

## Teleseminar Notes

### Obvious-Expert 10/20/2005

Please circle the 3 words that you think are the most critical to improving your Internet marketing results...today and into the future.

Target	Technique	Traffic
Technology	Track	Trend
Tactic	Test	Tweak

## Item #2 3 Myths, 1 Certainty

Please fill in the blanks from the following words:

**Target, Technique, Traffic, Technology,  
Track, Trend, Tactic, Test, Tweak**

*Myth # 1:* If I could just find the right                     , my results would improve!

*Myth # 2:* If only I could attach my site and marketing to the latest                     , my results would improve!

*Myth # 3:* I'd be successful if I could get more                     !

*Certainty # 1:* When I can get more visitors to do what I want them to do at lower costs then I'm guaranteed **success**.

Item #3 – The **T3 Factor**<sup>™</sup> is a simple framework for systematically improving your website and Internet marketing results.

The only things that you need to learn and remember are:

3 Ts:

**Traget Track Tweak**

3 Key Questions to ask of every page:

- **Who are you targeting?**
- **What do you want them to do?**
- **Why should they do what you want them to do?**

3 Visitor Zones that a visitor is always in:

- **Attraction Zone**
- **Conversion Zone**
- **Relationship Zone**

## Item #4 – The Visitor Zones

<u><b>Attraction</b></u> ZONE	<u><b>Conversion</b></u> ZONE	<u><b>Relationship</b></u> ZONE
<div style="border: 1px solid black; padding: 5px; display: inline-block;">             Triggering event  <u><b>Permission</b></u> </div>		<div style="border: 1px solid black; padding: 5px; display: inline-block;">             Triggering event  <u><b>Sale</b></u> </div>
The Flow of Money <u><b>Expenses</b></u>	The Flow of Money <u><b>Neutral</b></u>	The Flow of Money <u><b>Profits</b></u>
<b>Red Zone</b>	<b>Yellow</b>	<b>Green</b>
Seth Godin – <u><b>Strangers</b></u>	Seth Godin – <u><b>Friends</b></u>	Seth Godin – <u><b>Customers</b></u>

## Item #5 – T

Please draw a large capital T below.

**How can I use the T3 Factor™ in the Attraction Zone?**

- 1) \_\_\_\_\_
- 2) \_\_\_\_\_
- 3) \_\_\_\_\_
- 4) \_\_\_\_\_
- 5) \_\_\_\_\_

**How can I use the T3 Factor™ in the Conversion Zone?**

- 1) \_\_\_\_\_
- 2) \_\_\_\_\_
- 3) \_\_\_\_\_
- 4) \_\_\_\_\_
- 5) \_\_\_\_\_

**How can I use the T3 Factor™ in the Relationship Zone?**

- 1) \_\_\_\_\_
- 2) \_\_\_\_\_
- 3) \_\_\_\_\_
- 4) \_\_\_\_\_
- 5) \_\_\_\_\_