Hello and welcome back! This is Video #2. In this particular video, I'm going to help you choose your attack plan.

Once you have chosen your attack plan, everything else is going to be easy as far as creating the right content that is angled towards a specific prospect. Our goal is not just to get backlinks as I stated earlier but also to get as many conversions, as many people buying your product or service or as many people signing up on your list and taking whatever action that you're trying to get them to take. All right!

So, first things first – what you need to do is you need to figure out what are you selling? There are two different avenues here. Are you selling your own product or service meaning you're trying to generate leads for yourself, you're trying to build a list for yourself, or are you trying to brand yourself or are you trying to sell your product or service?

If you're trying to sell your own product or service or you're marketing your own product or service, then the content that you want to angle it towards will be in a different way. You'll be utilizing your own brand, your own experience, perhaps your own case studies and things like that.

Now the flip side of it is you're selling somebody else’s product or service. This can be affiliate marketing. This can be maybe you're promoting their product and taking a specific cut out of their business. I don’t know but only you know your direction better. So, I want you to pick and choose because I'm going to hone in on #1 your own product or service or #2 somebody else’s product or service.

So, we have affiliate marketing and we have cost per action, which means that people get paid for sending leads. For example, you get paid for every time somebody fills out a form or takes a specific action.

The next thing you need to figure out is who is your audience. The worst case scenario that a lot of people will take is they figure out – okay, this is what I'm selling and I'm just going to go ahead and write some content. Wrong. That’s the worst case scenario. What you want to do is you want to figure out who your audience is. What I mean by that is actually who is your demographics – what do they look like, what do they like, what do they dislike, what frustrates them, and what are their problems?

To do that, what we want to do is we want to go to a website called Quantcast.com as you can see here. We want to find some high authority competitors.

The second thing we want to do is go to Alexa.com. We want to copy and paste those high authority competitors into Alexa.com. Alexa.com will give us access to some demographics.

At that point, we’re going to go use another free tool (all these tools are free). We want to go to Facebook Ad Insights and that tool is run by Facebook Ads. It allows you to see the whole demographics – the likes, the dislikes, the overall spectrum of that particular audience and what they like, what they like as far as pages, how they engage with that niche and a lot more information.

So, without talking about it too much, I'm going to go straight to the sites and I'm going to quickly go thru them fairly quick so you can see that this is a process that you need to take but this is also a process that should not take a lot of time. All right! Let's go ahead and do that right now.

So, this is going to be a quick and easy exercise. All you need to do is go to Quantcast.com – that’s Q U A N T C A S T dot com as you can see here. If you want to follow along and pause this video, go ahead and do so now or if you want to wait until the end of the video and then apply it, that’s fine. As long as you're taking some sort of action that is going to be moving you closer to success.

What we need to do is when we get to Quantcast.com is click on Explore. The whole goal of this specific Step 1 is to figure out a high authority domain name that is getting a lot of traffic already, because at that point, they have gathered enough data that you can use. Looking at a competitor that has already been established and then applying that to you is the easiest way to figure out who your demographics is. So, painting a picture of who your person/your audience looks like essentially. That’s what we’re trying to do.

Let's say for example we type in ‘dog’ and of course, what I recommend that you do is go to the website that you see here and make sure that it actually fits what you are trying to sell or at least it is somewhat similar. If you're unable to find any results with Quantcast.com, another avenue that you can take is by going to Google.com typing in the same keyword and looking at the very top; look at the competitors that are paying for Ads. You don’t necessarily have to click these but what I recommend is just head on over to dogster.com and just make sure that this is the site that is similar to what you might be trying to sell.

If we go over to here, let's just take a quick look. So, we can see right off the bat, it seems to be a high authority content marketing based site with tons and tons of content about dogs and other animals. If we go through here and we find that – okay, it’s great. This is the site that matches what we’re trying to do. If it doesn’t, then of course, you'll need to find another site.

But if it does, then you can move onto Step 2, which is simply going to Alexa.com, entering the site here, click on Find, and then of course scrolling all the way to the very bottom. As you can see, that reveals to us who visits dogster.com. That’s what we’re interested in because that is who the audience that we are going to speak to. Alexa.com is going to give you only a partial amount of data because this is the free version. There is a paid version but I don’t recommend going down that route because you really don’t need it if you follow my steps in Step 3. We can see that the majority of it is about female. It looks like about 90%-95% female and about 5% male or maybe a very little percentage of male. Then we can see that these females have at least college or graduate school. They surf primarily at home. That’s all the data that we need right now because we can always use the next step, which is Facebook Ad Audience Insights.

To get to this particular page, you have to go to [www.facebook.com/Ads/Audience-Insights](http://www.facebook.com/Ads/Audience-Insights). If you go to this specific URL, it’s going to give you two options. Let's just go ahead and do that right now. The first option is to look at everybody on Facebook and that’s what I recommend that you do unless you have a Facebook page that has been established and that has a good amount of fans. If that is the case, click on this and you'll get the exact demographic data of your page.

I'm going to go ahead and click on Everyone on Facebook because that’s what I'm interested in. As you could see, you could specify country if you want to and Age if you know that off the bat. But I'm going to leave all that blank. I'm just interested in the Interest. If you get a big enough website, sometimes you can type in dogster and as you can see, it shows Dogster Website and Dogster Magazine. That’s why try to go for high authority and really big established companies. You could type in dog and you could look at it and make sure you get the same … the right thing. You can see Snoop Dogg is right here so that’s obviously wrong. That’s a person and a celebrity.

Now, I'm going to go back to Dogster website. Really what we’re trying to do is figure out, does it match up with Alexa? We saw that it was a good amount of women – so 95% women and 5% men as you can see here. And then as far as the age group goes, it’s about 45 to about 65+ that are interested in dogster.com. Those people are most likely going to be our audience as well. We can see out of the 5% men, it’s about the same age so they're likely married to these women. If you scroll down, we can see other things like lifestyle, we can see relationship (most of them are married), we can see college, we can see job title. But we can stop at this point. We don’t really need to go further because in the next video, I'm going to dive deeper into this so that we can figure out different content angles.

Whether you are selling an affiliate product or your own product or service, it doesn’t matter. Really, at the end of the day, we just got to figure out the audience demographics. Once we’ve figured that out, everything else is going to be really, really easy and it’s going to fall into place as you can see in the next video. So, I’ll see you in Video #3!