



SYNNND

Syndication Revelation 2.0

Find out why outsourcing your marketing is the
NEW way to market your business...

The Syndication Revelation: The Perpetual Internet Traffic Machine

Who is this report for?

Anyone in any business that needs more leads, prospects and sales...



Our names are Charles Heflin and Thomas Rozof. We have forged a new alliance after realizing we had independently discovered similar key variables in social media marketing on the internet. We recognized immediately that we were better off combining our knowledge of these variables as partners rather than pitting them against one another as competitors.

Over the last 10 years we have marketed and sold everything online from commemorative watches, to address labels, to credit card offers, to golf equipment, to business training, to diet products, to custom software...you name it...we have sold it.

We don't buy traffic, We don't participate in traffic exchanges, We don't send out spam emails, We don't engage in questionable or black hat tactics, We seldom seek JV partners, We never seek inbound links, We blog when we feel like it, our SEO happens automatically, We don't solicit sales, sales just happen, and they happen often.

Some have accused us of being terrible marketers for giving this valuable information away for free. We can see how they may think that, because our marketing is counter intuitive. We almost always go against the grain... The cutting edge is controversial... The cutting edge is always pushing the envelope of progress. That's why it's...the edge.

Our alliance was forged mainly through discovering how much our personal understanding of social media marketing and SEO was literally identical in almost every way. This was the inevitable consequence of our mutually shared vision and the hands on experience acquired when exploring the social media and SEO landscape. If you understand the current level of confusion and disarray that exists within the field of social media then you will begin to appreciate how rare these mutual beliefs really are. What was most unusual was that we came to these mutual conclusions, not by reading the same industry journals and books, but independently as a result of intense and prolonged objective research.

Most of what we have written in this document is a summary of the essential axioms that we discovered individually and then had reinforced when we

combined and expanded our market testing as partners. Prior to uniting our efforts, Charles made his discoveries through his research and testing in the field of social media marketing and SEO. Thomas uncovered/found his revelations through the development of social media software and web portal applications with his partner in Germany, Joerg Weishaupt.

Perhaps you can identify with our experience of the rare and enchanting moment that occurs when meeting someone who can accurately finish your thoughts on critical areas of business protocols. We quickly saw that our relationship was a unique alloy. The degree to which our own independent testing and research lead us to identical conclusions was at times scary. After the initial shock wore off we found it easy to plan and execute just about any online marketing campaign with a high degree of successes.

As we quickly began to expand and intensify our research we unearthed what we call the **social media Holy Grail** almost immediately. We laugh about it now, but we were extremely serious about the implications of this “REVELATION.”

As you will soon see, this discovery is not just a “theory” or a “hunch” or a “soon to be proven model.” No, it’s much, much more. It’s a proven axiom that now guides every aspect of our business and has increased our income since the day we discovered it. In short, it’s the essence of what we do, how we market, and how we go about generating massive traffic. The good news is that we now know how to do this for ANYONE...which breeds confidence.

In fact, we know several things with confidence:

- How to drive targeted traffic to any offer, website or blog without doing any of the things that normal Internet marketers do and see success above and beyond expectations.
- How to get 200% more search engine visibility than our competitors automatically (without running PPC campaigns).
- How to get higher search engine rankings automatically.
- How to get inbound links from other website owners automatically.
- How to rally large followings using no advertising budget.
- How to create customers for life.
- How to custom design better and better products...at no extra cost.

We now know how to build a **MACHINE** that generates all of the above.

Once the machine is built then all we do is focus on 2 chores and the rest happens naturally and automatically:

1. We create content that is attractive to our target audience
2. We syndicate that content using a powerful human driven software application called Synnd.

We use *bleeding edge* Internet technology and we always stay on this edge because that's where we and our staff find the greatest momentum and reward. Therefore we focus 100% of our efforts right there not only for our benefit but for the benefit of all users.

As we continue, we have an ulterior motive for sharing this valuable information with you in this report...

We want you to follow us ... That's it, plain, simple, transparent. There is no other reason for us giving this information to you.

We promise to never jeopardize the trust you have in us and we will prove to you why you should pay attention to every tutorial you are about to receive in this report. We fully intend on earning your following and we're going to do it by giving you a highly effective Internet marketing system that, we promise, you have never seen before.

There are only a handful of people that have the understanding that we do. Some good friends of ours maintain that we are idiots for sharing this information for free but that doesn't matter to us. We have never done things in a conventional way and don't plan to start now.

We're going to reveal our system to you in its full glory because we want to build your trust and following. The only way we can do that is to give you something that is immensely valuable that you can apply to your business right now.

And thus we begin with a simple story...

Against all odds, I was presented with an unprecedented challenge...

(By Charles Heflin)

We embarked on an epic journey beginning October of 2007...

I was approached by an Internet advertising company that serves paid ads on websites. They came to me and asked if I could help them grow the number of ads they show to meet the demands of their advertisers from 40,000 ads per month to 100,000 per month.

The only catch is that I had 30 days to pull this off from the word go!

They wanted me to more than double their business inside of a 30 day time span!

I must admit, I was very intimidated by this project. How in the world could I bring together a huge amount of website owners to basically double this company's ad distribution? To make matters worse, they had a ZERO advertising budget for me to pull this off!

How in the world was I going to get this offer in front of enough website owners to more than double my client's business with no ad budget?

Okay, so I had ZERO advertising dollars and 30 days starting November 4th, 2007 to double my clients business. I had tested a new marketing plan before for my own business back in 2006. Back then I decided to test a theory and released a report called "The Plan". This was a free report that I gave away that showed people a simple system that I was using to earn a living on the Internet.

My theory was that if I gave away my business plan in a report and offered it for free that it would spread itself like wildfire through word of mouth. As long as it was useful and valuable content, people would want to share it. To further compound this need to share I wanted to provide a platform for people to engage and encourage each other to share. I had a plan; at the bottom of the free report it would lead people to join a free forum where readers of the report could come in and ask questions or make comments.

On May 11th 2006 I registered SEO2020.com... About 1 week later I syndicated the free report to 4 different social networks (forums) that I was involved in.

Within 30 days the SEO2020.com domain had spiked from nowhere to within the top 5000 most visited websites on the Internet. This was no small feat but I pulled it off with no advertising budget, no soliciting for links, no traffic building, no traffic exchanges, no JV partners... Nothing!



How did I do this?

Well, I'll get to that story in a minute... What I was concerned about with my new client was how could I apply the same principle to a different business? How could I make this a standardized, repeatable process?

How could I reliably mimic the increase in my client's business by more than 100% in just 30 days?

I decided to release another report that detailed an opportunity for websites to earn more revenue for the visitors they already were receiving by placing my client's advertisements on their website. I repeated the exact same process by, again, including a link at the bottom of the page of my quality, relevant report to a private forum where people could interact and get excited about the opportunity.



As you can see from the Alexa.com traffic graph, again, I had reached toward the top 5000 of the most visited websites in the world. My client was ecstatic; they could not believe it... Not only did we reach the goal but we surpassed it by more than double. Just in case you didn't know, the traffic spikes you see on the graph represent tens of thousands of visitors.

My client wanted 100,000 ad plays per month and we more than doubled it well within the 30 day deadline and with a ZERO advertising budget to boot. Long story short, today my client's company has grown to just under 1 billion ad plays per month as they continue to ride the social buzz that I generated using 4 social networks... And these networks were not the big ones like Facebook, MySpace or YouTube either.

To date my client has still spent nothing on advertising... Why should they? They continue to ride the social wave that I instigated more than a year ago (at the time of this writing). Today, the opportunity has taken on a life of its own.

The Revelation

What was going on here? I needed to know the science and mechanics behind what I had done. I had successfully reproduced the same results on a large scale twice in two years.

So what is the big secret?

Content Syndication...

And by content syndication I don't mean going out into social networks and submitting your own stuff. I'm not talking about gaming social networks or using any form of black hat tactics or spam. I am not talking about placing advertisements all over the Internet. Content syndication happens automatically after the machine is built.

Content syndication is the science of extending the reach of your content in whatever form it takes. In my case I released free reports; you might release an audio, video, press release or new blog post...

In any case, content syndication (the way we do it) automatically spreads your content to the far reaches of the Internet while you focus on a single injection point... Synnd (more on this later).

No matter what business you're in, extending the reach of your content (designed to move prospects your way) lies at the core of Internet success.

About the same time I launched the viral campaign for my client, we embarked on another epic journey...

We decided to put a microscope on the elements that made these two gigantic successes possible.

- What are the core elements at play?
- How did online social media work to produce these results?
- Why do people spread content around even if it is terrible?
- How could we repeat this process for all of our content in any business?

We wanted to understand this stuff so we could pass the knowledge on to our consulting clients. How could we successfully syndicate not just our major reports but every blog post we made, every web page we published, every video we produced, every podcast we recorded and so on?

How could we effectively apply this principle not only to big promotions but to every piece of content we produce on the web so that our entire web presence becomes a *BIG* promotion?

How could each piece of content we make be another marketing push to bring in new leads, prospects and sales for anything we sold?

We wanted to back engineer the process so it could be applied to any business from real estate to network marketing to violin lessons to credit card sales... You name it.

That was the big question that sent us on our journey for answers... We have spent the past 4 years on a hard core, focused search for these answers. Long story short we found them systematized them and produced a powerful software application called **Synd**... **A human driven Content Syndication Network (CSN) powered by the latest in software automation.**

What does content syndication do again?

Content syndication is the secret element that most Internet marketers know absolutely nothing about. The reason is quite simple, content syndication is relatively new and is a byproduct of the explosion in participation in online social networks.

Content syndication is the act of extending the reach of your content by distributing it through a content syndication network (CSN). We discovered that the entire social web was being driven and controlled by Content Syndication Networks. In other words, the top content in the search engines and the top content in social media networks were being controlled and manipulated by networks of people, who have come together in an agreement to vote for, share, distribute and propagate each others content... This was a revelation!

Benefits of content syndication...

- Creates multiple search engine references to your content
- Increases your rankings in the search engines for that content
- Gives you at least 200% more visibility in the search engines
- Leads more people to join your social channels
- Causes more and more people to link to your content (backlinks)
- Causes your content to be picked up and syndicated across many other networks besides the ones you are directly involved in.

All of these channels lead to your content which then guides/draws people into your sales funnel. This is The Perpetual Internet Traffic Machine working to give you more and more and more exposure. This, of course, leads to more traffic, action, opt-ins, leads and sales; Marketing in a nutshell.

Now we have a system that allows us to reduce our marketing chores so we can spend 90% of our time converting traffic into sales instead of figuring out how to get targeted traffic. Now we can get “back to business”.

How long does it take to see results?

This all depends on how fast you take action. You can build your central hub (web presence) in a matter of minutes and be ready to post new content for syndicating. You also have to build your sales funnel (converts traffic to sales) which can be done in a single afternoon (or sooner). Your content syndication network is handled; we have developed a content syndication network that is driven by cutting edge software called Synnd.

In short, how long this takes is up to you. Looking at the charts above you can see that significant results can be achieved in a very short amount of time. The ultimate answer to this question rests with you and your desire to take action on what you have learned. We have many more examples and case studies. We have included more at the end of this document but don't skip ahead quite yet...

These results seem sensational, what can the average person expect to see?

The Internet is full of garbage information that would have you believe there is a secret or a magic button. Being inundated from every direction by Internet marketers selling Internet marketing information can easily lead you into a false sensation of feeling like the secret must be complex or just out of reach.

In truth, all you have to do is start a blog, post to it and you will begin seeing traffic without even using a syndication network like Synnd. There is no "guru" that will tell you this because it is too easy and they won't make any money selling you information.

If you simply start a blog centered on an affiliate product, your product or anything you WILL begin getting traffic. Does this sound too easy?

Here's a junk blog that we threw up in 10 minutes on violin lessons (selling an affiliate product). This 10 minute investment in time continues to pay dividends almost a year later (at the time of this writing).

See it here: [Easy Violin Lessons](#)

See the #1 position in [Google here >>>](#)

10 minutes to build the blog PLUS 2 minutes starting a Synnd campaign is all it took... Now 2 years later there's \$1500 in the bank.

This blog is what we consider to be a junk blog (a test case). The only reason we show it to you here is to demonstrate to you the potential of simply taking action. Action is all that is required to see results. Quit reading a bunch of stuff and start

acting on a bunch of stuff. This junk blog has made us over \$1500 so far for a 10 minute investment. Multiply that over a number of years and imagine the possibilities if you actually do things the way you have learned in these lessons.

Now it's time to dig deeper...

The Syndication Revelation 2.0

Content is the indomitable force driving traffic on today's internet. Content syndication compounds, harnesses and focuses this unstoppable juggernaut upon your command. Because it is still relatively new, it is an element of internet marketing that most people have never considered...until now. This section takes a deeper look into the reasons why you should be syndicating your content across the web. If you are receptive, you will see it's also something more; a glimpse into the future of Internet marketing. It predicts and prepares you for a new world that is already unfolding, a world that is now changing the way we all do business online.

This Report Answers Three Critical Questions about Content Syndication...

The **Syndication Revelation 2.0** answers **3 critical questions** that will expand your understanding of the **content syndication** process and what we mean by syndication... It is probably not what you're thinking so pay close attention here:

1. **WHY:** Why do we consider content syndication to be THE critical element to your current and especially your future online marketing strategy?
2. **WHAT:** What exactly are the elements that make up content syndication?
3. **HOW:** How is content syndication executed so that it creates maximum impact for your business?

First, let's look at WHY: We spent over 4 years researching, testing and executing thousands of social media campaigns and applying these results to our software development projects. Finally, after only minimal and sporadic success we ultimately discovered something so stunning and unexpected that it has reshaped our entire marketing strategy.

The reason we call it Syndication **REVELATION** is that it took us over \$500,000 and four years of

***research to discover this truth...and once we did
it was a genuine breakthrough...***

Honestly, \$500k is not a lot of money when you consider how much corporations are spending each year to unlock the **social media code**. Most are still floundering in a sea of old marketing methods superimposed with a patchwork of social media technology. This will only lead to further confusion and diminishing returns. That's why some of the stories coming out of the first corporate experiments are so dismal. At first many wrote off social media because they could not find a way to monetize it. As a result they blamed social media itself; not knowing it was their lack of understanding and their unwillingness (or lack of time/resources) to apply scientific processes to discover the **truth**.

We were able to make this discovery in spite of other corporate failures and misgivings because we were never mired in either traditional Internet or corporate marketing strategies to begin with. Therefore we did not feel obligated to incorporate methods that were no longer relevant or effective. We knew breaking the **social media code** would not come from recycling traditional marketing techniques. We tested everything in an unbiased and uninhibited manner. We **applied a scientific process** at every turn. We wanted the objective **truth** and we were willing to pay for it.

As you continue to apply our suggested techniques, the **WHY** will be as obvious as the increased traffic and inbound links now showing up at your doorstep. This is not just any traffic or links; this is targeted, themed traffic that converts to sales and quality inbound links leading to deep pages of your website or blog.

So let's summarize the **Why** portion of the **REVELATION** in a sentence:

Although there are thousands of different ways to use, manipulate and target social media, there is only one core, central method that produces the massive results we all seek. And that method is **CONTENT SYNDICATION**.

This revelation came to us from two independent, mutually exclusive sources. First, it came to Charles Heflin through four years of using, testing and re-testing social media strategies combined with SEO. Second, for Tom Rozof it was discovered through intense research and a multi-year process of building social media empowered software with his partner in Germany, Joerg Weishaupt.

As stated previously, we spent a lot of time, energy and money unlocking this **social media code**. Once we did we were shocked by several facts. **First** we were amazed at how singular and simple the actual process was. **Second** we were blown away by how powerful this form of social media (combined with SEO)

was in creating targeted traffic and in producing what all business owners seek: **SALES**.

We never expected these positive results to unfold so quickly. No, they are not instantaneous, but in the typical social media time scale they really were swift. As you review some of the actual results at the end of this document, you will witness the truth about the potential potency of **unique content syndication** and SEO.

We make these claims only because we can **scientifically validate** each method we espouse. So let's keep going and dig in further as we unveil the heart of **THE SYNDICATION REVELATION**.

All of the above leads us naturally to examine the **WHAT** of content syndication...

10 Major Points of the Revelation That Will Forever Change the Way You Market Online...

Most online businesses are focused on bringing in more traffic, opt-ins, leads, prospects, sales, you name it. We sought these same goals and engaged in social media SEO (SEO 2.0) to accomplish them long before it was popular.

Definition: When we say “**online business**” we are referring to a broad spectrum from mega corporations all the way down to weekend bloggers or aspiring Internet entrepreneurs.

Revelation #1: The primary element at the heart of this revelation is this:

Most online business owners are overlooking the fact that their own unique **content** is **THE** most valuable asset they have for drawing the very thing they work so hard to attract: **TARGETED BUSINESS TRAFFIC**. Many marketers generate new content but few know how to turn this **asset** into massive market penetration. We discovered that less than 1% of online marketers are using their content in the most advantageous ways.

We often hear online marketing leaders say that in our new Internet economy **CONTENT IS KING**. This is absolutely true. The entire Internet is content driven; content is the undeniable currency of the Internet.

But what does this mean for you? Let's look at it more closely...

Revelation #2: When people visit a search engine or a social network they always seek content in one form or another. We discovered that there are **THREE KINDS OF CONTENT** that matter(to humans), what we call “**The 3EContent Paradigm**”:

1. Content that is **EDUCATIONAL**
2. Content that is **ENLIGHTENING**
3. Content that is **ENTERTAINING**

Sprinkle a little controversy in the mix and you have a recipe for VIRAL content!

Revelation #3: (Read This Sentence Twice) Only a small percentage of content seekers at the outset are **ready to BUY**. Most are in the research and discovery phase. This is critical. We discovered that most content creation was aimed at “*making the sale.*” We call this “*hit and run marketing*” and it’s increasingly ineffective. Amazingly only small percentages of content authors were writing on topics that **mattered** to their readers. Google tracks how long a person stays on a web page. Through this tracking, we have observed people going to one of the typical, old style sales pages and immediately popping off the page and moving on quickly to find the content they were seeking to begin with.

What Does This Mean For You? All the content you create (initially) should be designed to meet this **3EContent** goal, not to make a sale. Content that gets noticed *always* contains one, two or all of the 3 Es (Education and/or Enlightenment and/or Entertainment).

This revelation is the one thing that will make the biggest difference in achieving an ever growing pull of traffic, action and sales. It is the true key to you benefiting from the “social power” found in the explosion of social media participation. It also drives your search engine visibility/rankings (SEO) *automatically* (more on this later).

Revelation #4: The power of social media is not found in **RELATING** socially with people but in **REWARDING** those you relate with. In other words almost the entire online world has missed the true source of economic power behind “social media.” Most see it as relating to more and more people and building a list of contacts that allows them to communicate with these people at will. The danger in this is that it gives you the “*illusion*” of having social power without providing the true social power you need: **The Power to Win Raving Fans Who Become Lifelong Customers.** This is the key behind all successful companies in our new, modern, social Internet.

There’s more. As we move into revelation #5 you will begin to clearly see the genius of our discovery and why we remain so optimistic about its application for

your business. More than that, you will now have a strategy that few online marketers understand, let alone use.

To better understand the power behind this method you must begin to appreciate the KIND of content people are seeking. After testing every content expression imaginable in the field of writing and literature we were able to identify the **social media content code** we call **3EContent**. From this discovery we continued to follow the scientific path that was unfolding in our research. Here is what we discovered...

Revelation #5: All 3EContent is delivered best when it's transformed into **MICRO-PURPOSE CONTENT**.

Micro-purpose content is content that is **specific** and **very** targeted. It aims toward fulfilling the searcher's **micro-purpose**. Chris Anderson, in his book, *The Long Tail*, was the first to scientifically prove that online searchers were seeking content in unprecedented ways. Because these searchers now had access to just about ANY content, they were spending money in micro-niches in ways never seen before. We had entered a whole new economic paradigm.

In this new economic paradigm, at any given moment, when people engage in search activities on the Internet, they are seeking to fulfill a micro-purpose. The information they seek is 3EContent unless they are ready to buy (which is a small percentage). 3E content is the doorway to purchases within these micro-niches that people are now seeking.

Revelation #6: Next we found that when you shaped this micro-purpose content so that it meets the most "**immediate**" **need** of your prospect it caused them to "stick" with you in ways unparalleled in the entire industry. Doing this was critical in getting the prospect to stay with you and to **consider** your specific products or services.

LONG TERM IMPLICATIONS: Now we began to understand why social media marketing is going to be here forever. At no time in history has it been possible for a business to be this specific in meeting the exact, "**felt needs**" of its potential customers. We ascertained that social marketing was not only powerful but that it was in its infancy and thus destined to be the **PRIMARY** way that all future companies would succeed online.

You would think that what we had discovered up to this point would have been enough to cause us to stop our research and begin applying these findings to our own business to recoup some of our investment. However, this was just too fascinating...and, in fact, our research was screaming at us to plunge even deeper, which brings us to the next discovery...

Revelation #7: Next we found that delivering **Micro-Purpose, 3EContent** that met the **felt need** of the prospect was enhanced even further if we could deliver this content **WHEN** he or she **needed it most**. The ability to “**be there**” at that moment was absolutely critical to ensuring that the prospect considered **YOU** as their immediate solution. Bringing a prospect to this point meant an almost absolute positive response. This was powerful. But there is still more...

Revelation #8: Next we found that delivering **Micro-Purpose, 3EContent** that met the **felt need** of the prospect and was experienced at the point when they **needed it most** was further enhanced when this solution could be **DELIVERED** in the **MOST TIMELY** manner. It is good to “**be there**”, in the range of the right time, but within the right time, there lies a perfect time. These cumulative discoveries were mounting to create an amazing body of evidence. But it was this next revelation that literally blew us away and caused us to reorient many of our own marketing practices.

Revelation #9: If your content and your business solution can be delivered in the manner described above you will begin to capture the **MIND SHARE** of your prospect. In other words, when you connect with your prospect in this way you initiate a “**social adhesion**,” one that goes deeper than just being on their watch list or remaining a “social acquaintance”. This initial adhesion is critical, but it’s not a guarantee that your prospect will remain with you and continue to offer his **MIND SHARE** to you in an ongoing way; which brings us to the next and more obvious discovery.

Revelation #10: To ensure that you fully capture the **MIND SHARE** of your prospect your initial **3E, socially adhesive, timely, Micro-Purpose content** must be **REPEATED** in a manner that is consistent with or an improvement upon your first content connection. Building a **MIND SHARE** is a process and repetition is fundamental to this process. Doing this will almost certainly transform prospects into **life long customers**, which is the ultimate goal of all successful marketing. .

Let’s **SUMMARIZE** some of the most critical aspects of the **CONTENT SYNDICATION REVELATION** discovery process. When people search for solutions they seek **3EContent** that:

1. Fulfills their Micro-Purpose of the moment
2. Meets their Most Immediate Need
3. Is There Exactly When They Seek It
4. Can be Delivered In The Most Timely Manner

5. If your content is delivered in this high demand, timely, well positioned, micro purpose, manner it then creates the kernel of the first social adhesion needed to generate a solid link to the **MIND SHARE** of your prospect.
6. If delivered in this manner and **REPEATED** with equal or better quality, this kernel will grow and you will literally **capture** the **MIND SHARE** of your prospect and cultivate them into a life long customer.

These **CONTENT REVELATION discoveries** are the **key** to the new social media explosion that mega corporations all the way down to weekend bloggers are trying to get their heads around and are spending millions to figure out.

SYNERGYSTIC POWER: What we were beginning to see is that each discovery was having a SYNERGYSTIC effect in empowering the marketing process. Any one of these revelations alone was powerful, but together they amounted to a new **Mega Marketing Explosion** for our industry, as important as any marketing discovery in the past 100 years. In fact, we want to go on record in predicting that as more people in the marketing industry follow our lead they will not only prove out our theories but will declare the implications of their findings with superlatives that go far, far beyond ours. As we completed the final version of this document we received **David Silver's** new book in the mail called *The Social Network Business Plan*. In this groundbreaking work read his prediction of the overall impact that social media networks will have on society in general:

“There hasn't been a disruption machine as intrepid and forceful as this (social networks)...since the invention of bread 6,000 years ago...”

Not only is he 100% serious but he spends time explaining what the invention of bread did to a “*catch animals daily and eat meat society*” and why this same level of disruption is about to take place around the world with social networks. We believe we are not only charting a path but that millions will follow after us broadening the path and making it even more accessible to others. All of a sudden we felt that all the hours, all the money and all the sacrifices we had made were worth the effort.

REPEATABLE MARKETING PROCESSES: Unless you understand the above revelation there is no way you will ever develop a **Repeatable Marketing Processes** that can insure a successful campaign (outside of the 'dying' traditional media). Many have accidentally had success with social media without ever knowing how and why they succeeded. Looking back we realized that this was the case for us and for most who tried their hand at social media marketing. At times it worked, but it was almost impossible to repeat results in any predictable fashion. That's what made it so frustrating. We knew we had something here, but it took us four years to discover the axioms that made it **REPEATABLE**. There's more...

The **SYNDICATION REVELATION** we have shared so far gets more to the heart of the social marketing process, but it's still just the "what" of social media...so we need to press on...

Before we reveal our proven strategy let's look at the many unsuccessful ways that people are approaching this task today:

The Current Situation

Instead of the finely tuned and detailed approach we advocate, we are witnessing the exact opposite within many companies today. Ever since Charlene Li and Josh Bernoff published their seminal bestselling book, *Groundswell: Winning In A World Transformed By Social Technologies*, the business world can no longer dismiss or avoid the social media force gaining momentum each day. In the face of this reality companies feel that the target has shifted all of a sudden. To them everything feels out of control. So they respond by saying and doing things like:

- "We need to figure this social media thing out."
- "Let's hire a consultant."
- "I think I'll buy a few books."
- "This doesn't make any sense."
- "It's impossible to measure results."
- "It's all a big myth."
- "Twitter seems a waste of time."
- "I'll build a Facebook profile".
- "I'll set up 10 accounts on 10 social media networks and see what happens."
- "I'll make 1000 Twitter friends. I'll start life streaming everything I do from dawn to dusk."
- "Social media is just for a youth demographic"
- "Let's outsource it, but, um, what do we outsource? "
- "Isn't this just a fad that will soon pass away?"
- "How do we measure ROI?"

Confusion & Busy Work Are Common Experiences...

The statements above demonstrate the utter confusion that surrounds social media from a marketing perspective. Many assume they can by-pass this confusion by hiring professional consultants. First, as we explain below, finding qualified experts capable of providing an effective social media blueprint is still extremely difficult. Secondly, from our experience, anyone who has yet to understand the bigger picture of social media for themselves is in for even deeper trouble if they are planning to hire a consultant.

On the other hand we sympathize with most aspiring online business owners who find themselves lost these days. No one has money to throw around. All you have is time but even that is limited (time is money). You cannot afford to **spend** your time trying to figure out social media or SEO if you are simply wasting it on confusion and busy work. We know, because we were there once. Most people using social media for marketing purposes are spending most of their time doing things that are “busy work” and have little to no true marketing impact. Most find their face buried in the mud and shunned by the community they try to “sell to”.

Content Syndication Has Been Overlooked!

Again, let's reiterate one of the central points of our Syndication Revelation:

Most business owners overlook their CONTENT (current or future) as their most valuable asset.

The reason for this is simple; most have never considered content syndication as a solution because it has been too obvious to see. After all Internet marketing must be more complicated right?

The entire industry is stumbling over one another trying to figure out the **social media code**. It is a simple fact that many will give up before they ever fully understand the dynamics at play.

Unfortunately for many seeking to break the code, the key to social media is something that is lost because it's too obvious. You've probably heard the phrase: ***“If you really want to hide something just place it in plain site.”*** This is more true about social media than we every dreamed possible (as you'll soon discover).

To further compound the mystery; if you read any blogs about social media, they are mostly saying the same things over and over again but in different ways (echo chamber). Examples of successes are plentiful but nobody dives into

actually putting it to use in a practical (and measurable) way because much of it is a **complete illusion**.

So let's get back to what we know as the answer to all this confusion and the key to empowering the bottom line for your business by building a **Repeatable Marketing Process** that will build your **Mind Share** and create hordes of life long customers. It begins with properly executed social media campaigns. Let's dig into the **HOW**. This involves what we call:

The Syndication Revelation...

Social media hype and confusion suddenly dissolve when you learn that social media (from a marketing perspective) is not at all about *being social* but about **"being there"** to **fulfill a micro-purpose** at the exact moment in time that someone is seeking it.. If your content is there in the ways we outlined above, you will gain the **mind-share** of your prospects. It's really that simple. Can relationships form as a result of this? Of course...but you don't need to start there or even work toward it (it's an illusion). You start by fulfilling some immediate content need for your client and then by **SYNDICATING that content**.

Personal relations are great but they are **NOT MANDATORY** for success in social media. Social media is simply a TOOL we use to syndicate and distribute our "attractive" content to our target audience; nothing more, nothing less.

If you want to get "social" then wait until they have become a prospect and then begin "social networking" with them if that's your fancy.

CLARIFICATION: Let's clarify one thing. When we advocate delivering content that fulfills a micro-purpose, we are not talking about marketing content such as **sales letters, capture pages, AdSense** filled content, etc. No, as we stated above we are talking about **3EContent**, content that educates, enlightens or entertains your target audience for the purpose of "attracting" them.

It's content that has to have what we call a **micro-purpose attractor**. This content is not sales driven. This content seeks to be useful or valuable in an educational, enlightening or entertaining kind of way. This is the same kind of content that you yourself find useful or valuable enough to bookmark, share or study. It's the same content you seek to fulfill your micro-purposes.

SUMMARY: When it comes to unleashing powerful traffic, search engine and social results, the creation of useful/valuable micro purpose content is the **BEST INVESTMENT** of your time. *By creating this kind of content you yield an asset that can be syndicated for years to come and continue to drive new traffic despite its age!*

Syndication Misperceptions Abound...

Smart content syndication is not about blasting your content across 10, 30, 50 or 100 networks. Smart syndication is empowering a few people on a single network to spread your content to other networks to help them fulfill their micro-purpose.

Just like there are a percentage of people who will opt-in to your email list or buy from you there is also a percentage of people who will spread your content. They won't do this because they like you. They do this because they are **fulfilling their own micro-purpose** which is to distribute useful/valuable information to THEIR networks.

When your content fulfills a micro-purpose for others, then other people will pass it on out of the (never changing) human need to feel important by passing on useful/valuable information. There are always a percentage of people rabidly seeking new useful/valuable content to spread around. Your job is to place your content in front of these people using a content syndication network like Synnd.

It's not enough to know **WHY** content syndication is critical or to understand **WHAT** qualifies for effective content development, you must also know **HOW** to release and circulate (syndicate) it throughout the social web.

In order to leverage social media with content syndication you need to build or use a **Content Syndication Network (CSN)**. We found that it is also best to do this on a small number of social networks that the major search engines have embraced and follow. This was another great discovery...that certain networks produced better results than MANY others combined.

The reason is simple: Automated Search Engine Optimization (SEO 2.0). We discovered that social content syndication suddenly began yielding inbound links from all over the web through the ripple effect of useful/valuable content being spread around by humans in a natural process that works almost every time.

By syndicating all of our **high demand, timely, micro-purposed, 3EContent** we greatly increase the odds that a single piece of content will "go viral" and provide us with new business for years to come and drive our search engine visibility/rankings through the roof.

We also discovered that the "social buzz" created by our content syndication network was also driving our search engine rankings and

visibility. **Social Buzz** was an incredible, undeniable discovery; a new search engine ranking factor.

What is a Content Syndication Network (CSN)?

A CSN is a group of people who work in tandem to syndicate (distribute) content for one another. You will soon discover that this group, especially as it grows will be the main vehicle as to **HOW** you **RELEASE** and **SYNDICATE** your Content. A CSN also consists of optimization measures that you apply to your website or blog to automatically push your content to many different locations at once.

A well rounded CSN is both automatically executed and manually built. The manual process is that of networking with other people who are also seeking to syndicate (distribute) their content. This becomes an exchange between you and a group of others who share a common goal (though you may be in entirely different industries).

Digg is a perfect example of a network that is driven by CSNs. Digg is dominated by a few individuals who have built massive CSNs under them through networking and doing favors for other users by pushing their content higher in visibility (by Digging it). Some call these Digg CSNs “The Digg Mafia”.

Having the ability to influence the visibility of content within social networks is immensely powerful. Not only does it build social buzz (which Google loves) but it also builds incoming links. Incoming links arrive, not only from the networks where your content is syndicated; they also come in from tens, hundreds or thousands (depending on your content) of other blogs and websites who link to your content as a resource for their readers... Micro-purpose fulfillment.

Again, this is not “marketing” content (sales pitches) but content that is useful and/or valuable in an educational, enlightening or entertaining way. This syndication pushes your search engine rankings for your content up higher and higher while spreading your content all over the social web at the same time (SEO 2.0) compounding your exposure and allowing you to “**be there**” to fulfill an ever growing pool of micro-purpose seekers.

This is NOT complicated. It is so easy and so obvious it’s hidden in plain sight. The entire Internet is driven by it; to ignore it or dismiss it is to ignore the **truth**.

At any given moment in time, the Internet is filled with micro-purpose seekers. At this same time, there are a percentage of people seeking to fulfill a micro-purpose for someone else. It is a natural exchange that is happening every second of every hour of every day online.

Building a CSN is a natural process of fulfillment for the percentage of online users that are seeking to satisfy the micro-purposes of others. By tapping into this stream, you are literally tapping into the most powerful marketing force ever conceived.

CSNs are nothing new, it is simply a term we use to describe a culture that is “hidden in plain sight”.

Side Note: Did you know that many of the “power users” (those who have built and cultivated powerful CSNs) on Digg are paid large sums of money to get content pushed to the top? The reason is simple, much like a meteor striking the ocean, a ripple effect occurs that is felt across many, many networks and is literally worth tens of thousands of dollars in new prospects and business because of the “syndication effect” this produces.

This CSN phenomenon literally drives the ENTIRE social web, we just use Digg as one example of many.

Where Does Linking Fit In?

By now everyone knows that inbound links drive your search engine rankings higher and higher. Once you focus on content syndication through your CSN you can quit focusing on off page SEO (link building) because it will happen naturally and automatically. This is what we call SEO 2.0.

SEO 2.0 integrates your content into channels that hold the power to make your content more visible. SEO 2.0 focuses on optimizing your CSN as opposed to optimizing for the search engines (a **MAJOR** paradigm shift). SEO 2.0 is immensely more powerful than traditional SEO because it integrates with social media to effectively tackle two initiatives (SEO and link building) by focusing on one (SEO 2.0).

SEO 2.0 combines social media exposure and SEO into a **SINGLE** initiative.

Looking back to the example shared in this report you can visually see just how powerful this form of promotion actually is:



These results were driven by syndicating useful/valuable content on a handful of social networks. Subsequently that content spread around like wild fire (through a CSN) driving search engine rankings, visibility, traffic, opt-ins, leads, prospects and sales.

Even today, almost 3 years later, the content from the example above continues to be syndicated on auto-pilot. It all started with a single initiative: to syndicate useful/valuable content that fulfills a micro-purpose.

3 years and several million dollars (in profit) later, the site above continues to run on momentum that was established at the very beginning through CSN optimization. Advertising was never purchased, joint venture partners were never established and off page SEO was never conducted. It all happened naturally through CSN optimization ... This is a true **syndication revelation**.

Building A CSN Takes Work!

There is no denying that building a powerful CSN takes work if you want to build one from scratch. We didn't say it was hard (the process is quite easy) but it does take work to build agreements with others to form and build your own CSN. You have to do favors for others with the understanding that those favors will be returned.

All of these social networks are simply channels to get your content "noticed" by the right people (your CSN) so that they can pick it up and run with it. If your content is **VISIBLE ENOUGH** it will get picked up and distributed to other networks automatically (you don't have to do it). Your job is to build a CSN that has the power to affect the visibility of your content so it hits the syndication stream... This is true marketing leverage.

Of course all this rests with the size and power of the CSN you build. It will start small at first but in the famous words of Gary Vaynerchuck,

“Anything is better than nothing when you’re building a business”.

It’s not the initial size of your CSN that is important but your **ability to create one** and then make it bigger and bigger, brick-by-brick. Now you’re actually building something that can be applied to any business, any time. It is a marketing asset that will never die because it is composed of many parts (individual people) so you’re not laying all your eggs in one basket.

An Amazing SEO Discovery That Continues To Shock Us Daily...

FACT: The entire social media scene and all the search engine rankings tied to it are controlled by CSNs.

This was a brilliant realization that cost us a cool half million to discover. In the coming months and years you will begin to see and hear the evidence of this emerging from the SEO industry. We are already seeing it trickle in. The reports will come in slowly due to the fact that it is **THREATENING** to a field of old SEO technology that is massively funded by corporate dollars. It is disruptive on a massive scale.

We believe that in the near future, SEO as it currently exists will become obsolete and will be fully assimilated into the fabric of the social web. This is the main reason we chose not to give our new company a hyped-up marketing name. We selected **Social Media Science** because after four years of exhaustive testing and over \$500,000 invested we saw the future unfolding...and the future IS social media. We no longer just “think” this is true. We no longer just “predict” this will take place. **We KNOW this is the case... The evidence is all around us in plain view.**

While everyone else is figuring out what Twitter is good for (and the whole social media scene in general), we’re quietly syndicating our content through CSNs because we know this is where the power lies. We know where the most leverage exists and we use it to our advantage.

If you want to be effective in the new Internet age then you must work to build a CSN that delivers your content to all the right channels (or use one that is pre-built). When your content is syndicated on the right channels (where your target audience seeks their micro-purpose), you achieve traffic, action, leads, opt-ins, prospects, members, sales and life long customers.

This is measurable through analytics (traffic levels), opt-in subscriber/prospect counts and sales. The myth that you can't measure social media marketing should begin to wash away. This is a critical understanding.

Why Social Media Science Is So Critical

It's one thing to know these social marketing secrets...it's another to execute them in an effective and efficient manner that allows you to attend to the other vital aspects of your business. One thing that we have created at the Social Media Science Labs is a CSN that is ready for you to join right now (we call it Synnd) as well as a powerful educational system to back it up. Basically, we solve the **2 problems** of tapping this huge opportunity by training you to carefully craft your content and providing you with a pre built CSN (Synnd) to catalyze the power of social media by empowering each Synnd member with cutting edge automation tools.

This is no flimsy tool (you won't see this marketed by gurus or on ClickBank). It's not a junky/clunky bookmarking tool. It is a full blown Content Syndication Network (CSN). It is a network of "real people" that are ready to syndicate your content in "FOCUSED" networks to increase the visibility of your useful/valuable content to drive your search engine visibility and rankings ever higher. Utilizing this tool dramatically increases your ability to "be there" for your micro-purpose seekers.

Take Action...

We have invested over \$500,000 of our money to produce these answers not only for ourselves but for the industry at large.

When you're ready to step over the bridge into the world of **Social Media Science** then we are ready to welcome you. Your continued education and pre-built CSN is waiting for you. It is truly an amazing system that we are both proud of and thankful for. [Come join the family.](#)

Charles Heflin, Thomas Rozof & Joerg Weishaupt
Social Media Science, LLC

Conclusion

Now imagine syndicating all of your content (old and future) in this manner. How powerful will your presence be after 1 month?

How powerful will it be after 3 months, 6 months, 1 year?

We are currently creating hundreds of mini case studies such as the ones we shared with you here. Will you be our newest case study? The other day we stopped to ask ourselves a question. Have any of our Social Media Science members not succeeded? We discovered the answer was “no.” Every member who has applied our proven strategies has succeeded in producing the kinds of traffic that leads to attracting qualified, highly targeted traffic. It’s at that point that we realized that we had finally created the business model of our dreams; a model where everyone who applies it seriously wins, including us.

Now is the time to take action and to begin harnessing the power of the most valuable online business asset in existence today (for marketing)...**YOUR CONTENT**

One Final Note on Membership Limitations: As the evidence rolls in we envision a time when we will be forced to limit the number of paid members in the same niche market. This is not something we like to think about but we now see it’s inevitable. If we do not take these steps we know that our social technologies are so powerful that they will begin to cannibalize other members if there are over 8 to 10 businesses represented in the same niche market, and perhaps fewer, depending on the specific business segment.

[Come join the Synnd family](#)

This Just In...

Google Caffeine

Google recently released their infamous Caffeine Update. You should take a moment to read their update.

Now that you’ve read the update we will share the most important bit that directly affects you right now.

By now you know that in order to rank in Google you need content, backlinks and Social Buzz. What you may not know, as a result of the Caffeine update is that you also need traffic. This is a brilliant catch 22 situation. How can you get traffic if you don’t rank?

The answer is simple... If you syndicate your content through social media then you will get traffic. Google knows when people find content valuable it will get bookmarked, shared, bumped, dug, voted, ranked, etc. Synnd takes care of the backlinks, the Social Buzz and the Traffic FOR YOU ... Now all you need to do is focus on creating that content... [Join us](#)