!.....</b>	<b>42</b>
<b>Be Featured On Television And Print News Network Websites Nationwide!.....</b>	<b>44</b>
<b>Managing Expectations.....</b>	<b>46</b>
<b>Put It All Into Action! .....</b>	<b>48</b>
<b>About The Author .....</b>	<b>50</b>

# ***Introduction***

- \* Create a professional website!*
- \* Get your website to the top of search results on Google!*
- \* Get your video to the top of search results on YouTube!*
- \* Become an international speaker!*
- \* Become a best-selling author!*
- \* Be featured on television and print news network websites nationwide!*

Marketers will charge you hundreds or thousands of dollars to get you any one of these things. And they're ripping you off.

I've wasted thousands of dollars because I believed what they told me they could accomplish. In some cases, they succeeded, while in other cases, it turned out that they'd sold me nothing but lies.

After 10 years of being in business myself, and after a lot of my own research and trial and error and mistakes made in believing sales calls and emails, I now know what marketing companies can and can't help a small business accomplish. And I know how you can easily

do, by yourself, nearly everything they can do for you, while spending next to nothing.

We solo entrepreneurs—small businesses made up entirely of one person—especially, and small businesses in general, should not be spending thousands of dollars to have other people do things that we don't know how to do ourselves. Especially when, most of the time, the companies bombarding us with sales calls and emails and ads until they browbeat us into signing up can't accomplish what they say they'll do for us.

But we do need ways to let people know about the services and products we offer, and to get clients/customers to come to us, or we won't be able to succeed and thrive.

- - -

I'm Jonathan R. Wachtel, life coach, business coach, career coach, relationship coach and more.

I'm an international inspirational speaker, best-selling author, and I've been featured on television and print news network websites nationwide.

I have several videos coming up #1 or near this in searches on youtube. For example, if you search "life coach queens ny", "relationship coach queens ny", "career coach queens ny", "business coach queens

ny" "life coach kew gardens ny", "relationship coach kew gardens ny", "career coach kew gardens ny", or "business coach kew gardens ny", among other terms, you'll find my video at the top of the search results.

My Google Maps listing is currently coming up at #1 or near this in a Google search for "life coach queens ny", "relationship coach queens ny", "career coach queens ny", "business coach queens ny" "life coach kew gardens ny", "relationship coach kew gardens ny", "career coach kew gardens ny", or "business coach kew gardens ny".

And you can check out the website I built entirely on my own (for less than a couple hundred dollars) here: [www.inspirationallifeguidance.com](http://www.inspirationallifeguidance.com).

That website is currently coming up in the first or second page of Google search results for "life coach queens ny", "relationship coach queens ny", "career coach queens ny", "business coach queens ny" "life coach kew gardens ny", "relationship coach kew gardens ny", "career coach kew gardens ny", "business coach kew gardens ny", and other search terms.

I can help you achieve all of this, too.

Because I've done it myself.

And unlike the marketers that seek only to get the sale and your money and care little or not at all about you

and your business, I will actually be on your team, your coach who will be invested in your success.

It's all way easier than it seems. Almost disappointingly so. But you'll get all the credentials that to other people are so impressive. And then you'll realize that none of them actually matter. In fact, contrary to what many marketers will tell you when they're trying to make the sale, none of this guarantees that anyone will contact you or become a paying customer.

What matters is your capability in regard to what you sell and the quality of the service you provide. And, most importantly, what matters is that you are mentally and emotionally 100% on board with doing what you do and getting paid what you charge for it, with no beliefs holding you back. If you're good at what you do, and you recognize and believe this, yourself, and you feel good about how you're presenting yourself online and offline, you can get other people to buy as long as you take the necessary steps to make this possible—and benefit them and you in the process.

If you're interested in learning how to build your own credentials and visibility online and in being informed so you'll save thousands of dollars in marketing, you're in exactly the right place.

Let's put the power in your hands to determine how you present yourself online and offline, so you'll never have



to give this power up to someone else who doesn't particularly care about you or your business, and so you'll never be fooled into believing what you'd like to believe but that isn't true in the sales calls and emails you receive.

I'll empower you with knowledge and the confidence that comes with this, and put the ability to market your business in your hands—effectively, and however you feel most comfortable.

I've been tricked into spending tens of thousands of dollars over the years by marketers who sold me things I could have done myself for a fraction of the price, often with the promise of things they never delivered on and could never have delivered on, including clients, speaking engagements, viral videos and more.

I've gotten zero return on most of these investments, and I didn't even get most of what I was led to believe I was paying for.

I'm going to share with you how to build your credentials and do your marketing yourself, and more effectively, for a tiny fraction of what I've paid.

I wish I'd known years ago all of what I'm going to tell you. It would have saved me so much time, money, energy, and stress.

Again, it's all surprisingly easy and simple. You'll wonder how people could charge so much for these things—and overpromise as they often do rather than just telling you what you're actually going to get for your money—once you know how to do it yourself.

So if you'd like to save tens of thousands of dollars, read on, and you'll learn how to:

- \* Create a professional website!*
- \* Get your website to the top of search results on Google!*
- \* Get your video to the top of search results on YouTube!*
- \* Become an international speaker!*
- \* Become a best-selling author!*
- \* Be featured on television and print news network websites nationwide!*

I'll also direct you to resources you can use if you'd like—all of which are low cost (or free), accessible, and easy to use—to help you accomplish some of these things.

Does this sound good to you?

If it does, let's get started right away!

## ***Sales Calls: What Should You Believe?***

Before we delve into how to do what's possible for you in marketing your business, let's cover the secrets to recognizing marketing deception before it costs you in money, time, and stress.

*We'll get you more clients than you can handle!*

*We'll get you paid speaking engagements in front of large audiences!*

*We'll create a video for you that will go viral!*

*We'll do a radio interview with you that will have millions of listeners!*

*We'll get your website to the top of Google searches in your state!*

*We'll give you an anytime money-back guarantee!*

These are actual claims that were made in sales calls to me over the years I've been in business.

None of them were fulfilled when I purchased what was sold to me in these calls.

I got zero clients. I actually didn't even get any potential clients contacting me at all.

I got zero speaking engagements (paid and large or otherwise).

The video that was supposed to go viral got 8 views in 3 years and 6 of these were mine.

The radio interviews seemed to have had next to zero real human listeners based on everything I could find out about the organization and its fewer than 1000 followers on its most active social site.

My website did not appear at the top of Google searches in my state; instead, another website created for me appeared at the top of a certain specific section of search results only in my very, very small town where I already knew nearly everyone personally.

I was refused my money back after I'd gotten zero people even contacting me from the ads, and I was told I would have had to ask for my money back within 30 days, which I had done, and that was when I was dissuaded from insisting on my money back then and told that I could get my money back at any time. I'd even gotten this guarantee in writing from someone who worked there other than the salesperson, but that didn't seem to matter.

I paid tens of thousands of dollars and got zero return on my investment.

So how are you supposed to know what to believe and what not to believe in sales calls?

It would help first to know what's possible and what's not possible for a marketing company to accomplish. This way you know if they're promising you something that at least someone could deliver on, even if this particular company might or might not be able to deliver on it.

The following information would have saved me a lot of money, time, and stress if I had known it earlier.

Here's what I wish I knew years ago:

## **What Companies Can And Can't Do**

*Getting clients.*

If they say they're going to get you clients, they're probably lying about other things, too.

No one can guarantee getting you clients. They shouldn't even be saying this in the sales call if they're telling the truth about anything. All they can do is make you more visible to certain people, increasing the chances that someone will contact you. So if they say

anything about actually getting you clients, especially particular numbers of clients, hang up the phone.

*Paid speaking engagements in front of large audiences.*

No. No company is likely to be able to get you this kind of very specific result. If they seem to be selling you this—and especially if they specify numbers of speaking engagements and numbers of people—steer clear. Companies can market you for speaking engagements, potentially, but they are unlikely to do it in ways that actually get you speaking engagements. So just don't go there.

*Viral videos.*

No company that will ever call you can guarantee creating a video that will go viral, whatever this means. A company can get you to the top of a search for a certain keyword or phrase on youtube. A company can pay for robot traffic to your video to accumulate a lot of fake views. But a company cannot guarantee that a video will catch on and be seen and shared by any specific, or nonspecifically large, number of real human beings.

*Radio interviews with massive numbers of listeners.*

If a company is telling you numbers of listeners—especially ridiculously large numbers of listeners—you

already know it's probably lying. Check the social media platforms for that company and see if the numbers even mesh. Most of the companies doing radio interviews for lesser known companies are not getting any real human listeners. Even when the people interviewing you are known (which is rare), the traffic to interviews and even the social media followers is primarily or all robots. In other words, expect that this won't get you anyone even hearing your interview unless this is a well-known radio show—and those shows don't usually cold call you.

*Getting your website to the top of Google searches.*

It is possible to get your website to the top of Google searches for your very specific area—a city or town. Getting to the top of a state is possible but unlikely if you live in a densely populated area with a lot of competition. However, it is much more likely that they won't be able to get your website up high in the search results at all and that instead, it will be a Google + listing or something that they get up high in the search results—again, only in your very specific geographical area.

*Anytime money-back guarantee.*

Get this in writing. But if it's not mentioned on the website, and even if it is, it still might not be honored. If you have doubts, insist on your money back immediately through all of their objections and

convincing and persuasions. Even better, don't pay them anything in the first place.

## **Key Things To Pay Attention For**

Let's boil this down into some of the key things to listen for to know you're not being told the truth:

*Large specific numbers.*

If you're given large specific numbers—regarding clients, speaking engagements, viewers, listeners, money, etc.—don't believe anything else that's being said.

*Promises of specific difficult-to-believe results.*

If you don't know how something could be possible, you're not in a place to have that happen for you, so promises of unbelievably amazing results are not likely to come through for you.

*Promises of clients at all.*

If someone is promising you clients, this person is lying to you. No one can guarantee you clients. Period. All anyone can do is increase your visibility or connections in some way, thereby increasingly the likelihood that people find out about you and come as potential clients.



If someone is promising anything more than this, don't believe anything else the person is saying either.

Be aware that the vast majority of people calling you will get you absolutely zero results contrary to their promises. In some of these cases, this is due to an underestimation of the actuality of the situation and an overestimation and overbelief in the workability of what is offered. In most of these cases, on the other hand, this is due to the fact that most of what is being said is flat-out lies—usually lies seeded with truths so you think the lies are true, too.

So here's where we come to something else:

A lot of the contracts/agreements you sign will say something at the bottom that says something about how the agreement is fully represented in this contract. In other words, what you're promised in the sales calls has no bearing on what you're paying for. You're only getting what's written in the contract. This is extremely misleading particularly when the sales call promises something that seems to be suggested in the contract but isn't explicitly there with all the numbers, etc. that were promised in the call.

## **My Recommendations**

Record all sales calls. In a handful of states in the US, you can actually use this in court without telling the

person you're recording as long as you're in the call. In most states in the US, you need to tell the person you're recording; I doubt this will go well, but you might want to do it anyway.

Read the contract over carefully before signing or paying and ignore everything that was said in the sales call while doing so. If you wouldn't pay for what is explicitly stated in the contract, don't sign and don't pay.

Don't agree to anything if you would be upset if you didn't get any results or any return on investment at all. This seems like a strange rule to follow if you're paying for something specific that is a result in itself, but follow it anyway. If you didn't get what you paid for, would you be upset? If the answer is yes, don't pay. This will keep you from investing more than you're comfortable with losing when in the vast majority of cases of sales calls, this will be a loss.

It's better to be safe than sorry when it comes to sales calls since the likelihood of them leading to you getting what you paid for seems so slim, so in nearly all cases, just hang up (or don't even pick up in the first place, look up the number online, and block the number on your phone if it seems to be a sales call). You'll save a lot, a lot of money this way that you can invest in ways that might actually get you some return on your investment.

Next, read the 5 Key Mindsets that make you vulnerable to sales calls. Learn how to avoid being a victim of deception and instead invest your money, time, and energy where this will get you returns.

# ***The 5 Key Mindsets That Make You Vulnerable To Sales Calls And Other Marketing Deception***

If you have a reason to want to believe promises made in sales calls, you are vulnerable to becoming a victim of deception and fraud. Here are the most common mindsets that give you reason to want to believe and make you vulnerable:

## *Dissatisfaction with where you are*

If you're dissatisfied with where you are in your business or finances, or even in life in general, sales calls that suggest that they're going to provide you with magical solutions and substantial results will be tantalizing and difficult to resist. However, acting from a place of dissatisfaction with where you are will only lead you to further dissatisfaction. You want to get to a place of recognizing what's good about where you are, accepting it and ready to build on it to make it even better, in order to be able to have the actions toward which you're inclined lead you to further satisfaction with where you are.

## *Desire to speed things up*

If you're frustrated with your pace and want to make money faster or build your business faster than taking

the necessary steps seems to allow, sales calls will again present you with quick fantastical solutions and you won't be able to easily resist trying them out. Yet if you're acting from a place of frustration with your pace, whatever is offered to you will set you back further and increase your frustration with your pace. You've got to be okay, and even happy, with your pace in order for the world to support you in this and for you to find ways to make you even happier with your pace.

*Lack of confidence in your ability to get clients*

If you're not confident in your ability to get clients, sales calls will seem to present quick fantastical solutions and you'll be inclined to try what's offered because you need something to work. Yet when you're in a place of lack of confidence, nothing offered to you will work; whatever is offered to you will support your lack of confidence. You'll end up believing even more that nothing works for you if you act from this feeling. You've got to believe in your ability to get clients before the world can offer you help in this direction and you can find ways actually to make this happen.

*Belief that one thing is going to be the thing that changes everything*

If you believe that there is one magical solution to your problems—that one thing is going to be it—then sales calls will seem to present you with this one magical

solution and you'll jump on the opportunity to do the thing that you believe will change everything for you. However, there is no one thing that is going to change everything. As long as we have this belief, we will never actually succeed. Building a business, as with everything in life, is a gradual process. There are breakthroughs, sure, but they are breakthroughs of understanding of what works and what doesn't—they are not magical solutions coming from outside to save us from our struggles.

When you recognize that there are many pieces to the puzzle of your success, and you aim to take whatever steps on your part will help you succeed, you won't be inclined to buy most of what sales calls are selling. Because you'll recognize the falsehoods in their presentation. And you'll actually be willing to do what you can do to succeed, rather than trying to skip necessary steps in your own growth as a person and as the creator of a business. You'll be clearer about what you actually want and need to succeed in getting the results you desire, and you'll recognize that almost none of this can actually come from outside you.

### *Belief that others can do what you can't do*

If you believe that others can do what you can't do, you'll be inclined to believe all the things that people say they can and will do for you even when this isn't possible. Different people have different talents,

experiences, and strengths, yes. But anything that anyone else can do, you can do to some degree, yourself, especially when it comes to marketing. If you can't do it, learn how it's done and who has done it for others successfully. Then you'll know if it's actually possible and then you can hire someone from a place of being informed about what's possible. Better yet, look up reviews of various people/companies that claim to be able to do this and see if they've actually done it. If you can, contact other people who've worked with them and see if this person or this company actually delivers on what is being promised.

On that note, why don't you start learning what's possible and how it's done right now? Like I said, you can do anything that anyone else can do. And I can tell you how it's done because I've already done this research and had the experiences and gotten the results.

So if you'd like to be informed so you'll be empowered to build your dream business successfully and without falling prey to sales calls and other marketing deception, read on!

Here's what you need to know to build your credentials, increase your confidence, and do what's possible effectively yourself so you save tens of thousands of dollars on marketing and put yourself in the best position for success possible.

# ***Create A Professional Website!***

A professional website can cost several hundred dollars to a thousand or more if you have someone else do it for you. And then you'll have to pay more to have the website edited and revised since you often won't be able easily to do this yourself in these cases. But you can create a professional looking website entirely yourself for less than a couple hundred dollars.

You'll need 3 things:

A Domain Name

Hosting

A Website Design Program

Let's explain what each of these is and explore the best options available:

**A Domain Name** – E.g. [inspirationallifeguidance.com](http://inspirationallifeguidance.com). A domain name is like the address of your house. It allows people to find your website online.

You can purchase a domain name separately, but in many cases, you get one free with the purchase of your domain name. You will likely want to get domain name privacy (WhoIs Privacy) with your domain name. This way, you won't have the huge influx of spam that results



when your name, email address, phone number, and mailing address are made visible online. Get WhoIs Privacy for a bit of extra money and your private information will be hidden from people searching for it.

**Hosting** – Hosting is like the property on which your house exists. An address without an actual location can't be found. Similarly, a domain name without hosting won't have any actual website. It would just be a blank page, likely with something about the company where you purchased the domain.

Hosting varies widely in pricing. And the promotional offers are much, much less than the cost after this, so purchase hosting for as long as you can at the promotional rate initially.

[Hostinger](#) has really fast website loading speeds, great chat support that keeps a history of your chats, and among the lowest prices (including the lowest renewal prices after the special discounted initial term ends—which is significant since that's where most hosts get you with high prices) I could find for hosting and other related products for a website. My sites are hosted by Hostinger.

[JustHost](#) is a great alternative option for comparison or if you really want phone support in addition to chat support. My sites used to be hosted by Just Host.

**A Website Design Program** – A website design program allows you to construct your website—its appearance and functionality. You can have words, photos, videos, etc.

Many hosting services offer their own website design program as an option to enable you to build your website.

However, I recommend using [Wordpress.org](https://wordpress.org). This is free, has uncountable free and paid themes (that structure the layout and appearance of your website), has a plugin for pretty much everything created by someone or other (allowing you to do almost anything you want with your website), and is a great way to create a very professional looking website. Also, once you get the hang of it, it's pretty easy to use.

You can get help from your hosting provider's support to install wordpress, get it set up, and use it to build your website. And the more you learn, the more freedom you'll have to create the website you want for very little, if any, money beyond the cost of your hosting (and domain and domain privacy).

My website at [www.inspirationallifeguidance.com](http://www.inspirationallifeguidance.com) was built with wordpress, and so was my website at [www.lifechanginglifecoaching.com](http://www.lifechanginglifecoaching.com).

So was my fiancé's website at [www.yourlifeguideninette.com](http://www.yourlifeguideninette.com).

So now you have some examples of what's possible (for almost no money spent)!

Here are some other resources you might appreciate when you're building your website:

Website Templates and Themes:

You can search for free or paid ones online or in the Wordpress dashboard of your website once you have Wordpress installed.

You can also get some good paid ones on [Themeforest](http://Themeforest).

Royalty Free Video Files:

You can search online for these. You can get some good ones on [Videohive](http://Videohive).

This is where I got the videos for the background video on the homepage of [www.inspirationallifeguidance.com](http://www.inspirationallifeguidance.com) (desktop version).

Royalty Free Audio Files:

You can search online for these. You can get some good ones on [Audiojungle](http://Audiojungle).

This is where I got the audio for the background video on the homepage of [www.inspirationallifeguidance.com](http://www.inspirationallifeguidance.com) (desktop version).

Royalty Free Stock Photos:

You can search online for these. You can get some good ones on [Photodune](http://Photodune).

If you decide you really want someone to create the website, or parts of the website, for you, you can search online for designers and developers. You can find some at [Envato Studio](http://Envato Studio). Here you can get WordPress Customization, Logo Design, and more.

For another logo design resource, you can check out [99designs](http://99designs).

But you can create your own logo, too, for free! (You can use any photo editing software for this.) This is what I did at [www.inspirationallifeguidance.com](http://www.inspirationallifeguidance.com) (top left corner).

## **Want Help With Implementation?**

Want help creating the perfect professional website for your business? Contact me at 516-500-3728 or [jonathan@lifechanginglifecoaching.com](mailto:jonathan@lifechanginglifecoaching.com) and we'll get started right away putting everything you just read into action for your business!

## ***Get Your Website To The Top Of Search Results On Google!***

You'll find that this, alone, is extremely easy.

For example, if you get the domain name [www.jonathanrwachtel.com](http://www.jonathanrwachtel.com), and you make the title of the website Jonathan R. Wachtel, and then you write Jonathan R. Wachtel a couple of times in the website, your website will come up at the top of Google searches for Jonathan R. Wachtel.

But only being visible at the top of searches for your name isn't super useful unless you're famous.

You can do the same thing with other search terms, but the more competition for the top there is, the more challenging it is to get your site to the top of the search results. In these cases, the terms need to be more specific (but this could still face competition).

For example, even a search for "Jonathan Wachtel" will bring up [www.jonathanrwachtel.com](http://www.jonathanrwachtel.com) only near the bottom of the second page of results (as of the time of my writing this), because sites with "Jonathan Wachtel" are a closer match to this search term than sites with "Jonathan R. Wachtel".

So if you want to come to the top of the search results, choose your term, such as "life coach new york" and

recognize that this might have enough competition that you might not get to the very top of the results.

You will get higher in the results, however, if you make sure your site is optimized for your chosen terms. In this case, you would want to make sure that “life coach new york” appears in as many of the following places as possible: domain name (not absolutely necessary, but helpful), title, tagline, meta description, site content (several times).

When it comes to the site content, your site ranking in the search results will benefit from your keywords appearing *at least* 15 times. You want the search engines to recognize that your site has to do with the search terms when these terms are searched on Google. So make sure, through regular appearances of these terms in your content, that this is obvious (to the search engine bots as well as to human visitors to the site). (Don’t go way too crazy with repetition, however, since this will likely hurt you both with human and robot visitors of the site—and therefore both with website conversions and website ranking.)

One great area to fit in your keywords besides near the beginning and end of your content on your site (and sprinkled throughout) is in the alternative text (in the html code) on any pictures that appear on your site. Work your keywords in there in addition to in your content. And be sure you have variations on your

keyword appearing. Like “life coaching New York” in addition to “life coach New York”. Or also “life coach in New York” and “life coaching in New York”.

Make it very obvious to human and robot visitors to your site what your site is about (what you’d like it to appear in searches for) without making your site awkward or unreadable, and you’re good. Remember, you’re trying to appeal both to humans and to robots, not just to one or the other.

If you optimize for specific keywords and keyword phrases in this way, and you get some traffic to your site, you’ll have the best chance possible at rising up to near the top of the search results. Then it’s up to how much competition there is for these keywords in the search results that will determine whether you’ll be at the top of the first page or simply within the first few pages of results.

You can optimize for more than one keyword or keyword phrase, by the way, making it more likely that you’ll come up somewhere near the top of results for something. For example, you could use the keywords “life coach, relationship coach, career coach, business coach Queens, New York” (repeated in all the places mentioned earlier) and your site will have a chance at coming up near the top of various searches (depending on competition), including “life coach queens new york”, “relationship coach queens new york”, “career coach

queens new york”, “business coach queens new york”, etc.

Keep in mind that since the less competition your site has, the more likely your site is to come higher in the search results. Therefore you have a better chance of coming up higher in search results for a very specific city or town, like Kew Gardens, than for a larger, more inclusive area, like Queens (and it’s easier to come up in Queens than to come up in New York). So be sure to put your very specific city or town in the keywords you’re scattering throughout key elements of your site in order to optimize for this and your site will have the best chance of coming up near the top of results in searches that are relevant to your business (if your business can appeal to people in your immediate physical geographical area).

For an example of this, you can try searching “life coach queens ny”, “relationship coach queens ny”, “career coach queens ny”, “business coach queens ny”, etc. As of the time of my writing this, [jonathanrwachtel.com](http://jonathanrwachtel.com) appears within the first couple of pages of results in each of these searches.

And to see the impact of targeting a more specific geographical area (city or town, where there is less competition than in a broader area) on your ranking in the search results, you can try searching “life coach kew gardens ny”, “relationship coach kew gardens ny”,



“career coach kew gardens ny”, “business coach kew gardens ny”, etc. As of the time of my writing this, [jonathanrwachtel.com](http://jonathanrwachtel.com) appears higher in the search results for these terms than in the results for each of the “queens ny” equivalent searches.

If you’d like another comparison of the impact of targeting different size geographical areas (with different populations and different amounts of competition) on search engine ranking, you can try looking up “life coach new york”, “relationship coach new york”, “career coach new york”, “business coach new york”, etc. My site appears in those results a few pages in as of the time of my writing this (in comparison to appearing on the first page for “kew gardens ny” equivalent searches and on the first or second page for “queens ny” equivalent searches).

## **Time To Move Up In Search Results**

Be aware that it takes some time (days or weeks) for search engine robots to find your site and to find changes to your site. So have patience. If you follow the directions here, your site will appear higher in search results for keywords and phrases for which you’ve optimized it once the search engine robots find your new version of your site.

You can potentially speed up Google’s recognizing the changes you’ve made to your site (and changing your

site's ranking in accordance with these changes) by making use of Google webmaster tools in the [Google Search Console](#). Here, you go to "Crawl", and then "Fetch as Google".

## **Google Maps Listing**

If you have a Google Maps listing for your business (you require a physical address to be shown online for this for most types of businesses), getting to the top of search results for your profession (or type of business) in your area is potentially even easier. There is a special box near the top of Google search results for certain types of searches, such as for a specific type of business in a specific area, where these Google Maps listings appear.

If you don't have a Google Maps business listing already, you can create one for free [here](#).

Use the same basic method of repeating terms most related to your business a couple of times in the description of your business, since the listings here likely follow similar rules as the regular search results. In other words, make it really clear what your business is and does and where it's located with terms that people are likely to be searching, and repeat this a couple of times in slightly different words or forms of the words that people are likely to be searching so both

humans and robots alike will know immediately what you offer and where.

For an example of a Google Maps business listing, you can search “life coach queens ny”, “relationship coach queens ny”, “career coach queens ny”, or “business coach queens ny”. As of the time of my writing this, my listing is within the top three results for each of these (and #1 for all but one of these).

## **Optimizing For Search Results**

Positioning your business near the tops of search results for relevant search terms and phrases is a very significant way to bring in new potential clients. People are likely searching for people who do what you do in their area (depending on your business and the services you provide, of course). If you are visible in their searches online, you have a much better chance of being found by potential clients than if you aren't.

You want people who already know they want someone who does what you do enough to look for this. By appearing near the top of search results (ideally on one of the first couple of pages of results), you are findable by these people. Then little if any convincing is required because they already know they want what you're offering.

## **Versus Paid Advertising**

Paid advertising elsewhere often (though not always) tries to appeal to people who haven't even recognized that they want what you offer enough to search for it themselves. Where this is the case, it is less effective than naturally and organically appearing where people who know they want what you offer are already looking for this.

## **Versus Online Listings And Directories**

Further, being near the top of a Google search is usually more substantial and direct than being on listings or directories online that, themselves, are trying to compete to appear higher in the Google search results for the same terms and then direct people to many people who do what you do near that area. So free listings are great, since they might help you come up in Google searches (when your profiles on those sites come up in the Google searches), but paid listings are often much less effective than just optimizing a website for the same searches. This way people find you directly, where you have a better chance of standing out, rather than their finding a directory that shows them all of your competition along with you.

And remember that people are usually looking in their immediate geographical area anyway (when it comes to most businesses). Any paid advertising that tries to

extend this or increase this is unnecessary considering this. You primarily just want to be findable when people are searching for people who do what you do in your immediate and nearby geographical area.

## **Want Help With Implementation?**

Want help getting your website to the top of a Google search for what you offer in your area so you can be found by people searching for you? Contact me at 5 1 6 - 5 0 0 - 3 7 2 8 or [jonathan@lifechanginglifecoaching.com](mailto:jonathan@lifechanginglifecoaching.com) and we'll get started right away putting everything you just read into action for your business!

## ***Get Your Video To The Top Of Search Results On YouTube!***

It is actually ridiculously easy to get a youtube video to the top of a youtube search for a specific keyword or phrase. All you need to do is choose a keyword or phrase that doesn't have a lot of competition for it already (or just try and see), and repeat this in the title, description, and keyword tags of your video. Type it at least once in the title and tags and at least two to four times in the description. Then view your video a few times and your video should come up near the top of the search results.

Here's an example:

Search "life coach queens ny", "relationship coach queens ny", "career coach queens ny", "business coach queens ny" "life coach kew gardens ny", "relationship coach kew gardens ny", "career coach kew gardens ny", or "business coach kew gardens ny", among other search terms, and you'll find one of my videos within the first couple of results (at least as of the time of my typing this).

Here's the title I used:

Life Coach, Relationship Coach, Career Coach, Business Coach Kew Gardens NY Queens NY NYC New York

Here's the description I used:

Life Coach, Dating Coach, Relationship Coach, Career Coach, Business Coach, Success Coach, Health Coach  
Kew Gardens, NY Queens NY, New York City, NYC, New York

Contact Jonathan to schedule a Life-Changing Life Coaching Session with Jonathan or Ninette in person in Kew Gardens, New York, or over the phone, Skype or Google Hangouts, at:  
516-500-3728  
jonathan@lifechanginglifecoaching.com

Free Clarity Session at <http://www.inspirationallifeguidance.com>  
Life-Changing Life Coaching

Life Guidance Free Clarity Session! Contact at <http://www.inspirationallifeguidance.com>

Life Coach In Kew Gardens, NY  
Life Coach In Queens, NY  
Life Coach In New York City, NY  
Life Coach In New York

Life Coach, Dating Coach, Relationship Coach, Career Coach, Business Coach, Success Coach, Health Coach, Spirituality Coach, Law Of Attraction Coach, Kew Gardens, NY, Queens, NY, New York City, NYC, New York

And here are the keyword tags I used:

life coach, career coach, business coach, relationship coach, success coach, marriage coach, life coach training, life changing life coaching, inspirational life guidance, dating coach, health coach, Kew Gardens, NY, New York life coach, life coach New York, Life Coach Queens, Life Coach Kew Gardens, spirituality coach, law of attraction coach, life coach New York City, New York, New York City

Duplicate this with keywords relevant to your business and location and your video is guaranteed to appear near the top of search results for these keywords as long as there isn't way too much competition for these keywords in the results already.

### **Want Help With Implementation?**

Want help getting your video to the top of a YouTube search for what you offer in your area so you can be found by people searching for you? Contact me at 5 1 6 - 5 0 0 - 3 7 2 8 or [jonathan@lifechanginglifecoaching.com](mailto:jonathan@lifechanginglifecoaching.com) and we'll get started right away putting everything you just read into action for your business!



## ***Become An International Speaker!***

Earning this title is crazily easy. All you need to do is speak in at least two different countries. And you can even speak in one or more of these over Skype to an audience, so you don't actually need to physically be there.

If you just want to be a national speaker, speak in at least two different states. Again, you can speak over Skype or something rather than in person and still earn the legitimate and accurate use of this title.

I've spoken in at least two countries in person and three or so online to a group of people at this point, thus legitimately earning me the title of international speaker!

### **Want Help With Implementation?**

Want help earning the title of "international speaker" so you might make it more likely that people coming across you will contact you because of this added credential and the perceived credibility that comes along with it? Contact me at 516-500-3728 or [jonathan@lifechanginglifecoaching.com](mailto:jonathan@lifechanginglifecoaching.com) and we'll get started right away putting everything you just read into action for your business!

## ***Become A Best-Selling Author!***

It's actually disappointingly easy to do this. "Best-selling author" or even "#1 best-selling author" looks so impressive on people's websites and social media. But all that you need to do to earn this title is write an ebook and upload it to Amazon Kindle [here](#) and then sell about fifty copies of it in one day. So put it on sale for 48 hours for \$0.99 or even for free and get a bunch of people to buy it that day. Check the bestseller list for the categories you select for your ebook throughout the next couple of days, and you should find it within the top 100, and even within the top 20, or even #1 if you sell enough ebooks in a short enough period of time (again, around 50 ebooks within a day). Your ebook will only remain on the bestseller list for around a week, drifting down the list throughout the week, if you get it to the top of the list in one day, but this is all you need to earn you the title of "best-selling author"!

I've done this for three of my books already, including [\*Whatever You Do, Don't Buy This Book!\*](#), [\*Life: The Instruction Manual\*](#), and [\*You Are God: Why This Conclusion Is Unavoidable, And What It Means For You\*](#), making me a "best-selling author"!

Learn everything you need to set up and publish on Amazon Kindle on the Kindle Direct Publishing website [here](#).

If you want to be a New York Times best-selling author, this is a bit more challenging but just as methodical: Get a few very large corporations (to whom your book is relevant) to preorder a copy of your physical book for every one of their employees in exchange for something from you (a series of talks or classes you give there, or something else), and you'll have a New York Times bestseller. So if you want this enough to put in the effort to make this happen, you can achieve this credential for yourself.

When it comes to the status of “best-selling author”, all that matters is that enough copies of your book are purchased within a short enough period of time relative to other books' sales.

### **Want Help With Implementation?**

Want help earning the title of “best-selling author” so you might make it more likely that people coming across you will contact you because of this added credential and the perceived credibility that comes along with it? Contact me at 516-500-3728 or [jonathan@lifechanginglifecoaching.com](mailto:jonathan@lifechanginglifecoaching.com) and we'll get started right away putting everything you just read into action for your business!

## ***Be Featured On Television And Print News Network Websites Nationwide!***

This is about as easy as everything else. Write a press release about something related to you and your business's services and products (or have someone write a press release about you and your business). The press release could be about your new business, service, product, project, event, or anything else. Then distribute this press release through a service like [www.einpresswire.com](http://www.einpresswire.com) (here beginning at \$49.95 for one press release to be distributed). Here, you have the chance of being picked up by all sorts of news websites. This may include television network websites or it may not.

Note that this does NOT mean you appear on television, just that your press release could temporarily appear on websites associated with different news outlets, such as ABC, CBS, the CW, FOX, NBC, Wall Street Select, WRAL.com, etc.

If your press release is picked up by these media outlets, you can then accurately include on your website and elsewhere about you "As Featured On ABC, CBS, the CW, FOX, NBC, Wall Street Select, WRAL.com" etc. and you can even include the symbols for these channels to make it look more impressive.

## **Want Help With Implementation?**

Want help getting featured on television and print news network websites nationwide so you might make it more likely that people coming across you will contact you because of this added credential and the perceived credibility that comes along with it? Contact me at 5 1 6 - 5 0 0 - 3 7 2 8 or [jonathan@lifechanginglifecoaching.com](mailto:jonathan@lifechanginglifecoaching.com) and we'll get started right away putting everything you just read into action for your business!

## ***Managing Expectations***

It is possible that, even after applying everything you've learned here, you won't get any clients from this.

Telemarketers will often make false promises and guarantees about results. But the fact is that nothing guarantees results.

Believing otherwise will likely lead to disappointment no matter how much or how little your actions here impact your business's ability to attract new clients/customers.

However, applying everything you've learned here will put you in the best possible position to be able to get results.

Having a professional-looking website will make it so people can find out about you and your business online.

Optimizing your videos and website so they appear at or near the top of search results for terms related to your business in your location will make it so people will have a chance at finding your business online in the first place when they search for what you offer in your area.

Having additional impressive-seeming credentials such as "international speaker" "best-selling author" and/or "As featured on ABC, CBS, the CW, FOX, NBC, Wall Street

Select, WRAL.com (or various other known television and print news networks)” makes it more likely that people will pay enough attention to you and what you offer that they might think to explore further whether what you offer might actually be a match for them and what they’re seeking.

So it’s worth taking whichever of these actions it feels right to take. But do it because you’d like to position your business for success—because you’d like to do whatever is within your power to help your business be seen by and attract clients/customers. And ultimately do it because (and only if) it feels like it would feel good afterward to have done it. Not because you believe your actions will lead to any instantaneous or spectacularly amazing results.

Set your intentions, but let go of expectations, and you’ll be in the best position to succeed.

## ***Put It All Into Action!***

Now you know what you need to know. There are no difficult things that you can't easily do yourself or that you need other people to do for you to position your business for success. You can do all of this easily and at little to no cost to you.

And even if you do decide to hire people to do some of these things or to help you with them, you know what you're looking for because you know what's possible and how it's done. If anyone promises much more than what is mentioned here, especially including specific results or numbers of results, it likely isn't possible, you know that the person isn't telling you the truth, and you don't need to waste your money there.

### **Online Courses**

If you'd like help getting into the mindset of success (and uncovering and redirecting anything holding you back along the way) to help ensure that you take the appropriate actions for your business to achieve positive desired results, I recommend checking out my online courses with videos, worksheets, workbook assignments, guided meditations, and ebooks at [www.lifechanginglifecoaching.com](http://www.lifechanginglifecoaching.com).



## **Personalized One-On-One Guidance**

If you'd like help implementing anything you've read in this ebook yourself, contact me. If you'd like help figuring out the best approach for you and your business to achieve results, definitely contact me!

Together, we'll cultivate the mindset about business, money, and other things that will allow you to succeed. We'll uncover and redirect any hidden (or obvious) beliefs that might be holding you back from achieving the results you want in your business or in your life so that we can ensure your desired results and success!

Schedule a Life-Changing Life Coaching Session now! You can reach me at **516-500-3728** or [jonathan@lifechanginglifecoaching.com](mailto:jonathan@lifechanginglifecoaching.com). I'd be happy to help and be a partner in your success and in your business, financial, and life fulfillment!

## ***About The Author***



**Jonathan R. Wachtel** is an international inspirational life guide, speaker, best-selling author, and personality expert specializing in the Enneagram and Myers-Briggs personality type systems as well as mindfulness, flow and peak experiences, and self-actualization. He and the Life Guidance System he created to help people actualize their ideal lives have been featured on ABC, CBS, the CW, FOX, NBC, Wall Street Select, WRAL.com, and elsewhere.

Jonathan provides guidance in the areas of personal development, health, dating, relationships, family, career, business, and more, in person in New York and via phone, Skype, and Google Hangouts everywhere.

He aims to inform, inspire, and guide with his written and spoken words and is the author of

*[Change Yourself, Change Your Life: Empowering Stories Of Transformation,](#)*

*[You Are God: Why This Conclusion Is Unavoidable, And What It Means For You,](#)*

*[Life: The Instruction Manual,](#)*

*[Whatever You Do, Don't Buy This Book!,](#)*

*The Relationship Key: Unlock Your Ideal Life Experience,*

*Freedom: An Inspiring And Transformative Story Of Self-Discovery,*

*There is a Place,* and

*An Experiential Understanding of How All that Is Came to Be.*

To find out more about Jonathan, and to schedule your free life-changing life coaching session with him to get answers to your specific questions and guidance in implementing these answers in your life and business to get the results you want, visit [www.inspirationallifeguidance.com](http://www.inspirationallifeguidance.com).