

10 Ways to

10x

Your Business in 2018

A Special "Succeed in 2018" Report

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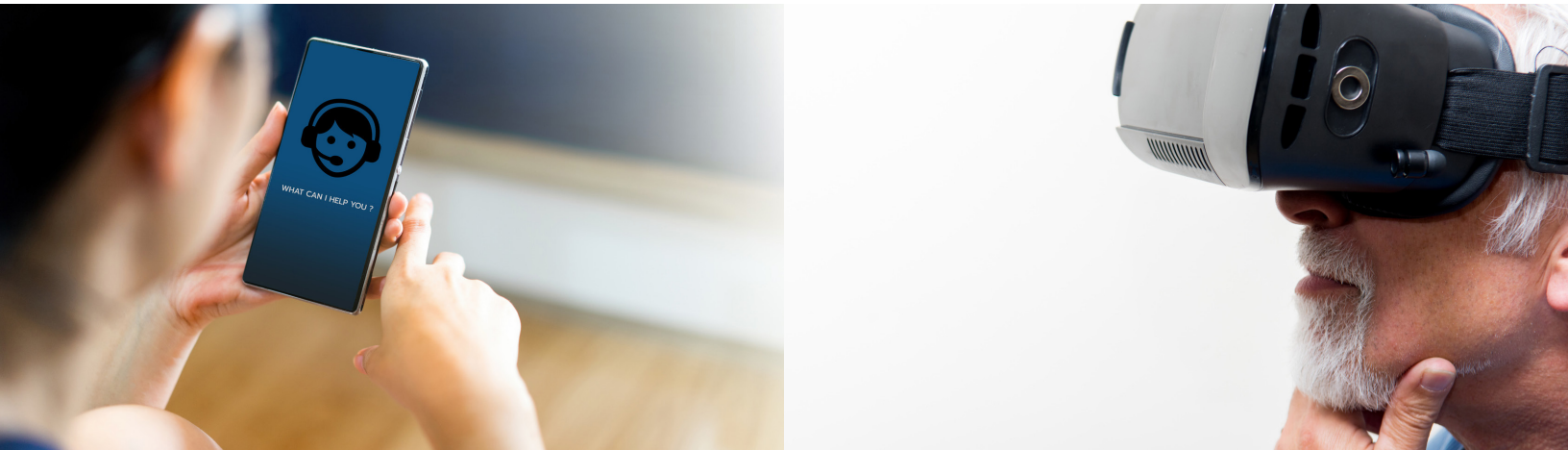
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A Message from Danny



Artificial intelligence... 360° video... augmented reality.... These aren't scenes from a futuristic movie, but are already part of our reality today.

As a business owner or marketer struggling to get heard in an increasingly crowded and noisy marketplace, you're probably anxious about how these developments will change the way you do business.

That's why my team and I have put together this report about what's most likely to impact your business in 2018 and beyond.

If you're familiar with my story, you know that, when I founded my online business, I had debt of \$250,000. Fast forward seven years and I now run a seven-figure business, with more than a dozen employees and thousands of students and clients from all over the world.

Every single strategy in this ebook helped me accomplish all that and I continue to use them. These strategies can help you accelerate your business growth, too.

However, while these strategies remain solid, changes are afoot, and you need to adapt to them.

Inside are some of the biggest and most exciting changes that are fast approaching—if not already happening—as you read this. You need to prepare and consider these shifts if you are to implement the strategies effectively.

In other words, you'll always have to do SEO, but you can't still be doing it like it was 1996. ;-)

At the same time, some things never change. You'll also learn what those are in the ebook.

Here's to 10X'ing your business in 2018!



Danny Iny
Founder & CEO
Mirasee

1 Rankbrain, Voice Search, and Mobile-first Indexing

Search engine optimization or SEO refers to activities that help your website rank high on results pages when internet users look for related topics on a search engine like Google, Bing, or Yahoo!. Based on Alexa rankings, Google is the most popular website in the whole world, and over 6.6 billion searches are made every single day on the internet.



What's Exciting in 2018

Rankbrain

Google's Rankbrain is an artificial intelligence application that looks at how web visitors are interacting with your site. The longer visitors stay on your site, the better it will rank for relevant keywords. How can you keep your visitors more engaged so that they consume more of the content on your site?

Voice Search

More and more people are looking for content through Siri, Alexa, and "Ok Google." It turns out, ranking for voice search is slightly different than ranking for web search. For example, your web pages need to contain keyword phrases that people say when using voice search. How do you phrase your questions when you use voice search?

Mobile-first Indexing

In 2016, Google announced that it will soon switch to mobile-first indexing. This means it will look at the mobile version of your website to determine how to rank it. Google hasn't rolled it out yet, but it could come any time. How optimized is the mobile version of your website? (Hint: Use Google's mobile-friendly test to find out!)

What Remains Constant

Quality Content. You and Google have the same goal: to serve your audience. And you do that by creating in-depth, engaging content. Think about it. The more your content meets the needs of your visitors, the longer they're likely to stay, and the higher Google will rank it.

The 10X Factor

SEO brings "organic" traffic or website visitors you don't have to pay to get. What's more, they're people who are already interested in your topic. SEO delivers a warm audience to you that you can further attract to join your mailing list.

2 Hybrid and On-Demand Webinars

A webinar is a seminar done over the internet. Whereas its predecessor, the teleseminar, provided only audio, a webinar offers both audio and visuals, usually in the form of slides. Some webinars also show the speaker(s) and video. Webinars continue to be a powerful way to build your list and sell more stuff. According to Leadpages, webinar registration pages typically have a 30% conversion rate. Webinars also convert to sales better than a sales page.



What's Exciting in 2018

Webinars-on-demand

Prospects can choose the date and time to consume webinars. Recordings of high-converting webinars can be made available within an automated sales funnel. Do you have an effective presentation that you can make available as an on-demand webinar?

Hybrid Webinars

A hybrid webinar has both pre-recorded and live elements. This allows the presenter to respond to questions in the chat even without a moderator, while the pre-recorded presentation is playing. If you're nervous about hosting a live webinar, would a hybrid webinar reduce the pressure?

Integration with Social

Some webinar platforms are already integrated with Facebook Live and YouTube Live, bringing your content to social media. Would a webinar integrated with either Facebook or YouTube help you reach a wider audience that's already familiar with you?

What Remains Constant

Salesmanship. For your business to thrive, you need one thing: paying customers. And you can't have them unless you sell. If you still feel uncertain or uneasy when making your offer, then it's time to learn how to have sales conversations and close the sale.

The 10X Factor

Webinars level up your list building. Even if you don't feel like you have content to deliver, you can get started by interviewing other experts on webinars. This in itself will increase your perceived authority and build your audience. You can even bundle the webinar recordings into a paid product, creating a new revenue source for you. For existing products, webinars can increase your sales conversions so you sell more.

3 Evolution of Social

The most popular social media platform today is Facebook, with 2 billion users around the world. Twitter, Instagram, Pinterest, LinkedIn, and Tumblr are other examples of social media. In all likelihood, your target audience is already present and active right now on one or several platforms.



What's Exciting in 2018

Native Video, Preferably Live

Facebook is encouraging users to stay longer on the platform. This is why it wants users to create videos within the platform (native) instead of linking to external videos. And now, even LinkedIn has native video (although not live streaming... yet). Where does it make sense for you to create native videos?

Community Building

Social media wants to keep things “social” by bringing people together around common interests through features like Facebook Groups and YouTube Community. What common interest does your target audience have that will naturally draw them into an online community with you as the host/moderator?

Ephemeral Content

First there was Snapchat. And now Instagram stories, Facebook stories, and YouTube reels let you create content that disappears after anywhere from a few seconds to 24 hours. The scarcity factor may explain why ephemeral content tends to draw greater engagement than permanent content. What types of ephemeral content can you start creating?

What Remains Constant

Engagement. The more you relate with others and stimulate interaction, the more your followers will remember you, and the more the social platforms will reward your content through increased exposure. Remember, the operational word is “social.” Interact with others, respond to comments, and ask questions.

The 10X Factor

Social media lets you get in front of your ideal customers and reach a wider audience, both organically and with paid ads. Because social media is user-driven, you can get unsolicited word-of-mouth endorsements. And by bringing social media connections to your own website, you build your mailing list. Depending on what's allowed on each platform, you may be able to sell directly on social media and deliver paid programs in closed groups.

4 Online Training and Learning

An online course is a series of lessons delivered through a web browser on a computer or mobile device. If you have a skill or expertise that's valuable for other people to learn, then teaching an online course can be an option for you. Online training is still a wide ocean of opportunity in 2018, because the market is far from saturated. By focusing on niches, even trainers with small audiences can have thriving businesses.



What's Exciting in 2018

Mainstreaming

More people are getting used to taking online classes and learning is perceived as valuable, for both personal and professional reasons. Companies are increasingly accepting non-traditional credentials. What do you know that individuals and companies would find valuable to learn?

Teaching Platforms

An increasing number of platforms are available for independent online course creators, and they're becoming more feature-rich and affordable. No matter how techie you are, how much control you want, and what your budget is, you'll find a solution that's right for you. What's your ideal learning management system?

Bite-size Learning

Our attention spans keep getting shorter. Some medical schools have begun using short, web-based lessons to ensure students learn something—fast. What can you teach that will give your students a quick and easy win?

What Remains Constant

Putting the audience first. By listening to your audience and students, you'll create online courses that bring results and are highly marketable. This is why we teach our Course Builder's Laboratory members to co-create their courses with their students. Let your students tell you what they will pay you to learn and how they learn best. It's not enough to go with your gut.

The 10X Factor

Teaching online courses not only multiplies your impact (by serving one-to-many instead of one-to-one), it also lets you charge a premium for it. You'll also be perceived as an authority in your field, which opens up more opportunities to grow your business.

5 Video-Based Search

YouTube is the largest online video platform with over 1 billion users—one-third of all people on the internet. No matter how many people claim to hate videos, the numbers don't lie: YouTube reaches more 18- to 49-year-olds than any cable network in the US, and its users watch over 1 billion hours of video every day. The total video content is exploding. The majority of online content consumed is now video, not text. YouTube is also considered the second largest search engine, second only to Google. People use it to search for content specifically in video format.



What's Exciting in 2018

Increased Content Moderation

YouTube announced that it will hire more staff to moderate content and comments on the platform. This will make YouTube a safer, kinder place to publish your content in. What else is stopping you from promoting your business on YouTube?

Livestreaming

Periscope, YouTube Live, and other livestreaming platforms are several years old. But since Facebook has been giving Facebook Live videos more exposure, businesses have jumped into live video with a new vigor. What topics can you best communicate through live video?

Hashtags

Hashtags are not just for Twitter and Instagram anymore. The use of appropriate hashtags will make your YouTube videos more discoverable. What are the most relevant hashtags in your industry?

What Remains Constant

Authenticity. Don't worry about not having the best gear or a studio-quality set and having a face made for radio. As long as you have decent audio and video and you're addressing people's needs, your audience will watch, appreciate, and share your videos.

The 10X Factor

Online videos, specifically YouTube, help you attract a wider audience and get more leads. Video also accelerates the relationship-building process with your audience. Since they can see and hear you, they can more easily decide whether they know, like, and trust you enough to buy your stuff and recommend you to others. Video on your web pages increases engagement, which is great for SEO. And video on sales pages helps you sell more.

6 The Resurgence of Paper

You're not likely to get rich from selling books, but being a published author—even a self-published one—can elevate your status and your business. With today's technology, it's easier than ever to write and publish your own book. Whether you want to attract a wider audience, sell more, or both, writing a book will help you get there.



What's Exciting in 2018

Decline of Digital Books

The sale of ebooks has plateaued and, far from dying, printed books are selling again. Fortunately, for independent authors, the Kindle Direct Publishing platform lets you self-publish, not just digital books, but paperbacks as well. What's stopping you from becoming a self-published author?

Hybrid Digital-Print Content

An increasing number of books offer digital content, such as supplemental video, emails, and online forums. This puts you at an advantage, if you're already familiar with creating digital content. What topic are you an expert at that lends itself well to a hybrid book?

Audiobooks

Audiobooks are the fastest rising sector in publishing and is the next frontier for both traditional and self-published authors. Some publishers are skipping books and going straight-to-audio book production, especially for short stories. Is there a topic you can produce directly into an audiobook?

What Remains Constant

Good ol' marketing sense. Publishing should be an integrated part of your overall marketing strategy, so that even if you never sell a single copy, your book will still result in thousands of dollars in additional revenue.

The 10X Factor

Becoming a published author raises your credibility and authority. If you've written a book, then you're perceived as worthy of charging premium prices for your products and services. Consultants and speakers consider their books to be their best calling cards, helping them attract high-level clients. A book also makes an excellent lead magnet. You can give it away on your website and at live events.

7 Productized Services

If you're a freelancer providing services to clients, then you probably have enough expertise to offer a package of services as a coach or consultant. You may be hired to give advice, catalyze change, increase accountability, or supplement existing staff. The US Department of Labor expects the consulting field to grow by 22% through to 2020, so this established occupation isn't going away anytime soon.



What's Exciting in 2018

Growth Areas

Experts predict the consulting industry will continue to grow, especially in the areas of technology, work/life balance, and behavioral skills. Do you have expertise in any of these areas that you can turn into a coaching or consulting package?

Digital Technology

Information technologies are making it easier for consultants to promote and deliver their services as well as to get better results for clients. And because large management consulting firms are slow to adapt, individual consultants have the opportunity to take advantage of these developments. How can you leverage technology to launch a consulting offer?

Lean and Agile Organizations

As companies streamline their operations, they're more likely to hire outside expertise to achieve their goals and get even more done. What expertise do you have that lean organizations are looking for?

What Remains Constant

Results. The only way to have happy clients and referrals is by getting concrete, measurable results. Put together a package that's designed to deliver the results your ideal clients want. Include all the tools, systems, and services necessary. You end up with a repeatable product you can scale.

The 10X Factor

Consulting is a good way to add another income stream in your business. There's very little overhead costs, you get paid more as a consultant than as a freelancer, and you get paid quickly. Consulting also lends itself well with other sources of income, such as paid speaking.

8 Micro-Influencers and Influencer Discovery

A joint venture partnership is a collaboration between two or more people for their mutual benefit. Examples of joint venture partnerships include cross-promotion, creating a product together, and entering into an affiliate arrangement. While partnerships are usually between businesses that are in the same stage of growth or have about the same size audience, don't discount the possibility of partnering with someone with more clout.



What's Exciting in 2018

Influencer Marketing

Businesses have made partnerships with influencers an integral part of their marketing. Influencers create organic content (not advertising) and get a lot of engagement, which converts better. Can you benefit by partnering with an influencer or becoming one yourself?

Micro-influencers

Marketing professionals are recognizing that people with small audiences make great partners because their audiences tend to be highly engaged. What can you offer potential partners, even if you may not have a large audience yet?

Tools for Discovery and Connection

It's easier than ever to connect with the movers and shakers of any industry, with tools that allow users to discover influencers and their contact information. Which influencers would you like to collaborate with, given the chance?

What Remains Constant

Relationships. What will never go out of style is having genuine relationships based on mutual interest and benefit. Focus on building and nurturing relationships long before you want a joint venture partnership. Never let the A players intimidate you. Focus on what you have to offer them.

The 10X Factor

Partnerships will 10X your business by getting you in front of other people's audiences, elevating your status, and expanding your offers. If you've burned out your list with your offers, then it's time to promote to a partner's audience. And if you're struggling to create a new product or implement a particular strategy, partnering with someone who has a similar audience may be the answer.

9 Hypertargeting and Funnels 3.0

An automated sales funnel is a system for automatically getting people into your list and facilitating their journey from prospect to paying customer. With the use of existing technologies, you can literally set it and forget it. A sales funnel usually has the following elements: traffic source, lead generator, email sequence, and sales conversion.



What's Exciting in 2018

Hypertargeting

Digital platforms are getting so much data from users that it's easy to target audiences, not just based on demographics, but also on specific interests and behaviors. Who is the perfect buyer of your product?

Chat-specific Ads

Facebook's messenger ads and sponsored messages are just some of the ways you can get in front of your audience through the medium they're using the most. Facebook doesn't even require one to have a Facebook account to be able to use messenger. Are your target customers using messaging apps more than social media platforms?

SMS Marketing

Since email subscribers don't always get or read emails from brands, more businesses are turning to SMS marketing. They let audiences opt in for regular updates through text and/or voice messages. Some SMS marketing platforms can personalize text with the recipient's name and other custom fields. Will your audience engage with you more through SMS than email?

What Remains Constant

Relevance. Ads and marketing pieces perform best when they get into the conversation that's already taking place in the audience's mind. In contrast, even the biggest advertising budget in the world won't be effective if it doesn't resonate with the audience.

The 10X Factor

Automated sales funnels allow you to get more leads, nurture prospects, and sell stuff even while you sleep. With the analytics now available, you can easily see what's resonating and what isn't working with your ideal customers. Once your sales funnel is optimized, you'll be literally making money on autopilot.

10 Voice-to-Voice Connection

People nowadays are more skeptical when anybody asks for their credit card. They want to think through significant purchases. Getting on the phone with them is one of the best ways to help them see if something's a good fit for them. If people think they want your offer but aren't quite sure, talking to someone who answers their questions in a non-threatening way can guide them to a decision they're confident and happy with.



What's Exciting in 2018

Scheduling Apps

The increasing number of scheduling apps makes managing your appointments painless, and some of them are free for small businesses. Knowing it will lead to more sales, how much time can you allocate for sales calls?

Better VoIP

The quality of web-based telephone calls is improving, thanks to faster wireless speeds, making it easier and cheaper to have a phone conversation with anyone, anywhere in the world. Facebook VoIP through its messenger app is also becoming more popular. How can you take advantage of VoIP to have more sales conversations?

Voice Bots

Similar to chat bots, voice bots can respond to simple questions, freeing business owners to respond to more complicated ones. Do your prospects have frequently asked questions that may be addressed automatically with a voice or chat bot?

What Remains Constant

Human interaction. Amidst all the technological advancements we're experiencing, humans still prefer humans. People are becoming more skeptical of mediated communication and prefer to speak to somebody first before they can let their defenses down and overcome their objections. And with video conferencing tools, your prospect can both see and hear you, which engenders even more trust.

The 10X Factor

You'll sell more by talking to people than by pointing them to a sales page. If you have a high-end offer and are having a hard time selling it through a sales page, you can add a sales call in the process. Instead of presenting a link to check out on the sales page, give a link to book a call with you or a sales representative.

11 BONUS: The Power of Presence

A live event is an in-person event that lasts from several hours to several days. Examples of live events include workshops, conferences, and retreats. A live event is not just about the content or topic of the event; it's also about the entire experience the participants go through. This makes it the most powerful and impactful way to make a connection and create a transformation with your audience.



What's Exciting in 2018

Truth Seeking

As trust in mediated content erodes, people are looking increasingly towards real-life interactions to decide whom to trust and what to believe in. How can you show more authenticity to your audience and create more trust?

Mindfulness Breaks

Events organizers are adding activities to help attendees reflect and regroup in between jam packed sessions. Others promise their events are “introvert-friendly.” What types of mindful activities and introvert-friendly features do your audience members appreciate?

Personalized Customization

The most memorable and successful events provide a more personalized experience to attendees. For example, they can pick and choose content and networking events. At Mirasee's own LIFT event, we suggested specific people for participants to connect with, based on their specific interests. How can you let your event participants customize their experience of your event?

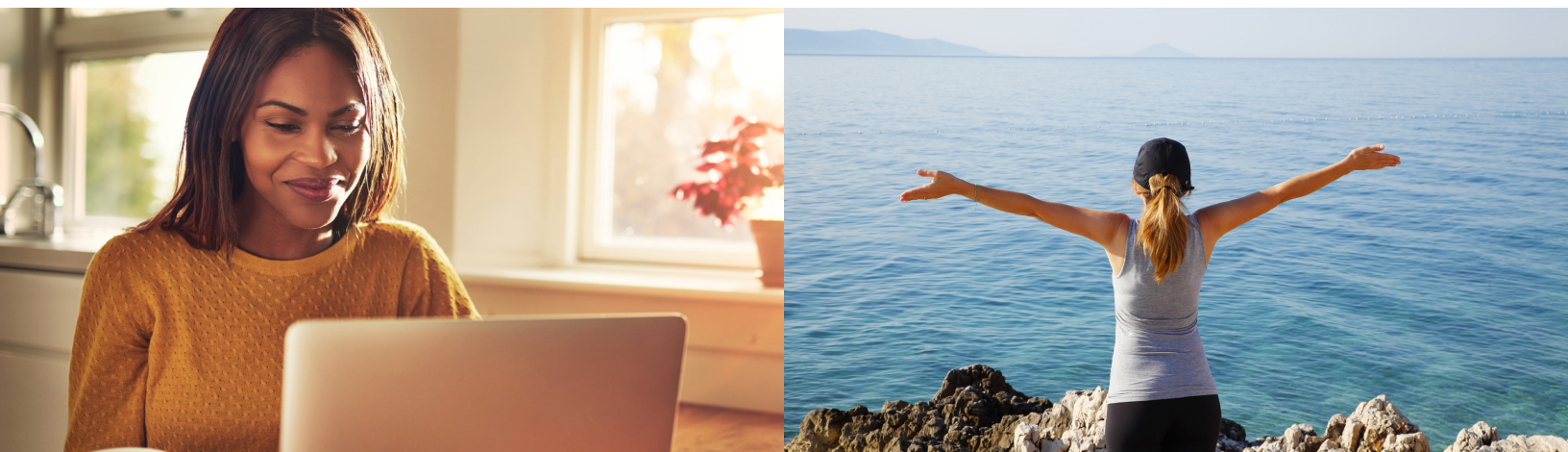
What Remains Constant

Trust. People will buy from you only if they trust you, and nothing overcomes skepticism better than interacting with someone in person. Whether online or offline, the same things create trust: honesty, consistency, and openness. Strive to display those qualities in all your interactions.

The 10X Factor

Live events are powerful for enrolling prospects into high-end programs. You can make your offer and address your prospects' objections in person. And if you provide a great experience, attendees will be spreading the word about you within their own circles. Organizing your own live events also instantly makes you an authority in your field. All this leads to more relationships, more opportunities, and more sales.

Parting Words



I hope this ebook has given you plenty of ideas to multiply your reach, income, and impact in 2018.

As you can see, there's no shortage of things you can do—the hard part is choosing the right ones for you.

It's easy to get overwhelmed by all the strategies to choose from, and that's the last thing I want.

Keep in mind, just because you can do something doesn't mean you should. Some of these new developments—exciting as they are—can hurt rather than help your relationship with your audience.

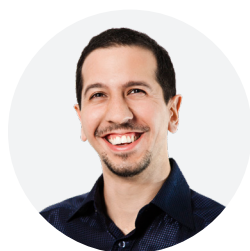
Which strategies should you pursue?

And which shiny, new object should you take advantage of?

Those are important decisions for you to make.

That's why I've created a bonus training video to go with this ebook. It's about the process and heuristics I use to make good decisions, as well as the decision-making traps that can get you in trouble and how to avoid them. Go and watch the video now at <http://mrse.co/10x>

See you there!



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