

Alumni May 29th

Hey everyone

Remember - all calls and replays are here - <http://www.QuantumLeapCrew.com>

PW - quantumsecret

Watch the replay if you weren't there live - there is something for everyone!

Implement Traffic Plan -----

- Blog comment

Kathy Kingston

Get your free "" at LANDING PAGE

Purpose last year:

- Goal - Get credibility - Got on 25 TV shows

Purpose of activities:

- Goal - GMA Today Show - 3 big shows - PR Agent

- Goal - Leads to landing page

How to write a press release

Press

http://service.prweb.com/_res/u/downloads/how-to-write-press-releases.pdf

- Goal - Youtube videos - tail - landing page

TV - raise our credibility - 20 - PUSH EYES TO IT - OUR MEDIA PAGE

- GOAL - TV SHOW - Dr. Kellyann -

Press Releases and Articles -

- back links - CNN News - feeder system >> Frank - increase in value - page rank

- logo credibility - CNN logo

- PR AGENCY - press release, follow up call

Frank:

Goal - NY State TV - PR -

- create press release - keyword based and submitted to prweb

TV Submit - Follow clint's format

- TV - submit to local TV stations - CALL THEM - until you book

- press and articles - backlinks- FF Site

VA - research other CSS authors for BT radio show

-- authors from cover

-- phone # and email