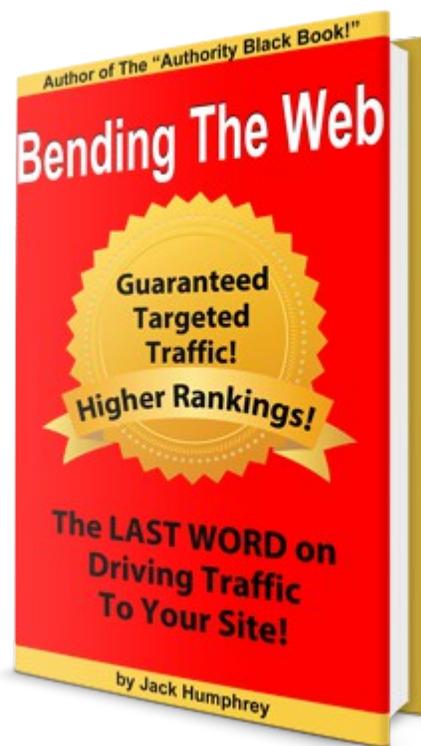


# Bending The Web

## *(Reloaded!)*



***“Using leverage to drive major traffic in far less time than traditional online marketing.”***

**By Jack Humphrey**

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## About Jack Humphrey

I'm a connector. A cause and effect type of guy. I used to track wildlife in the highlands of New Mexico, Arizona, Colorado, and Northern Mexico. Being a wildlife tracker led me to viewing the web, and specifically links and traffic patterns, in a way no one else saw them.



My ability to back track successful sites and find out how they got that way led to my first book, "*Power Linking Your Way to 1 Million Hits.*"

Since 2002 I've created training sites, done consulting for small one person operations up to Fortune 1000 companies and everything in between

This is my third major guide on web marketing since 2002. Power Linking, released in 2002, became one of the most important keys to the heart of Google's algorithm, link popularity. It sold over 50,000 copies over 4 editions.

The Authority Black Book (2007), one of the first serious social media marketing books, was my first book to receive awards and be downloaded over 100,000 times.

Though I've written many reports, posts, articles, and training systems, *Bending the Web* really is just the 3<sup>rd</sup> significant stand-alone work I've done in all this time. I've been too busy consulting, blogging, and running membership sites to be able to sit down and write another until recently. And the timing couldn't be more perfect.

I truly feel that this work is the most significant to date because of the possibilities it holds for readers. Nothing I've written about or done in the past 10 years holds more potential for turning traditional web marketing on its ear. This guide is about

giving readers the ability to do truly big things with their brand, their popularity, and their ability to attract targeted, buyer traffic to their sites.

I'm not your average geek marketer, nor am I a guru. I've always worked "in the trenches" and done my own research and testing. I also really work to keep things simple, which can sometimes mask the power behind my methods.

For you old-timers, you might remember a short guide I did with Howie Schwartz years ago under the title "*Bend the Web*." While that is out of circulation, I couldn't let the name go because it describes perfectly what this book is all about.

Anyway, I'm really glad you're reading this at such a perfect time for web-bending. Even if you have no idea what that is...yet!

## Introduction to Web-Bending

I didn't invent some of the tactics herein. But my system of “web bending” puts the tactics into understandable, actionable steps that anyone can master and put to work for their marketing immediately.

As significant today as Power Linking was in 2002, *Bending the Web* is sure to turn some heads and save a lot of web marketers a lot of time and frustration when it comes to going “big.”

Back in 2002, SEO was easier than it is now. Whoever had the most links was the winner. It didn't matter much where the links came from or how relevant the sites were that were linking to yours, and there wasn't any such thing as a “bad neighborhood.” Ah the good old days!

Today there are hundreds of ways a person can get “traffic.” It's mind boggling all the choices one faces when they are new to internet marketing. A person can drown in an ocean of information about search engine optimization, social marketing, link building, syndication, video marketing, and so on. Much of it far more complicated than it needs to be. Much *more* of it is completely useless or outdated information.



I've come up with a far simpler way to teach new to advanced marketers how to do something that's easier, many times faster, and more effective for getting major

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**Bending The Web (Reloaded)**

attention on the web. And it is high time for some good news, some clarity, and some productive focus for thousands upon thousands of people trying to make their sites popular.

What you're going to find out in *Bending The Web* is that 95% of what people are pushing and teaching out there is unnecessary in order to succeed. i.e. I'm about to save your sanity and vast amounts of time by getting you out of the minute details of SEO, link building, and dozens of other things everyone *thinks* they have to do to succeed in attracting all the buyers they need to their sites.

Buyers. Not just "traffic."

Bending The Web is based upon a simple but powerful concept. Simple, effective, and **absolutely the most powerful way to become an authority** on the web!

**After applying the methods in this guide, you will not have to buy another traffic guide, search engine optimization course, or pay for traffic as long as you live.**

(Now, I know how that sounds. But you've already bought the guide. Why would I want to over-hype it if I weren't 100% sure of that claim's validity?)

If ever there were a "big secret" to getting really, really big traffic online, *Bending The Web* contains it.

In fact, the "big secret" here will even help you in achieving big things offline too! Some readers may have heard about this "secret" before, but, for some reason, have never taken action on it or known *how* to take action on it. That ends today!

What's the big secret? It's *Leverage*.

Not only will I show you exactly what to do, I will show you examples of people (now big players) who used the main tactic in this guide to get where they are today. I'm talking about really big players who are pulling down millions of visits per month on the mainstream web.

I've told people about this tactic before inside my membership site, Blog Success, and even pieces of it for free on my blog at Friday Traffic Report. But this is the first time I've written a guide on how to do it at this level of detail.

## ***In Short, This Guide Is About Bending The Web To Your Will...***

### ***In Any Market You Wish!***

The thing to keep in mind throughout this guide is that the web is shifting yet again. Thousands of top quality sites have fought and won the battle for attention in hundreds of markets. The good news is that you don't have to continue thinking you have to **become** such a site in your niche **before** you can profit greatly online.

The ranks are closing in around the big, important, popular sites and we have a choice to make: either keep fighting to build such a presence of our own from the ground up, over months and years of hard work, or just get in on the top floor and grab yourself some of the popularity and quality traffic those sites already have. Let them do the work of being popular sites. You do the work of the web bender and nab some of their buyer traffic so you can profit with your online business. You'll have the popularity and personal traffic-driving ability that big sites do sooner than you think!

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**Bending The Web (Reloaded)**

People are freaking out about the myriad choices (distractions) they can't afford to indulge in online on a daily basis. They want to visit fewer and better sites and they want their thought leaders, friends and associates to help them find “good stuff” rather than sitting on Google for any length of time “searching” for things.

At least, everyone's **preference** is to have trusted places to do the dirty work of research, writing, and linking so they can see more and do more online with the limited amount of time they have each day for surfing the web.

**The Bottom Up Link Building Approach Is Dead.  
It Has Ceased To Be! It Is No More! It Is An *Ex-Method!***



The sketch above is a classic, and it happens to perfectly illustrate how some experts are still trying to push online marketing methods that are clearly and irrevocably dead and gone. [Take a break, have a laugh, and see if you can tell who is who in this scenario.](#) (YouTube Video)

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**Bending The Web (Reloaded)**

If you've been around the online marketing scene awhile you've very likely felt a lot like the poor guy with the dead parrot. We often get the run-around like this when it comes to getting traffic.

So how do you know you're not in the same situation here? Because I will show you how very popular sites and individuals got where they are today, rather than just asking you to trust me. Anyone seeking advice should expect nothing less and should never hand over money for advice that the advisor hasn't proven to work.

### **Classic Internet Marketing Is The Dead Parrot**

Most people are still told that they should start link building at the bottom and work their way up to the big sites. You know the drill: submit your site to a bunch of directories, syndicate articles, do link exchanges with sites that will accept them (which means sites as desperate as you are for attention from the search engines) and so on.

Except that it is impossible to work your way up the popularity ladder. Building links from places with the same or less value than your own site holds no water in Google's eyes. If you start at the bottom, you stay at the bottom – *there's no way off of the bottom unless you get a hand up from someone higher in the food chain.*

Think hard about that for a moment. Have you ever been on a website that gets tons of organic, buyer traffic, that didn't have some serious higher-level links pointing to it from content on sites bigger than theirs? Website owners are told to find those high-powered links and try to get one for themselves. Except, most often, no one bothers to tell them that there are very specific reasons sites like that will and will not link to others.

The reason the popular sites get highly coveted links from others is they deserve it. In one way or another, their content is deemed worthy to link to by important sites.

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### **Bending The Web (Reloaded)**

The education on what to do to get those kinds of links has always lagged behind the “duh” part; that you have to get links from those sites.

What about .edu and .gov links? Don't you just go get a bunch of comment links from student blogs and the occasional .gov site that allows comments? No matter what anyone tells you, just because a link comes from a student's blog at a University or a government site doesn't mean Google automatically thinks you're cool.

You may have already figured this out by spending hours looking for and getting links from those sites. Google knows all about the .edu and .gov trick. They know about ALL the tricks. And they take steps every single day to avoid putting someone in their results who doesn't deserve to be there.

And so, Bending The Web is about relationship building to leverage the real traffic and real popularity of really big sites more than nose-to-the-grindstone manual link building, social site spamming, and begging for links one at a time. It's about two kinds of relationships:

1. Relationships with influential people in your market, who've already won the hearts and minds of your target audience, and
2. A relationship with your growing audience.

It's about getting the most significant links from the biggest sites in your niche, so that you can “have your way” with all the other sites on the web that look up to the big sites. And it's about blowing away your visitors when they come into your circle of influence. Be it through a social site or your home site.

And as far as link building goes, rather than sit and build useless links 12 hours a day, you're going to go after KEY links and leverage those to make *everyone else*

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### **Bending The Web (Reloaded)**

link to you, rather than you trying to get them one by one by begging for them for months and years at a time.

This is absolutely the only way to get links that mean something to search engines while reaching potential customers in a way that also means something to *them*. You cannot buy this kind of link popularity at *any* price. It's a new web, and everything has gotten easier for marketers who know the trick to getting mass-links that truly count toward rankings and provide targeted, direct, buyer traffic.

As you go through this training, think *leverage* and *networking*. Everything about web bending has to do with who you know or who you need to know. This might be totally backwards from what you've been told, but it is the **right** way to build authority online and there simply is no other way that will reap benefits in as short a time.

Once you've gotten your head around web bending tactics in this book, the light bulb should come on and you'll immediately stop doing anything that doesn't fit the web bending model. You'll see why it would be crazy to try to get traffic and attention from the engines and your potential customers any other way.

You'll be able to skip right past 95% of what others tell you that you must do, which usually means months and even years before you have a site that is getting x number of visitors per month. You'll get *buyers* instead of visitors. Most people don't need anything near the amount of traffic per month they think they need to do very, very well, whether they are in affiliate marketing, consulting, hard goods, or offer services.

It's not hard, what I share here. But most people who learn it still don't take action on it. I don't know why. All I know is I don't want YOU to be one of those people.

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**Bending The Web (Reloaded)**

There's absolutely ***no way to fail at this*** unless you just don't do it. I guarantee it!  
Let's get going and get you started on a whole new path to a buyer-attracting site!

-Jack Humphrey

## What is Web Bending?

Bending The Web is leveraging big opportunities to do in a short time frame what most site owners take many months to years to accomplish in traffic generation, branding, SEO, and lead generation.

It is about bending the web to your will and taking charge of your marketing by proactively going after links, citations, and mentions most others are too timid, scared, or lack the confidence to get.

To pull profit out of your web business, you have to go big or go home. And there's only one way to accomplish that. You simply must get links from the very biggest sites in your market. Only then will you get the thousands of other links from other sites who will follow suit and link to you because the big sites did.

That's right. Contrary to everything you've heard from other experts, I expect you to start near the top, not the bottom of your market niche, to get the most valuable links available to anyone in your market.

There are already tons of people who have captured your perfect audience's attention.

### **They have all you need, right now...**

...the search engine rankings, the buyers/customers, the readers, the fans on Facebook and other social. They've got what you think you have to build by yourself, already. You don't have to build what THEY have. You have to integrate with what they have to direct their popularity toward YOU.

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## Bending The Web (Reloaded)

With leverage, you never have to build a giant attraction network of successful search rankings, tons of content on your own site, a giant social following and huge email list to succeed. They've already been built by others. Bending The Web is about building relationships with the people in your market who can "lend" you their massive, hard-won popularity. And then you're simply off to the races.

**Here's the secret:** While you're out there not focusing on building your own redundant infrastructure, you end up with the benefits of it anyway!

1. Your list will grow.
2. Your social following will as well.
3. You'll even get better search engine rankings.

All *without* making it all happen *from your own efforts from the ground up* and waiting months or years before your business is solvent and profitable!

I've already mentioned that the web is in consolidation mode and people have this urgent need to follow only the best, premium sources of entertainment and information on the web. Today, rather than 10 years ago, there are far FEWER sites in any niche that really matter to your success.

People want to have information and links fed to them through the few sites they do follow regularly, and their social networks. *Then* they will check out a new site (and that site will be yours, if you are a web bender).

In other words, the best marketing on the web is done when you are linked from a popular site in the context of what surfers want to know, see, or do in the time and space they are exposed to you. When they are "hot" for what you've got, and not forced to view your links or content when they're not.

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**Bending The Web (Reloaded)**

The other crucial factor that makes leveraging possible for anyone is that big content sites are constantly *starving* for more content. They live and die by it. And that gives us a special opportunity to do big things for our own online businesses.

A good deal of Bending The Web focuses on this fact because it is the most powerful leverage point we have to get links from sites most people think are too important or too big to even try to go after. Let the rest of the web focus on tired, hard strategies and tactics. We're here to bend the web!

## Noodles, Physics, Atoms, and Web Bending



Another way to look at web bending and the power of leverage is through physics. I know this might seem weird at first. The guy in the video is talking about atoms and noodles, not links. But the concept of web bending by leveraging large links to generate thousands of other links, fits nicely here.

([click here](#) to watch this neat video on YouTube)

**12 foldings produced 4,096 noodles. Bending the web, instead of noodles, produces more links and popularity with far fewer actions than traditional marketing would require to accomplish the same thing!**

## Mid to High-Level Sites

Before we get to the kinds of links you go for when web bending, I need to define the level of sites we're talking about throughout this guide.

When I talk about low, mid, and high-level sites, I am referring to different levels of traffic and reader engagement. When I say start at the top, I'm talking about the high mid-range and up. This means sites that have serious traction in your market that get traffic from the buyers you are looking for in the thousands or hundreds of thousands per month, week, or even per day.

### Mid to high-level sites are:

1. The sites everyone reads in your market
2. The sites you'd most like your site to *be like* someday in terms of traffic, readership, social following/buzz, and search engine rankings
3. Typically these sites have pagerank of 5+, but many mid-range sites get a great amount of traffic at PR 4\*

I also use [Compete.com](http://Compete.com) and [Quantcast.com](http://Quantcast.com) in conjunction with pagerank to assess how any site is doing before I decide whether or not to pursue it.

Quantcast is also especially helpful in analyzing the demographic data of a site's visitors so that you know whether or not a site is attractive to your target audience.

In some cases, you can take one look at a site and just know it is where you need to get a link. General news and portal sites that everyone knows about and uses are naturally massive. Think Huffington Post, Tech Crunch, CNN, Entrepreneur, HGTV...

\*Pagerank is an old metric Google used to gauge the importance and relevance of a site to its topic range, relative to other sites like it in the market.

I know it might sound impossible to get links from such sites to you now, but bear with me. We really are talking about getting links on some of the biggest sites on the web and in your niche.

**Quite simply, there is only one kind of link that trumps all others for search engine juice and direct traffic: the *in content link*.**

An example of this kind of link is when a popular site in your niche includes a link to your site, or a page in your site, **in an article or blog post**.

Nowhere on the rest of a site, not in the sidebar, in the footer, or in a blogroll or widget, matters as much to readers (they don't click links outside the main content area of a site nearly as much) or to Google (they don't score those other links very highly).

Your *only* focus for link building should be getting links directly from the content of popular sites.

**This can be accomplished with:**

- your author's bio at the bottom of a guest post on a popular blog,
- a link that a blogger includes in their own post about you, your site, your product or service, or a specific page of content inside your site

**Web bending means you can throw almost everything you know about link building out the window!**

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**Bending The Web (Reloaded)**

Remember that networking and getting on the most important sites to your potential customers and the search engines completely eliminates the need to get any other links on your own. The “filler” or long tail links happen on their own without any further effort on your part other than remaining relevant in your market and getting content published where it matters most.

**The web is different today...**

What you need to understand is that the web is a giant conversation. Even Google has had to make very significant changes over the years to deal with that fact. If *Google* was to remain relevant, it had to change to adapt to the new environment of the social web as well. (Hence the launch of [Google+](#).)

**You should never again go looking for links with  
the idea of just getting into Google’s top ten.**

It may come as a surprise to people who are new to internet marketing, but being in the top 10 of Google doesn't automatically mean your site is flush with the right kind of traffic you need. It doesn't even mean you'll get all the traffic you want by landing a top 5 result with a keyword that seems important based on raw searches.

The sites you are going to target have something actually far more valuable than just Google “link juice” to provide you. They have buyers and fans who like to “Like” and Tweet things they appreciate. All big sites have a level of visitor engagement that pays off really big with social links. Links that even count toward how a site will rank in Google. They go viral. Really, *really* viral. And the traffic comes fast. Really, *really* fast.

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### **Bending The Web (Reloaded)**

An article, video, or photo on a big site can get hundreds to even thousands of “Likes” on Facebook. Every time someone likes something they are sharing it with their entire social network on Facebook. Hundreds of clicks on the like button results in thousands to tens of thousands of potential visitors to the article, video, or photo.

Often the traffic potential with social sharing dwarfs the traffic a page can get by scoring in the top 5 in Google for their target keyword. In many cases, that extra social “bump” helps the site stay in the top 5 for that keyword, resulting in residual search traffic for the long haul.

Without getting into the geeky stuff, Google knows when people are talking about you on social sites and has ways to take that into account (and reward you for it) even if it isn’t the traditional kind of “link juice” they give you for a link in the content of a blog post.

And now that they have their own social network, Google+, they can apply the valuable intel they get directly from their own social users to their rankings – and they DO!

The +1 button is set to revolutionize how content marketers rank in Google. Not that you should go out and try to artificially inflate the +1's for your content. But just so you know that when you get the attention of thousands of readers on different large sites, they'll be helping you to rank in Google by hitting the +1 button.

Danny Sullivan, from Search Engine Land, [has a great article on the +1 button](#) and how he thinks it will affect rankings for publishers. He hangs out with Google people, and he's one of the web's most knowledgeable and successful SEOs.

## Getting Down To Business...

# The Most Important Places To Be Linked and Be Seen

1. The most popular sites in your niche.
2. The most popular general interest sites.
3. Links from top thought leaders in social media related to your niche.
4. Search engines for keywords your target visitor uses to find your kind of content.
5. Popular podcasts/webcasts as a guest expert.
6. Interviews you conduct with experts (written Q&A on your blog or phone/Skype/Webinar-style interview)

# Guesting

**(This method covers item 1-4 on the list on the previous page.)**

Some of the biggest names on the web became the authorities they are today, with their high-traffic sites, excellent search traffic, their “household names,” and the ability to move large crowds in any direction on the web, by doing something called guest posting or guest blogging. (I often just call it guesting, because there are other ways to be a guest than just writing guest posts, as I will cover later.)

Guesting is a win-win relationship between a marketer/writer and a larger site that has the traffic, SEO juice, and a readership that the guester wants to attract to their own site. It is a win-win because the bigger site needs content. Good content. And though they make it look easy on the outside, big content sites like Huffington Post, Mashable, Entrepreneur Magazine, Smashing Magazine, Boing Boing, and a slew of large niche blogs, all scramble daily for great content to keep and grow their readership.

## **This ain't your Mama's guest blogging method!**

Guest blogging is not new. You've likely heard about it already. What I cover on the topic is how to actually do it *effectively* with tactics you haven't used successfully yet, or at all.

You've likely seen blog posts with titles like “How to **supplement** your traffic with guest posting” or “Get **extra** traffic by guest posting.” There is no “extra traffic” when you do this right. I'm going to show you how guest posting, done right, is

actually the ***catalyst for every other form of traffic there is to be had in your market.*** Not just a party trick as others have treated it.

Guesting is well documented in tons of interviews where people tell all about how they got where they are today. I will focus in on some of those people in this guide so you can follow how got noticed and became popular authorities by coat-tailing or “leveraging” the popularity of others in their market.

You don't have to become a niche “celebrity” with this method. You can also stay fairly out of the limelight and use this method to make your site(s) the main focus of your web bending work.

## Guesting Case Studies

I'm not going to be able to teach you a thing about guest posting until you know beyond the shadow of a doubt that it is the **most legitimate** and **most powerful** way of getting the attention you want online, no matter what business you are in.

How many guides have you read about driving traffic where the only source of proof comes from the person who wrote the guide? Kind of fishy huh? When I said I didn't invent guest posting for leveraged effects, I meant it. And I'm glad to be able to give you plenty of outside proof of this method so that you know for a fact that it works.

Until you are 100% convinced this method works, your chances of actually following through with it are slim to none. I know this because guest blogging has been a staple tactic for traffic and rankings for years. But never has it been adopted on a large scale. Despite the mountains of proof, examples, and the admissions of the people who used it exclusively to build their personal brand, most people continue to hitch their entire business to tricks and gimmicks that never pan out.

So I am going to deal with any and all walls you might throw in front of your success by showing you some people who have become the success stories they are today by completely using guest posting.

Let their sites and your own due diligence prove to you that they are serious players on a scale that can only be reached by doing what they've done. Check out their stories starting on the next page...



*“I’ve built my reputation, and career, off the back of a couple of list posts.”*

She is a great success story on a level anyone would love to achieve, and [Jade Craven](#) is also an example of how much can be done with relatively few guest posts. And she’s still an up-and-coming pro in her field. Though she has had some remarkable guesting scores on [ProBlogger](#) and other big sites, she’s still one to watch with regard to guesting because she’s nowhere near done yet.

[Here's a list](#) of her guest posts and where she got them published. You’ll also find on the same page what the authoritative voices in her market have to say about her. That should tell you everything you need to know about how important guest posting has been for Jade!

**Surprise:** She doesn’t have a blog post or a blog on her home site. Her business comes from writing exclusively for other A-List sites! So if you thought I was going to convert you into a blogger for your own site, think again! You have many different options here to suit your personality and comfort level!

**Chris Garret:** Co-author of the ProBlogger book and author of his own great guide on [Guest Posting](#), Chris is one of the mega-stars in his niche. And he was a prolific guest poster starting out. “Guest blogging put me on the map as a blogger and marketer rather than a computer geek :)”

Chris is a household name in his circle of influence, which is considerable, and guest posting helped him get in front of the people necessary to become a major online figure in marketing and blogging.

**Glen Allsopp:** The post linked here is how Glenn made a sizable income from guest posting in 2009.

Glen started the now wildly popular ViperChill.com blog and attributes a majority of its success to guesting.



*“I don’t like to reveal exactly how much money I make, but through blogging alone in 2009 I made well over \$50,000. There is absolutely no doubt in my mind that if I had not written one guest post in the last 12 months, that figure would be more like \$10,000-\$20,000.” –Glen Allsopp*

**Chris Brogan:** Chris, a New York Times best selling author of “[Trust Agents](#),” started out guest posting with a post [like this](#). He is a successful blogger in the top 5 of Advertising Age’s “Power 150” and president of Human Business Works.



Chris is definitely a top example of what can be done to build your personal brand to become a public figure of importance. This guy can teach us a thing or two about networking and its ability to leverage up to a solid, profitable career as a thought leader.

This may or may not be your personal goal. Being a well-known personality is not the only end game in web bending. Still, Chris' story shows another side of guesting and leverage and where it can take you.

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## Bending The Web (Reloaded)

Today, Chris writes for Entrepreneur Magazine, SUCCESS Magazine, and American Express OPENForum. These kinds of gigs are a direct result of the leverage work Chris put in at the beginning by guesting!

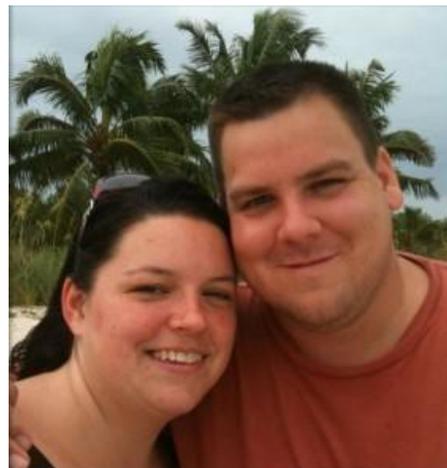
He's a down-to-earth guy who would be the first to tell you that he didn't have super powers or anything out of the ordinary helping him when he started out. Often times people will look at someone at the peak of their success and assume they were lucky, already well-connected, or otherwise given a hand up in life, when all it really comes down to is hard work and putting yourself in the right places for success to strike you.



[Justin Brooke](#): Justin takes a simple approach to guesting. He's more like an internet marketer in that he's very up front about what he does and provides for his readers. Check out his own case study, in his own words, below...

### **“My Guest Blogging Mini-Case Study”**

“When I did just 5 of these last year I noticed my blog start making dramatic shifts in the search engines. Instead of working my butt off for long tail keywords, I now rank on the first page with a single blog post.



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**Bending The Web (Reloaded)**

No link wheels, just write a post, submit, wait a few hours for Google to index and BAM – Front page! And late last year when I stopped blogging for awhile, I still got 150 – 200 visitors a day to my blog. All thanks to the hundreds of searches my blog began to rank for when doing guest blogging.

As I continue I'll gain even more strength and be able to take over medium level keywords and then my main site will eventually rank for the big pie in the sky keyword I've always dreamed of ranking #1 for.

Anyone can do this, all it takes is an ounce of preparation and a couple hours per week dedicated to writing.”

**More inspiration:** [The 7 Reasons Every Blogger Should Be Guest Posting](#)

## **What these and many other truly successful web benders did...**

They took action on a **focused campaign** to gain leverage from the top sites and thought leaders in their respective markets. And all the stuff that is *supposed* to happen as a result of the “dead parrot marketing” just happened on its own. *After* they went to the top and got links from the sites that matter most in their markets.

### **Things that will happen for your marketing as a result of guesting:**

- **People share your stuff on social media (lots of them)**
- **People link to your site after finding your guest post**
- **You get powerful word of mouth marketing**
- **People email the link to your stuff to others**
- **Google loves your site more because of the bio links in guest posts**
- **Your following on Twitter, Facebook, G+ and other places will increase**
- **And, of course, your direct and search engine traffic increases**

### **You can also...**

- be called/emailed for other guest posting opportunities
- be called/emailed for an interview
- land a gig writing for a magazine or newspaper
- get referrals from people in blog comments, social, private groups
- obtain a higher-targeted class of visitor
- get guest posters pitching you to be on your site
- receive invites to training webinars
- receive invites to speak or VIP at conferences

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**Bending The Web (Reloaded)**

◦receive radio interview invites

It's hard to describe the range of feelings my clients express once they get their minds around this tactic. Many times they express how elated they are that they've been given advice that didn't *add* to their plate, but rather it *took away* a whole slew of things they thought they had to do to make it big online! Easier. More effective. That's what we're talking about with Bending the Web!

**What you want are “leveraged links.” Getting linked from high to super high traffic sites is like folding noodles and doubling your results with every fold.**

Again, the best link you can possibly get online is from a well-respected site in your niche. And these days, that site is usually a blog or has a blog attached to it. The trick is getting the biggest sites in your niche to even notice you. And once you accomplish that feat, getting them to accept a guest post from you and publish it.

## Questions about guesting:

1. How do I build a portfolio?
2. What do big sites want?
3. How do I get the attention of big sites?
4. How do I get a positive response to a guest pitch?

## Building a Web-Bending Portfolio

I know many of the people reading this guide have sites that might do a great job of attracting search engines, building a list of leads, and selling them something. Those sites are important for those purposes. But in order to get the attention and respect of big players in your niche who hold the keys to lots of traffic and search engine love, you need a site that appears authoritative from a content perspective.

This means you need, in some cases, to build a mini-authority site with some of your best content you've ever produced as posts. This will be what you show the A-Listers when you tell them "where you're from." This should be what you consider your "home site."

Squeeze pages and the like won't get the job done. They won't get you taken seriously by the site owners you are asking for guest posting opportunities. They just won't respond.

My mini-authority site is at [JackHumphrey.com](http://JackHumphrey.com). You can check out [my portfolio](#) and see how I set it up. See also my [article on portfolios here](#).

### **Building a mini-authority site is an easy, 1 day job...**

Take a domain you already have, or register a new one, and install Wordpress. Don't worry about design. Just put up a good, simple Wordpress template. Then take your best articles and post them on the site.

If you have, say 10 of these really good articles, post 8 of them in the past, spaced over the last few weeks, post your very best for today's date, and post the last one to go up sometime the same week. Like tomorrow or the next day.

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**Bending The Web (Reloaded)**

Now you have foundation content, a bit of posting history, and the beginnings of a mini authority site. It's not the age of the site they will be concerned with as much as the content you've put up.

Make sure you have some social buttons and sidebar widgets set up like you see on authority blogs to make the site look "lived in" and more serious than a simple sales page blog.

The big point here is you need a page or a site you can point to that shows where you've been published already, or writing samples, such as blog posts you've done somewhere.

You'll see why this step is important when you get to "Tactics for Getting Their Attention" a few pages from now.

## **An alternative to building a mini authority site or having your own blog...**

Say you don't want to build a full-blown site. Say you just want to use guest posting to run people to a "home site" that you consider your main "hub" for all the things you promote and do online.

Remember Jade Craven? She doesn't blog on her own site. It is a simple site, rich with all the things that are important: her services, the guest posts she's done on other sites, the people who recommend her, and other authoritative elements showing she is a player. It's her "money site."

You still need to have something to point out to people showing examples of your writing. They are going to want to know who you are, and that, on the web, is defined by what your main website looks like and "says" about you.

A small site that showcases your other guest posts with links to the sites you've already shown up on would do the trick. Jade Craven's site is such a site. All her work is done on authority sites with guest posts.

But how do you make a site like that or put up a page on your current main site with links to your guest posts if you haven't done any yet?

You simply have to start in the mid-range of sites that openly accept guest posts and provide a form for guest post submissions. Get published on those, which is relatively easy, and use those links to impress your big targets and provide them with samples of your work.

You **build a starter portfolio** designed specifically to impress the really big sites. Then you can start figuring out what the big sites really want and give it to them!

## **A Gentle Beginning to Guest Posting**

Practice with peers in your niche, just as nurses and med school students practice drawing blood from each other for the first time. You're not trying to get super important links or traffic here. You're just getting some experience writing for another person's audience to build your skill and confidence.

Get a feel for how to assess what another person's audience would really like to see and do your best to give it to them. And enjoy doing it in a forgiving environment with a friend or contact you've made who has a site with similar traffic and notoriety as yours.

This works wonders for your confidence and will get you immediate feedback, making you a better writer for the web. (Or video producer, podcaster, etc.)

**Tip:** A great place to practice is also a very, very big site to boot: [Medium.com](https://medium.com)

## Ghost Writing

You *can* have your stuff “ghost written” for you and add your own flavor, combined with the flavor of the site you’re writing for, to get the best effect. Eventually you will be creating your own pieces as you get used to the idea that you *can* do this on your own.

### Some good places to find writers:

- [Guru.com](https://www.guru.com) – [Freelance writers](https://www.guru.com/freelance-writers)
- [Elance.com](https://www.elance.com)
- [Writer Access](https://www.writeraccess.com)
- [Freelancer.com](https://www.freelancer.com)

**Bottom line:** get your portfolio filled out as quickly as you can so you can use it to prove to the bigger sites you're worth trusting in front their audiences. Don't let this process get slowed down with procrastination. You need the big traffic and the success that comes with web bending, so you need to get their part done and move on as soon as you can!

I'll show you how to find places to get started with guesting in your niche next.

## Finding Portfolio-Building Guest Post Sites

I used to put a lot of site lists in spots like this to help readers out. These days, with links changing and sites changing how they work, it is far better to know *how* to find them any time you need them.

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**Bending The Web (Reloaded)**

I also cannot list every site that might be good to check out for every reader's market. That's what Google is for. In Google, use the key phrases like “submit guest post” (try in quotes and no quotes) + an umbrella keyword for your niche. Like this:

**“submit a guest post” personal finance**

See sample results on the next page...



“submit guest post” personal finance

About 35,000 results (0.39 seconds)

▶ [Submit Guest Post](#) 🔍

**Submit Guest Post.** I accept original guest posts for publication. If you are interested in ... The content should be a **personal finance** related topic. ...

[www.financiallypoor.com/submit-guest-post/](http://www.financiallypoor.com/submit-guest-post/) - Cached

[Submit Guest Post ~ Financial Updates](#) 🔍

Free Debt Consolidation: Solve Your Financial Problems ... (7) Payday Loan (2) Payroll Services (1) **personal finance** (14) Real Estate (3) Refinance (3) Repo ...

[allfinanceupdates.blogspot.com/p/submit-guest-post.html](http://allfinanceupdates.blogspot.com/p/submit-guest-post.html) - Cached

[Inviting All of YOU to Submit Guest Post\(s\) at Clever Dude ...](#) 🔍

May 13, 2008 ... Home · About · Contact · Archives · Clever Dude **Personal Finance** and Life ... Inviting All of YOU to **Submit Guest Post(s)** ...

[www.cleverdude.com/.../inviting-all-of-you-to-submit-guest-posts/](http://www.cleverdude.com/.../inviting-all-of-you-to-submit-guest-posts/) - Cached

[Calling for Guest Post Submissions! Due this Friday! at Clever ...](#) 🔍

Nov 3, 2008 ... Submissions Closed for Carnival of **Personal Finance** #103 ...

[www.cleverdude.com/.../calling-for-guest-post-submissions-due-this-friday/](http://www.cleverdude.com/.../calling-for-guest-post-submissions-due-this-friday/) - Cached

[+](#) Show more results from cleverdude.com

[Guest Post Secrets: Guest Posting for Popular Blogs](#) 🔍

Common post terms: guest post secrets, **personal finance** advice inurl: -inurl:shop -inurl:store, Internet Marketing **submit guest post**, inurl:guest-post most ...

[www.omnhub.com/MakeMoneyOnTheInternet](http://www.omnhub.com/MakeMoneyOnTheInternet) - Cached

[Submit Guest Post - Financial Freedom](#) 🔍

**Submit Guest Post.** You can promote yourself or your website by submitting ... Simple **Financial Freedom** provides you with the insight and resources to obtain ...

[simplefinancialfreedom.com/submit-guest-post](http://simplefinancialfreedom.com/submit-guest-post) - Cached

[101 Blogs That Accept Guest Posts | PiggyBankPie](#) 🔍

Jun 22, 2010 ... I wish to **submit guest post** to some of the blogs here. ... I've got a PR3 **personal finance** site that also accepts guest posts if anyone is ...

[piggybankpie.com/guest.../101-blogs-that-accept-guest-posts/](http://piggybankpie.com/guest.../101-blogs-that-accept-guest-posts/) - Cached

That's just the tip of the iceberg for this search. There are many more great results in this particular search. This is the first step to building your portfolio. A portfolio is

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**Bending The Web (Reloaded)**

a page on your home site that you create to send to editors with links to the biggest sites you've published on so they can see you are for real.

Here's an [excellent post](#) by Ann Smarty at SEOSmarty.com on using advanced Google operators to find guest posting opportunities FAST!

## **Picking the right mid-range places to submit portfolio guest posts**

You don't want to just submit to any old site accepting guest posts. By now you've probably found a lot of junky sites which allow guest posting. You need to be picky enough that you'd be proud to send someone links to the places you've been published.

One guy I thought briefly about putting into the case studies had tallied up his total guest posts and came up with over 800 places. Thought that number was impressive, and maybe a little crazy, he hadn't focused on getting into bigger sites. Turns out he had a ton of guest posts on sites that didn't do him any good.

You can go out today and get guest posts lined up for scores of sites. The objective isn't quantity. It is to land *key* guesting gigs that, by themselves, have the same or better benefit as posting on scores of less important sites.

In most cases you are going to have to "woo" mid-level sites just like you'd woo a big site. You'll get in, and the little bit of extra work on the front end will pay off big time when you have a list of places you've been published that aren't just run-of-the-mill guest post farms.

### **Recommended Reading**

- [Pitching Guest Posts Like A Pro](#)

## What Do Big Content Sites Want?

Before I show you how to find the right type of sites to start your web bending with, you need to know what is on the mind of every blogger or editor of every successful content site.

They all want content. Lots and lots of it. The big sites post multiple times per day. Some even post up to 50 or more posts in one day! In order to do this, they have staff writers and guest posters. In order to put out that amount of content and keep readers happy and coming back for more, their stuff has to be good.

And that's where a content site at that scale starts to have problems. No site, no matter how big or how much money it generates can employ enough talent to consistently come up with new, great ideas for content.

They have to “crowd source” content to have enough people coming up with enough ideas and angles to keep a content machine running. Even staff writers will crowd source ideas and subjects for their own posts. Which means if you get in good with a writer on a large site, you may pitch an idea, get credit and a link, and not even have to write a word of content! They write the article and are thankful for the idea or resources you provided them.

Though it may look easy on the outside of a big, successful content site, like the Huffington Post, TechCrunch, Boing Boing, or Mashable, I can assure you it is a madhouse behind the scenes and there is always a **chaotic scramble for new good content either by staff writers or staff charged with attracting and vetting guest posts.**

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**Bending The Web (Reloaded)**

This is Goliath's big weakness that makes it possible for a relative unknown to show up on very big sites shortly after doing some work on respected, mid-sized sites.

Writing for a site's particular audience is also a crucial skill to pick up. Though they welcome new voices, popular sites want the content you submit to speak to their audience in the same “voice” they are used to.

Take [Mashable.com](http://Mashable.com), for instance. The overall “voice” for that site is laid back, trendy, young, and to-the-point. You wouldn't want to submit a post that was over 500 words and very dry. They often try to entertain while informing their readers. Matching a site's style to fit in with the rest of their content and make their readers react to your post like they do others is a good move. So, do your research!

## Leveraged Links

***“Almost every popular site or individual on the web leveraged their way to popularity.”***

They started working the top-tier sites in their niche right away by getting guest post gigs (also referred to as guest blogging) and links to their sites, products, and launches from those same sites *after* developing great relationships.

The people you see guest posting on high traffic sites in your niche? You've probably never heard of them until you read one of their articles. Where did they come from? How did they get such a gig? Were they someone important and well known to begin with or did they work for years and years to get that big break?

Of course, there are those who demonstrate the value of leverage by *being someone* before starting an online business. A well-known example of this is Arianna Huffington. Since she was already somewhat of a “star” and well-known among serious thought leaders on the web, she was pre-leveraged when she started Huffington Post, now the most popular blog on Earth.

Just the fact that she started a site, before it was known for its content or had developed anything near the fan base it has today, was enough to generate the links from huge sites she needed to become a massive authority site in a very short time.

Why? Because she already had relationships with the people behind some of the biggest sites on the web already. Her story proves that leverage is the only way to go when trying to build a massive presence online, if you want that presence in a matter of months and not years.

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**Bending The Web (Reloaded)**

The vast majority of people who have used guesting to leverage their way past months and years of website promotion did so by having the nerve to start networking and building a portfolio right away. As you will see later, it doesn't take an awful lot to impress editors of large sites and I will show you exactly what I and others do to put together an awesome “press page.”

Now, you and I are not Arianna Huffington, but we don't have to be. Because whether you are semi-famous in your niche or completely unknown, the same rule applies to everyone...

**To get to the top you must network with people at the top and get their attention and links. *Period!***

There is no other alternative for people who don't have the option of paying for traffic or waiting years for their online business to really take off.

**The Trade Off**

Networking to land guest posts takes time. But not any more time than it takes to get 500 useless links to your site or any number of other things you are probably doing that aren't panning out for you.

How much time it takes depends on how hard you work it. It also takes a proven ability to generate good, expert content in your niche. I say “generate” because even if you personally suck at writing, you can hire someone who doesn't suck to write your on-site and guest post content, or at least edit your writing to make it top notch.

The fact is, you could pitch a mid-level site a guest post topic and have it up on their site within a week, even without a deep portfolio of past guest posts to point to. That's targeted buyer traffic and a great link for Google to follow in very little time.

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## Bending The Web (Reloaded)

For the bigger sites, you use your mid-level portfolio to woo them. You won't typically be pitching huge sites right out of the gate, which is good if you'd like to have some time to play in the minors before the pressure of writing for a huge site kicks in.

The results far outweigh ANY OTHER FORM OF ONLINE MARKETING that exists if done properly. You can expect to rise in traffic and rankings much faster than using the bottom-up approach, which can literally take you years to get the same results, if you get there at all. And most people don't.

### Other benefits of leveraged links:

1. **Hyper-targeted buyer traffic.** You don't need a huge number of visitors or subscribers if your response rate to emails is 10%-30% or more. That's possible with hyper-targeted traffic from "blessed" links on huge, trusted sites.
2. **Far less work.** Most people think they're doing something effective when they spend a lot of time getting little links. These types don't have the patience to work a little to get a mid to high-level site to accept a guest post, yet THAT'S precisely the work that's worth doing!
3. **You go to the top of the food chain in your niche as soon as your first guest post is placed** on a mid to big site, because that's where you start, not where you finish.

## Know Your Targets

It's not how good your content is anymore. It's also ***Who You Know!***

**Here's what you should know about big site owners:**

- **They are bombarded with requests every day.** They respond to the people they know personally, names they recognize from frequent, quality commentators on their blogs, and then ***heavily filter*** through the rest of their daily emails.
- **Everyone is after them for something.** You have to stand out among that crowd. Luckily, most everyone who is trying to get attention is doing it completely wrong.

**You** are going to do it right! The following tips will help you stand out and get more responses from A-Listers in your niche.

**Comment frequently and with the very best responses you can write.**

Bloggers read every single comment posted to their sites. That's one thing you can count on. They want to know what people think of their posts and it's one of the first things they check on every day.

When you comment on their most recent post with a few paragraphs of insightful information, opinion, or support for their premise, your name will stick out big time in their minds.

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### **Bending The Web (Reloaded)**

Be a regular QUALITY commentator on big sites (that you are going to end up pitching for guest posts) and you will get your email messages opened by them.

## **Pitch Them Properly**

### **A good guest post pitch is:**

1. Short and straight to the point.
2. Comes right out and asks.
3. Demonstrates that you know their audience and content by naming posts, reminding them of the comment you just made on one of their posts.
4. Not fluffy!

### **IMPORTANT!**

Read this if you missed it earlier: [4 Tips for Pitching Guest Posts Like A Pro](#)

### **An example of a guest post pitch email:**

*Hi, [firstname of big blogger],*

*My name is Jack Humphrey, one of your regular readers. I just commented on your [name of post] post and I have to say you did a really good job outlining the most important ideas behind [topic].*

*I'm writing to see if you'd like a guest post from me on [topic that would be perfect for their audience].*

*[This can be where you pitch multiple ideas, as [demonstrated here.](#)]*

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**Bending The Web (Reloaded)**

*I don't know if you've checked my link from my comments, but I'm a blogger at [your link] and would be happy to provide you with a great post designed to help your readers understand [topic, more specific].*

*Here's some of my previous work: [link to your portfolio]*

*I can get you something very soon if you're interested.*

*I look forward to hearing from you,*

*Your name, your site url*

Honestly, that's all there is to it. If you've done a good job at standing out as one of their best readers based on your commenting, they will recognize you in an email and likely ask you what you have in mind for the post you pitched, and invite you to write it and send it in.

**Tip 1:** With blog commenting going DOWN across the board on all but the biggest blogs on the web, a thoughtful comment goes a lot farther than it used to. There's less "noise" to get lost in and the blog owners will perk up a lot faster when they see good comments rolling in!

**Tip 2:** [Read this post by someone who gets a LOT of guest post pitches](#). She shows you exactly what works for her and what doesn't by comparing some guest bloggers to bad dates. This is awesome insight from someone who is just like the people you will be pitching yourself! (REALLY read this. I mean it! Plus you can take a mini-break and laugh a little as a bonus.)

**Tip3:** When you get accepted to write for a big site, don't freak out. If you haven't already done so in your research, the first thing you must do is go to the site and read some posts. Figure out the style they like to write in and copy it. The easiest way to start off with a great first guest post is to imitate the writing style that the blog has established and the readers are obviously attracted to. This will eliminate too much back and forth editing notes from the blog owner or person handling your guest post on the other end.

**Tip 4:** Enjoy the education! The notes you get from the people you are working with on your guest post will be worth their weight in gold. Rather than paying \$1000 to go to a seminar, you'll get expert advice for improving your writing from the very people you are wooing in the first place! It's a great fringe benefit!

**Tip 5:** Some guesters just write articles they think will go over well with certain types of sites, then send them without pitching an idea. If they are rejected they take the article to another similar site and pitch it there. I prefer getting feedback on my idea before I write something for a big site. They have input sometimes that will make it an even better post, or they can redirect you to another topic they'd rather have covered, saving you time.

### **Rejection is Normal and Only Temporary**

Will you get a favorable response the first time you mail them? Maybe, but you might not get a response at all the first time. How many times have *you* skipped over an email unintentionally that you wished you'd have paid more attention to when it first hit your inbox?

The same thing happens to very busy bloggers. No response from them is more likely due to an oversight on their part than anything else. Though there might be

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**Bending The Web (Reloaded)**

some things you could work on such as your pitch delivery or the sample material you send them to (your mini authority blog).

Just write them again in about a week, reminding them of your first email and what you offered, so it jogs their memory in case they read it and just forgot to get back to you, or missed it altogether.

If they continue to be unresponsive, put them on a list of people to keep following up with, but don't go overboard bugging them too much. Then, as you run into more people in other related places, keep an eye peeled for who they know. Chances are they have a connection with the site owner you've yet to get a response from!

Leverage relationships that way, and never think of one person as a one-benefit pony. Big dogs play in the same yard and know each other. Once you know one, chances are you're 1 or 2 degrees from all of them.

Try different pitches for posts and different subject lines to get their attention so they open your mail.

Focus on being professional, short-winded, and right to the point. No five page pitches! Be confident in your ability to help them with some great content and to save them time by writing for them.

If you just can't get a response, go back to your site and see if you missed anything that might have made a bad impression on them when they clicked through to check out your writing.

This is why you don't send them to one of your affiliate or list-building sites. It HAS to be a great example of your writing. This is why your home site has to have content that pops, either in the examples you include on your portfolio or on your

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### **Bending The Web (Reloaded)**

blog, if you have a blog there. You must have examples of content written by a capable expert which is worthy of putting in front of their readers!

Don't know how to make content "pop?" This would be a good time to bring in a friend who is a good writer/editor and get their help!

Finally, remember that you are looking for just that first "score." Once you are on the map with a mid-level site, you can leverage that to get to other sites, bigger sites, much faster. So people are going to ignore you and reject you, but not all of them. And once one of them accepts you, you can go back and get the ones who first rejected you. Just don't rub it in their faces that they made a mistake not picking you up in the first place! :)

**Bending the web is actually the only marketing strategy I know of that gets easier as you go along!**

### **Link to them first**

Another excellent way to get any thought leader's attention is to write about one of their recent posts and link to it. If you are on Wordpress, log into your admin account and go to "Settings>Discussion" and make sure the top tick box is checked off that says "Attempt to notify any blogs linked to from the article."



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### Bending The Web (Reloaded)

Now they'll get a link notification when you link to them from your blog and you could get a valuable "trackback" link in the bargain while getting on their radar!

(More on Trackbacks later on.)

### Get their attention on social sites

There is another form of linkbait in addition to posting it on your own site. You can call it "sharebait." Basically, you need to think about how you can get the attention of thought leaders through the social sites they frequent.

The image below shows a home run I hit with Mari Smith, Robert Scoble, and Guy Kawasaki. It is a recent hit, so it hasn't even played out fully yet. But for my software company, this was a big score...

The screenshot shows a social media interface with the following elements:

- Top bar: [+1](#) - [Comment](#) - [Share](#) - [Translate](#)
- Summary: [+7](#) by Peter Lenkefi, Brandon Hall, Tony Zayas, **Robert Scoble** and 3 others. [3 shares](#) - B. E. Berger, Brandon Hall and Peter Lenkefi
- Section: 5 comments
- Comment 1: **Mari Smith** - Hey Jack - I shared this with my students and several are c  
Yesterday 10:29 PM [+1](#) - [Translate](#)
- Comment 2: **Jack Humphrey** - Thanks Mari! Once you popped up I realized I should  
middle. You're definitely in there, but if I included you I'd have had to in  
get jealous.) :)  
Yesterday 10:41 PM - [Edit](#) [+1](#)
- Comment 3: **Mari Smith** - Lmao you're too funny! :)  
Yesterday 10:47 PM
- Comment 4: **Guy Kawasaki** - You flatter me!  
1:22 AM [+1](#) - [Translate](#)
- Comment 5: **Peter Lenkefi** - Jack is a TRUE gentleman...:-)  
4:45 AM
- Bottom bar: Add a comment...

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**Bending The Web (Reloaded)**

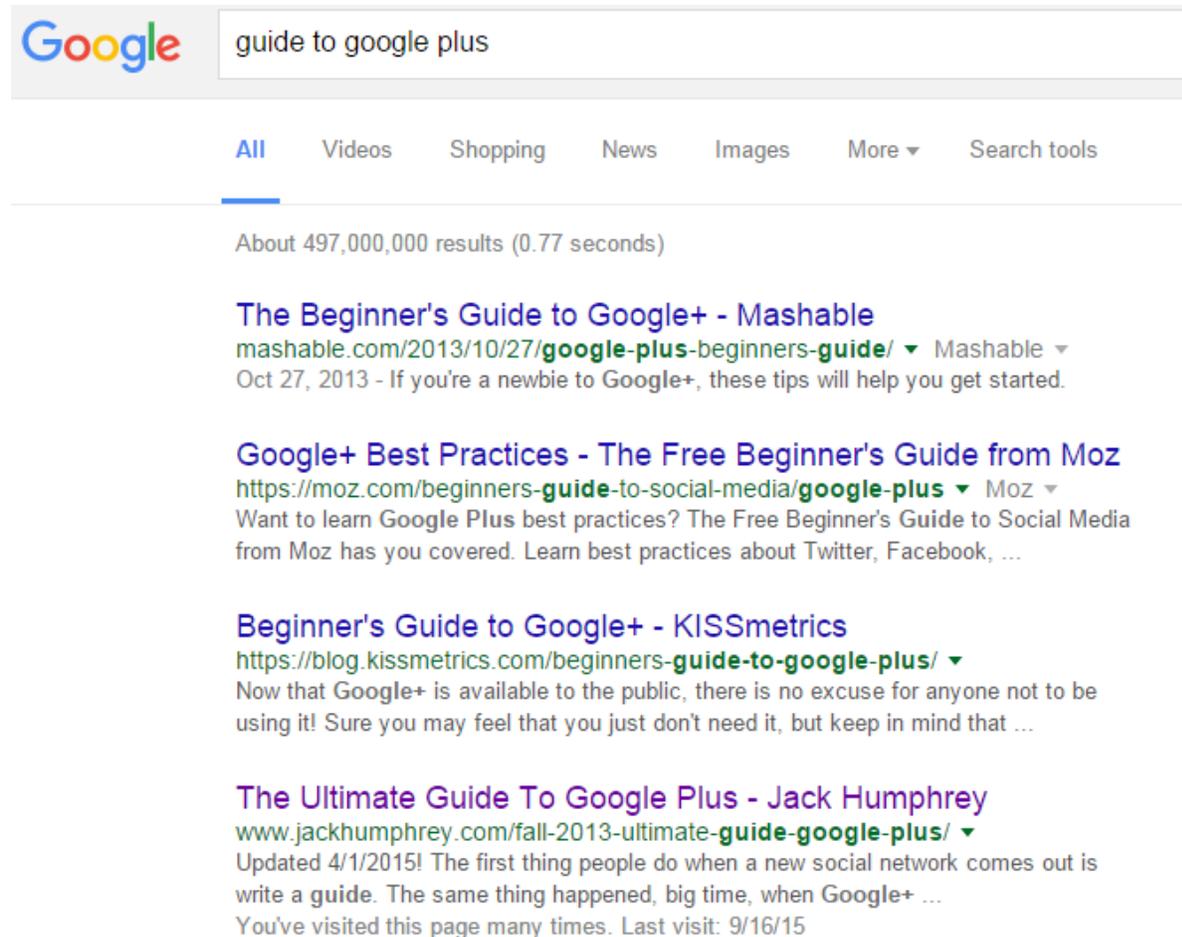
The previous image is the comment section of a post I made about curation on Google+. You need to [check out the whole post](#) to see how it got attention. Mari Smith was a bonus. I should have included her in the piece. I also could have included others, but this was just a quick, last-minute-thought of a post.

**I even posted it at the wrong time (after 10pm) which means I didn't get the immediate traction of people who would have been on when I should have posted it. (earlier in the evening would have been best.)**

## Ultimate Guide Posts

Do an “Ultimate Guide” post and “call out” people you're trying to get attention from in the post with their own content, quotes, images, etc.

I did that successfully with [this post](#) and, as you can see, it got their attention! This post still ranks in the top 10 for keywords related to “guide to google plus.”



Google

guide to google plus

All Videos Shopping News Images More ▾ Search tools

About 497,000,000 results (0.77 seconds)

**The Beginner's Guide to Google+ - Mashable**  
mashable.com/2013/10/27/google-plus-beginners-guide/ ▾ Mashable ▾  
Oct 27, 2013 - If you're a newbie to Google+, these tips will help you get started.

**Google+ Best Practices - The Free Beginner's Guide from Moz**  
https://moz.com/beginners-guide-to-social-media/google-plus ▾ Moz ▾  
Want to learn Google Plus best practices? The Free Beginner's Guide to Social Media from Moz has you covered. Learn best practices about Twitter, Facebook, ...

**Beginner's Guide to Google+ - KISSmetrics**  
https://blog.kissmetrics.com/beginners-guide-to-google-plus/ ▾  
Now that Google+ is available to the public, there is no excuse for anyone not to be using it! Sure you may feel that you just don't need it, but keep in mind that ...

**The Ultimate Guide To Google Plus - Jack Humphrey**  
www.jackhumphrey.com/fall-2013-ultimate-guide-google-plus/ ▾  
Updated 4/1/2015! The first thing people do when a new social network comes out is write a **guide**. The same thing happened, big time, when Google+ ...  
You've visited this page many times. Last visit: 9/16/15

(As of 1.19.2006)

**Why this works:**

- I called them out in my post.
- I had something important to say.
- I flattered them with respect.
- What I had to say related directly to them. i.e. I knew the topic would speak to them and didn't just put something up and call them out on a random post they wouldn't be interested in.

So, once you make this happen for you, with your own thought leaders who are most important in your niche, what comes next?

Well, a lot more people will become aware of you. The followers of the big dogs will see you (most of them for the first time) and begin following you. They will check out your profile and follow your links back to your site and other social profiles. They will re-share your stuff and introduce you to their own people and it just virally goes on and on in many directions.

Use this to get guest posts on their sites or as leverage to get guest posts on other big sites whose writers/editors are big fans of the leader you just attracted.

If you have targeted the right leaders, your ideal customers should be following them. Or, people with influence over your ideal customers should be following them.

This is just another way to bend the web to your will. Go out and get right on the radars of the exact right people who command the attention of your market – a really big chunk of it – and leverage their following and influence to get attention

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**Bending The Web (Reloaded)**

you could never get on your own without first *becoming* one of those guys yourself.

Don't forget that there are always **millions of angles** you can play here and with other parts of web bending. How you get attention for yourself, your sites, and whatever you sell, can be as varied as snowflakes in the sky.

The important thing is to **keep a constant eye out for opportunities**. Know the mood of your targets based on what they are sharing on social or blogging about. They will respond to the bait you set out for them to the degree that it matches their interests and the things they've been excited about most recently.

These are the basics of “social engineering” and once you get hooked on it, it becomes quite an adrenaline rush and very addictive!

**Important Note:** You can't fake relationships. The types of people who are influential and well-known have seen every kind of blind pitch and baiting trick you can think of. They can see a disingenuous attempt to get their attention coming from a mile away.

Don't waste a business-exploding opportunity by being fake with these types. You should really want to have a relationship with them regardless of whether or not they do something for you right away.

## Leveraging Your Leverage

Once you have a guest post on a fairly big site, don't stop there. If the response to your first guest post is positive you will want to offer another one in a week or two.

Once you get a guest post that performs really well on a big site (lots of comments, Tweets, Facebook "Likes," etc.) then consider writing a small, free report to expand on the topic.

Offer the report to the big site editor and say something like this in your email:

*Hi (name),*

*Wow that last post about (\_\_\_\_\_) really seemed to hit a nerve with your readers. A lot of the comments they made lead me to believe they'd like to see a longer report on the topic, written specifically for your audience, so I have worked one up.*

*It is located at [link to report] and I am releasing it on Thursday next week.*

*I was wondering if you'd like to share it with the [site name] readers as a follow-up to my guest post?*

*As always, would love to hear what you think about the report. And thanks again for everything!*

*Your name*

## Here's what's happening...

1. You are getting "in" with a big site owner.
2. You work to hit a homerun with their readers on one of your guest posts.
3. You come back with a free report designed to further blow their minds and get them singing your praises.
4. The big site owner is pleased with the attention you are generating FOR them.
5. They are happy to do their own post announcing your new report and linking directly to it.

This is a typical progression for so many people who are now big time authorities. They guest post, get in good with a few big sites, and before long it is a matter of simply keeping up the relationship and the big site will happily promote what you are doing as long as it is in line with the relationship you've now developed with their readers. This means they will even promote your product as an affiliate if you are a product owner.

(If you aren't already, you might want to begin thinking really hard about becoming a product owner, because now you have the ability to crank up your authority and profits. You have a direct link to the people who can make big traffic and sales happen for you!)

## The Snowball Effect!

Once your first guest post is accepted, it's time to "goose" some more great links out of the rest of the big boys. This is done by making pitches with name drops in them from now on.

Your pitches after you get your first good gig will, from now, on include a sentence like this:

I've been published at \_\_\_\_\_, \_\_\_\_\_,  
and \_\_\_\_\_.

### **The First One Brings The Rain. After That, It Pours!**

From here on out everything gets easier. Once you get that first big site to “endorse” you as a quality guest poster, the others start to take notice. 90% of the time, as long as their buddy or competitor published you, that's all they need to know. You're in!

If they don't contact you first and ask you to post for them (because they all read each other's blogs and would have seen your post already) then you do the same pitch as outlined earlier with that new sentence showing off that you've already been vetted by one of their peers.

(Also – ask the person you just guest posted for if they can recommend you to their peers! Don't let this contact go to waste, and get them while they're hot! That's a guaranteed guest post gig when you come recommended by a peer in the world of big dog blogs.)

### **Other wonderful, dreamy things will start to happen as well:**

1. People you couldn't get to call you back or open an email will suddenly become much more responsive. (Funny when that happens, actually.)
2. If you have an affiliate program, they start signing up, sometimes without even talking to you. And they promote your product, sending you more sales.
3. People may contact you for interviews or for new guest posts.

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**Bending The Web (Reloaded)**

4. Depending on how big of a site you appear on and in what niche, you may even be contacted by newspapers, radio, and magazines! (Happens all the time for successful “hits” on the right sites.)
5. Your product or affiliate sales go up from the new traffic.
6. Your search rankings go up from the new links.
7. Your list grows.
8. Your advertising rates and/or clicks go up as you enter a new bracket of importance and traffic in your niche.
9. All of your other networking gets easier as you move up several notches and your name becomes a brand identity among people you need to do something for you.

**Anyone who has ever spent months, even years,  
building a site’s authority from the bottom up  
knows the value of being able to do the same thing  
by getting a guest appearance on a couple of  
authority sites in their niche.**

**It's like going from linear marketing to *quantum*  
marketing!**

## Leverage Layer #2: Site Owners Are Only One Target

On big sites, there can be a good number of established guest posters and regular columnists. Many times you will find that going directly to these contributors, who are also bending the web by appearing on big sites, and pitching them directly with a story idea is a great move.

First, because they'll write the story, getting you out of having to do it yourself. Second, the link to you is just the same as if you'd gotten accepted as a guest poster yourself!

### How It Works

**Scenario #1:** A site owner you've been trying to work with just doesn't seem responsive. There is this second layer of influence you can often tap: current guest posters regular contributors to the site.

They can often be more receptive than site owners or editors because they have fewer pitches coming at them. And they have the same problem as the site owners themselves: they need great content ideas. If they are going to stay in favor with the sites they publish on, they have to keep coming up with the goods.

That's where you come in. Pitching someone who is already "in" with the site from which you want a link can lead to them doing a story around your idea and crediting you for the idea.

**Scenario #2:** You pitch them to review your product or service outright. If it is a perfect fit for their readers and it can be turned into a case study or otherwise newsworthy piece, you can end up with an entire post about your product or

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**Bending The Web (Reloaded)**

service that, again, you didn't have to write and would never be accepted as a guest post from you.

**Scenario #3:** Say you've gotten a writer's attention and helped them with a story idea. You now have someone on the inside who can help you get to the site owner/editor and put in a word for you. They would simply mention that you'd been very helpful with a story they did and that you should be considered a good candidate for guesting in the future.

Often this is all you need to get into a guesting situation that was formerly a dead end. The site owner trusts the people they've already vetted. Getting a recommendation by one of them for a new, reliable source of free content (you) isn't going to be something they will ignore.

The approach to this layer of influence is the same as with site owners/editors. And getting in good with “the help” can not only lead to a direct connection with the site owner you've targeted, but can also lead to other guesting gigs.

How? Expert guesters usually don't write for just one site. Most of them will have connections to 2-3 other key sites you should appear on as well. If you let them know you're just getting started and really would appreciate some help getting in with other sites they are connected with.

**Even more opportunity:** these contributors typically have their own blogs too. So, to get in good with them, you can also work on guesting for their sites. Make a great impression, and they'll be happy to help you go further by recommending you to the places where they guest.

You see, these contributors are working to get their sites more traffic and are proven workers. They're already guesting in the right places and you know the value they are getting from it. So even though their home sites aren't as big as the

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### **Bending The Web (Reloaded)**

sites they contribute to, there's a darned good chance they are going to be. And you know they are getting good traffic and building their search rankings.

What you should be noticing here is a *network* of leverage points around big sites that can get you where you want to go. There are many angles you can always play. This exercise is merely to show you a few different ways to think about how you can get on the sites you are targeting, and all the different levels of access you can tap to get where you want to be.

## **What Kind of Guest Post Is The Most Popular?**

### **List Posts**

The list post is probably something you are familiar with. Maybe you didn't know it was called a "list post" at the time, but you're definitely read at least one.

You can very rarely go wrong with a great list post idea. It is the undisputed King of viral content. Which means you won't have a hard time convincing an editor or owner of a large site that you should be allowed to write one for them.

One of the Queens of the list post is the subject of one of the case studies in this guide, Jade Craven. I highly recommend [this article](#) to get you up to speed on the research and work she does to put together some of the most memorable and popular list posts on the web.

Master the list post and you can, as Jade has done, build an entire career around a couple of well-placed posts.

**Example:** [40 Bloggers To Watch](#)

This is the *crème de la crème* of list post styles. She does this kind of work because the payoff in traffic, social buzz, and links is so huge from ProBlogger.

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## Bending The Web (Reloaded)

Other list posts are quite simply resources, like Top 10 posts and the like. These are easy to put together and no doubt, you've seen tons of posts with titles like:

- 14 Photoshop Tricks
- 25 Ways To Beat The Bank At Its Own Game
- 7 things you can do to improve your golf swing
- 5 investing tips from Warren Buffet

These posts vary in length and detail, but the rule is generally to be pithy and get your point across quickly. That's why people love lists. It makes them feel like they've consumed a lot more information than they really have.

Other bloggers love to link to them as well. It is no small coincidence that the list post is often described as “link bait” because of its ability to attract links from other sites.

When you solve a problem and curate something together that would be hard for a reader to find the individual pieces of around the web, you usually have a “winner.” Subsequently, when you use a list post as a guest post idea, it makes getting accepted by site editors easier because they already know the power of lists.

## So, Why Bother With Guesting?

Imagine instead of having your own “blog” that you have to feed every single day, when you never liked writing in the first place, you instead have a “money site” (your Home site) that is perfectly designed for simplicity and profit.

An alternate way to view guest posting and leveraged links is that you can create FAR less content, put it on sites that **already have the buyers** you are looking for, and get off the daily blogging treadmill altogether!

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## Bending The Web (Reloaded)

Think about it: You can either build a brand new site the traditional way by keeping most of the good content on it and filling it day after day, marketing it day after day (the traditional way)

## OR...

You can leverage all the years of hard work and dedication it took for major authority sites to get where they are today and simply get in front of your ideal target audience RIGHT NOW. (Or pretty darned soon.)

If you want to build a site powered by blog software but not be a “blogger” in the sense most people think about blogging today, just for the benefits of having a nice, easy site to run, do it! Just don’t be a “regular blogger” on your own site.

In other words, don’t set expectations of your visitors that your main hub is a place to find a daily blog post or anything like that. It is a showcase of your off-site guest posts, testimonials, and all your other authority confirming material as well as a place people can **do business with you**.

### **Now the “4 Hour Work Week” starts to seem plausible!**

Working fewer hours per week is very possible for someone who gets this down to a science by networking themselves into a leveraged position after that first “big gig.”

From there on, you write one or two great guest posts for some new sites they’ve targeted, and your home site does its work converting visitors (from your guesting and search engines) to customers, subscribers, and fans.

What if you need 10 hours per week? Or 25 hours per week? In the beginning that will certainly be the more realistic time frame. But as you go along and get more

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**Bending The Web (Reloaded)**

popular, you'll get faster and don't have to work so hard to get new gigs – you'll already have the leverage you need to “walk right onto” important sites on your reputation alone!

This is leverage compounded. Getting paid for everything you've done up to now while doing less and less work each time until you have to turn down invitations for interviews and posts!

Would it be worth it to get over any fears or walls you have put in front of yourself to enjoy a lifestyle like that? Absolutely!

## **The Benefit of the Web Bending Lifestyle For Marketers Who Actually Enjoy Blogging**

If you like writing and don't mind the work because it is paying dividends in new sales, customers, or clients, bending the web is a way to grow beyond your current level of success.

It is also a way to relieve the burden of being the sole thing standing in the way of a decline in traffic. When you stop publishing, say, for vacation or because of temporary burnout, your traffic slows.

Changing your mode and landing a new appearance on a bigger site than yours just before you go on vacation will keep that traffic and new prospects coming in even stronger than the week before. And for a long time to come.

## Frequently Asked Questions...

### **“What do I do if there aren’t any “Huffington Posts” in my niche?”**

If you are in real estate or some other niche where there aren’t many (if any) blogs, you have to know how to “relate” your topic to other audiences. This is actually very easy and totally common sense once you hear it, but “AHA” moments are usually like that.

There might not be any serious real estate “bloggers” out there. Not in the traditional sense of authoritative, “bloggy” types. But there are a gazillion powerful bloggers in the mommy blogger niche. And the personal finance or investing niches. And tons of other related niches where your expertise can come in real handy for getting guest posts.

You see, just because a big site is primarily focused on topics not DIRECTLY related to yours, it doesn’t mean a significant portion of the readers don’t own a house and wouldn’t love to have some tips for selling it or improving it, for example.

You have to broaden your filter in almost every niche so that you can begin showing up on sites that have the power to send you tons of targeted traffic and links.

Take me for example. I talk about getting traffic, blogging, blog marketing, SEO, and other related topics. If I were of the mind that my only options for guest posts

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### **Bending The Web (Reloaded)**

were Copyblogger.com and Prologger.net, my guest posting campaign would be pretty limited.

But I can talk about internet marketing topics to a very wide range of audiences, tying what I know into what they are most interested in, and walk away with guest posts on sites that still have traffic targeted to my offers and products.

Find the intersection of your topics and a big site's topics: everyone either owns a house or rents, everyone uses social media, everyone watches videos online. Find those touch points and pitch posts that will speak to readers in related niches.

There's no need to fret about your particular niche not having enough authority blogs from this point on!

### **“What if I can't write?”**

First off, you *can* write for the web! If you can talk to people in person, you can write. Whether you are the best writer in the world or just average is ***irrelevant***. You can put thoughts down on paper and organize them until they make sense before actually submitting a post or comment.

For guest posts, if you find that you are one of the majority of people who are “just average” you simply need to find someone in your friends and family network to help you out with **editing**.

I've never talked to anyone on this topic that didn't know someone they thought was a really good writer. (And someone who would be happy to edit for you for cheap or for free just to help you out.) Editing is not hard for good writers/editors, and we're not talking about book-length material here. Heck you don't even have to be a writer to edit well. You just have to be a good reader!

Most friends, associates, or family members (after you've sent them a 500 word document to proof and edit) would ask you "Is that it?"

**"I didn't get into this to be a writer. Not only do I suck, but I hate writing!"**

I don't know how to break this to you, but if you want to make money on the internet, you have to get comfortable with the main form of communication used on the web: written text. Writing for the web is not technical and not judged like your high school English teacher would grade you.

Google needs WORDS, more than anything else it uses, to judge the worth of content. They are called keywords. Not key videos. Not key pictures. Not key audios.

Most "experts" would jump right to the idea of you outsourcing your guest post writing and not tell you that you need to do more than that.

***You cannot phone this in!*** Writing and knowing a good editor is a basic requirement for making money online no matter what business you're in.

Sure you can hand an idea for a topic and some keywords to an outsourcer and get back an article you might feel is good enough for an article directory. But it will never, EVER be good enough to go on a prominent site with strong editorial guidelines.

You have to get involved at least when you get the piece back from your writer to make it match the editorial style of the site you are preparing it for, and your own voice, or it WILL get rejected.

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**Bending The Web (Reloaded)**

As I mentioned earlier, most blogs want guest posts to somewhat match their own style and, furthermore, be interesting to read.

Outsourcers, for the most part, don't write interesting stuff. They stick to the facts of what you gave them to do and return a "clinical" treatment on the topic. Your job will then be to make it fit the blog it is intended for and make it as interesting as possible.

For instance, a hired gun isn't going to know the topic well enough to have a handy metaphor ready to pop into the piece. That will be your job – taking it from a sterile, facts-only post to something with a little heart... even entertaining or humorous.

The best scenario is you working up something and giving it to an editor to check grammar and style. It will save you a bunch of money and time doing it this way and you will need this skill for a lot of other things as well.

**“I'm not in this to be a rock star. I just want to make money by generating a ton of traffic!”**

While it may seem like I am asking you to step up and become the kind of person who has their picture plastered all over the web, a thought leader, or someone who will be asked to do things they don't like doing in public, it's not really about that.

You can be well-known and still have a low maintenance presence on the web. High traffic, popular, but not someone who is expected to do anything you don't want to do.

You call the shots and play this popularity thing the way you want. That's the beauty of it. You won't have to become a speaker and go to conferences if you don't want

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**Bending The Web (Reloaded)**

to. You won't have to write a book or get interviewed on radio and TV if that's not your thing.

You can still be respected and top-of-mind in your market without doing many of the things people get so scared about. You set the agenda and create the situation that makes the most sense to you.

The thing that makes most people shy away from doing this is they think they'll be "forced" to be like Gary Vaynerchuk who loves doing TV, radio, and podcast interviews. But, there are many examples of people who are considered authorities who can move tons of traffic through their sites just by being known and trusted, and without being a rock star on a stage.

## More Web-Bending Tactics

### Guest Interviews

Can you talk about your market news, product, or service?

### **Podcasters are as desperate for great people to interview as bloggers are for written content!**

Another web-bending tactic is to get your name out there as someone who is available for interviews on your topic range. The direct approach is the most recommended way to go, so do the same type of campaign to get in front of influential podcasters and online radio hosts as you do for guest post pitches.

**Start searching here:** [BlogTalkRadio](#)

There are tons of shows on every conceivable topic that attract your target market. Contact the host of such a show, tell them your experience and how you can be a great interview for them on a current trend or something they've been talking about on previous shows, and you're in.

Put these podcasts, once they are available, on your portfolio page! I promote all the shows I've been on [here](#), just for this purpose.

### **Results of this web-bending method:**

1. You get a link from Blog Talk Radio on the host's page (make sure to remind the host you'd like a live link in the show description.)
2. You make a connection with a host who probably has their own blog and their own connections you can use for links and networking.
3. Referrals from host to other podcasters and bloggers.

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## Bending The Web (Reloaded)

4. You build your rep and portfolio, helping you get more guest expert or guest blogging gigs.
5. You can land joint ventures and longer-term exposure to host's followers.

## BE the Host

Interviewing experts is easy, fun, and a great way to get out of being the expert yourself. Interviewing thought leaders and industry celebrities did wonders for my online reputation and business and it wasn't hard to get them to agree to interviews.

**Step 1:** Join BlogTalkRadio.com and set up a 30 minute show about something trendy and evergreen in your niche.

**Step 2:** Work with people closest to you who will be easy to invite as guests. (These may be peers you've met on Facebook or Google+ who are in the same boat as you are.) Record a few interviews and get comfortable doing them.

**Step 3:** Do the same kind of networking you'd do to get a guest post, only ask for an interview of a higher up expert with a high traffic site once you're comfortable.

Interviewing experts with high traffic sites is actually one of the most overlooked tactics ever. People think they could never get a busy expert to be on their lowly show (as if all the experts in every niche are only dealing with Oprah or Wolf Blitzer!).

In fact, the "Ego Link" is quite easy to get. Once you get an interview in the can, the first thing they are going to want to do is show off that they were interviewed.

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**Bending The Web (Reloaded)**

Instead, have them link to the podcast itself on Blog Talk Radio. Have them link to it on your site where you do a whole post about it with some highlights from the interview. Send them THAT link and you've got yourself a great link from a higher traffic site without having to write a guest post.

From here on out, as you get better with your writing, you will normally have all but an open invitation with experts you've interviewed to guest post. They know you. You've broken the ice with them big time. You're in the door forever if they liked the interview and your promotion of it.

## Feeding The Beast

The big sites eat through a lot of content every day. They are hungry beasts that need to be fed.

The easiest way to show up on big sites is quite often simply feeding them tips. When we launched our new software, CurationSoft, we put together some “beast food” in the form of a press release and proper targeting.

One such beast, [The Next Web](#), recommended that we use a particular press release service that they like to use to pick up news stories. So we did what they recommended, along with submitting a review copy of the software through their tips email on their contact page.

## Contact

### Story ideas, Tips, Feedback and Product

**itches:** [tips@thenextweb.com](mailto:tips@thenextweb.com). This address reaches the Editor in Chief and Editors of TheNextWeb.

**To Sponsor or Advertise on The Next Web:** Email

Sending us a press release?



We prefer **PressDoc** >

The submission to PressDoc happened on a Friday. They [published a story on us](#) the following **Monday** in The Next Web – a giant plus for our launch. They call this a “PR score” in the business.

I didn't even have a chance to go back to the contact page above and submit the thing. I was going to do that on Monday, but they had already published a story around the press release by that time! (They didn't just re-post the release on their site. They built a story around it.)

**This is web-bending at its finest.**

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**Bending The Web (Reloaded)**

What happened next was that some other players in the tech space saw the article and started contacting us for briefings on our software and information they could use for their own posts about it.

In fact, the very first contact we got from this was from a guy who writes for a truly massive tech site . A site we would probably never have thought to include in our targeting, which commanded the attention of a market we hadn't yet considered for our product.

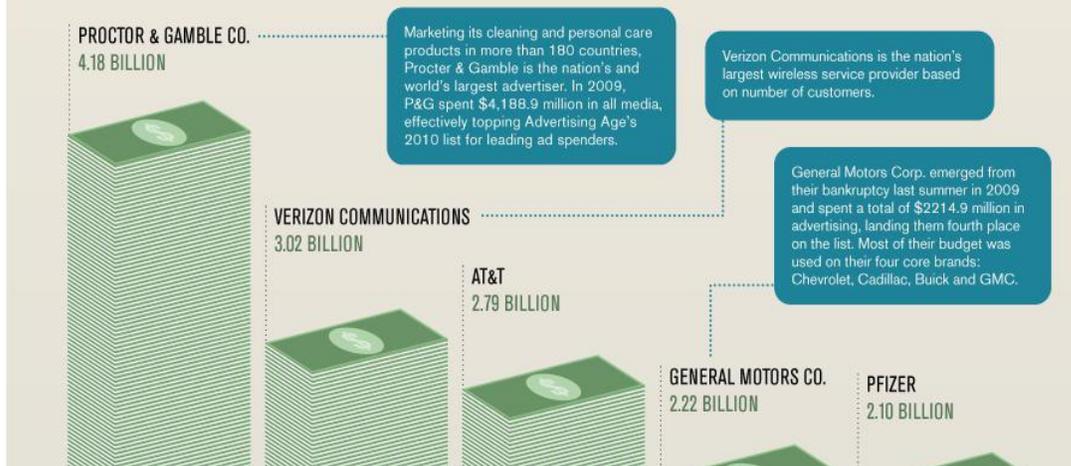
Turns out, this whole thing helped us not only with the exposure we were after, but also to open us up to a whole new market for our product we hadn't thought about!

# WHICH U.S. BRANDS ARE SPENDING THE MOST ON ADVERTISING?

## TOP U.S. AD SPENDERS



How much are U.S. companies spending to boost their brand?  
Below are the top ten U.S. advertising spenders, based on their advertising expenditure in all media - from television to the Internet.



One of the biggest forms of linkbait aside from great list posts is the infographic.

Putting a complicated bunch of information in an easy to read and consume format is never going to get old and is always appreciated and consumed MORE than other formats.

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## Bending The Web (Reloaded)

If you grab some data around a topic relevant to your market, put it into infographic format and send it out to your network. Put it up on your site first, or use it as a guest contribution to the top site in your niche. People pass around links to infographics like They are pretty, easy to understand, and quick to consume.

Any time you can take a complicated set of data that would normally take an entire post to explain, drill it down to some nice charts and graphics, and make it aesthetically pleasing, you can really generate some great linkage and buzz.

### Resources:

- [10 tools for creating infographics](#)
- [Really great examples of infographics](#) which pretty much made Dan Zarrella who he is today (because *everyone* links to his infographics!)
- [Great infographic case study](#) by Wordstream

## Bonus Chapter: Social Media Bending

### Benefits

- The more links, likes, Tweets, and +1's you get, the more popular you are on social media.
- You get more good SEO the more active and popular you are on social media.
- You get more direct traffic with proper social media bending.
- The more popular you are, the more people you can move around the web to any site you wish!

### The Scoble Effect

[Robert Scoble](#) is the poster child of social media thought leaders. He is a household name in social media and a prolific sharer. He has a massive following on all the major social sites and people follow him for the things he shares.

[Guy Kawasaki](#) is another example. As is [Mari Smith](#).

Why do these people seem to get more out of social media than most everyone else? They share very cool stuff, very frequently with their followers and they know what their followers want.

If you want to bend the web in social media, the only way to go is to pick a place and start really sharing great tips, news, links, and other resources like mad. Network with already big players in social media in your niche who, again, already have the followers that you want. Get them to recommend you to their followers.

This is the only way to do social media for most people. Everyone who complains about social media “not working” for them (and I mean everyone!) just doesn't commit to what it takes to become a web bender in that medium.

**Motivation:** [“Why SEO and Social Work Well Together”](#) video interview with Brian Clark

**The reason some people really go big in social media and get huge followings boils down to one thing: they *originate* discussions much more often than everyone else.**

What this means is, people like [Robert Scoble](#) and [Guy Kawasaki](#) curate some pretty serious content through social media. Casual observers may just think they're “noisy.” But more often than not, they are originating discussions with curated content that few, if any, are already talking about on social media.

They originate discussion by sharing content they find through a very efficient discovery system of RSS feeds (Google Reader) and other sources they monitor for news. And, in Scoble's case, he also creates content through interviews with startups and industry leaders.

Originating discussions means you have to come up with a new topic or angle on something that's already “out there” on the web but not being discussed or shared in your circles yet.

Every time I search for videos or blog posts on a topic, I pick up something others haven't shared yet. And that leads to people, in turn, sharing what I share. Which leads to more followers because all those shares and discussions put me in front of a lot more people.

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## **Bending The Web (Reloaded)**

What the average social media marketer does is “like” and share what others have already shared. This is when most people start to think social media isn’t all it’s cracked up to be, because they don’t get the results that others brag about. Just being a “me-too” curator is the reason 99% of the time.

A good mix of “original curation” and simply sharing what others are curating is the best way to get the most out of social media. Using tools to reach deep into places like YouTube to pull out a video from the 80’s means you aren’t likely to be posting something anyone else has posted that day, week, or month. And the people who loved that thing from the 80’s get nostalgic and appreciate the “blast from the past.”

You cannot just react to trending topics unless you are the original sharer of a trendy bit of news or very close to the first. The game is to get people to credit you with breaking news, or bringing something to the forefront that was “sleeping” in the archives somewhere, that gets people talking, hitting the +1 button, the Like button, and retweeting.

### **Everyone shares stuff. Curators *Originate Discussions*.**

The ones who have the biggest piece of the attention pie are the ones who curate content that gets people talking and passing it around.

### **Buy an ad right on their site with media buys**

Want to get someone's attention really bad? Any site running Google AdSense can be bought directly through Adwords in their placement program. And you'd better believe the site owner notices each and every time that happens!

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## **Bending The Web (Reloaded)**

Once you place your ad, you go to them and say something like

*“Hey,*

*I'm [name] and I have an ad running on your site right now. [name the ad or product] I also write really good stuff in the [niche/topic] and would love to help you out with a high-quality guest post or expert interview....”*

## **Going to a conference?**

Most big sites send people to conferences for networking or to speak. The best way to cut through the noise in someone's email is to bypass it entirely and meetup with them in person.

## **Do Lunch!**

Does a high-profile site owner live in your area? Take them out to lunch!

## **Happy Birthday!**

Everyone uses social media. One thing social sites like Facebook or programs like Skype are excellent at tracking is birthdays. Send someone a gift in the mail to get on their radar for good. This works well with any big event for the person you're trying to woo. The anniversary of their site or birth of a child are great excuses to be a good friend.

## Web-Bending Execution Highlights

**Research:** Search and list all the places in and related to your market that have high traffic, high engagement (lots of comments on the posts / lots of tweets and Facebook likes). Do this regardless of whether or not they appear to accept guest posts.

[Alltop.com](http://Alltop.com) for the best biggest blogs in your niche

Find every blog on the web that matters at Alltop. Drill down to micro-niche markets or find the biggest, highest-traffic sites on the web. It's a brilliant tool to find guest posting opportunities.

**Drop the following into a spreadsheet:**

- Main url of the site
- Contact info of site owner (link to contact form or direct email, whatever you find)
- Traffic data you find about the site through Compete.com and Quantcast.com
- Notes about things you find on the site, like commentators who might be worth checking out, who have their own blogs, and might be good guest posting resources as well.

**Begin networking phase 1:** Start making high-quality comments on the sites you have on your list. Make them regular stops. Subscribe to them in Google Reader and check it every morning to see what's new on each site. Become a regular

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commentator and take time on each to give helpful, interesting, or insightful feedback or further advice. I've read countless stories about people who've gotten their first big guest post by simply getting noticed by site owners for the great comments they've made.

**Connector Identification:** There are people in every market who are “connectors.” Many times they are the people for whom you also want to guest post. They are people who can help you with introductions to higher-ups who won't be as likely to respond to you as they will a friend of theirs you've already made a good connection with. When the time is right, you can go to these people and ask for a recommendation.

Keep connectors in a separate tab on your spreadsheet and keep adding people as you find them.

**"So much business is done under the table nowadays, it makes you wonder what the top of the table is for." - T. Turcot**



## What's Your Motivation?

Now you know that networking and leverage is the only way to go when developing a high-traffic, high-ranking presence online. But knowing and taking action are two different things.

Remember when you first heard about people making money online? And how you'd dream about what it would be like, how your life would change, and the things you'd be able to do in life if you were financially independent?

You need to conjure up those first feelings again and relate those feelings to this plan.

This is your plan for making those dreams a reality.

Though I don't tell you *what* to sell in this guide (that's a whole different guide in itself) you should know that it matters less what you choose to sell to your buyer traffic than knowing how to get the traffic in the first place.

You can flop at selling a certain product or service and simply swap those out for new ones until you have a winner. What you *can't* do is fail to get quality traffic, which you simply must have, both to test offers and to profit from when you have a winning offer.

Your time is now. The only barrier you have before you is the "doing" part.

There should be no question in your mind about the effectiveness of using these web bending tactics. They speak to things we learned well before the internet even

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took off because they are derived from the same successful business practices used offline for ages.

You can dedicate yourself 100% to web bending because it is not a fad. It is as evergreen as anything possibly could be. And it “floats” over the constant change and evolution of the web so that, no matter what changes take place in technology and the flavor-of-the-day trends that come and go, it will always work.

**Web Bending is “Forward Compatible!”**

This is why people who have used networking, leverage, and guesting have been successful throughout the many stages of evolution and change over the past 10 years.

It worked before there were social sites like Facebook and Twitter. It worked straight through every adjustment Google made to their algorithm which affected other people very negatively. Since leverage is more about human nature than algorithms and robots, it doesn't matter what the web does in the future. You'll *always* win with leverage.

**The alternatives should be strong motivation as well.**

Rather than run the treadmill of keeping up with constant changes in search engine marketing, you are putting that in the hands of larger, more experienced sites with budgets and personnel to deal with that stuff. It takes a HUGE amount of work and learning off your plate. Not to mention the cost of keeping up on the minutia of traditional “traffic driving” methods, the software, the services. You will need absolutely none of it.

The work traditionally expected by every online marketer – gone. The cost associated with the training and products and services that come with the old ways – gone.

## **Buyer Traffic vs. General Visitors**

Depending on what it is you sell, you might only need to bring 500 “buyers” per month to get the same effect as 500,000 less targeted, less qualified visitors.

Some people would only need 200 buyers coming to their site a month to do very well. Others might need several thousand if they are selling low-ticket items. That’s a hell of a different thing to think about as opposed to thinking you have to get unrealistic numbers of generic visitors to your site each month to cover your income goals!

In any case, drilling down to just the buyer traffic you want and getting it from other sites is a much more realistic and pleasurable way to look at your online business. You should never feel like you have to get hundreds of thousands of visitors when what you really need is a much lower number of visitors who are *buyers* per month.

I’m talking about people who fit your demographic target by default, and who are *also* more keen to look seriously at your products, services, or recommendations based on the blessing of someone they really trust and follow closely on another site. This is hyper-targeting your traffic to include high-potential buyers in the market and exclude all the other noise in the market from surfers who just consume free stuff and never buy anything.

In most cases, using leverage, you’ will wind up having a high traffic site too. The mindset is different and high traffic is a direct result of reaching deep into your market and pulling buyers to your site from the start.

## Going For It

This guide has been written for people who are go-getters. Its sole purpose is to save you from getting caught up in the noise about going big on the web with outdated, useless methods which run rampant on the web disguised as common knowledge.

Now you know what to ignore, which is most everything people are touting that smacks of a gimmick or a fly-by-night traffic trick. The types of people I've covered in this guide and learned from over the years, who have turned themselves and their companies into major players, are all normal people. They just tend to be very focused and understand that leverage is the only way to go big on the web.

Everything else is just a distraction. A time drain. If what you are doing to get attention on the web doesn't have the potential to fold over on itself, to double, triple, or quadruple your efforts, you are not bending the web. You aren't focused on leverage points that can get you far more in return for your efforts.

If all you do to market yourself or your company consists of 1:1 ratios, you will be working to promote yourself constantly. Because once you stop, the traffic stops. And that is where most marketers are today. It isn't a good thing for business or personal health.

The information in this guide can only save you from failing to make your online dreams come true if you change your focus from generating raw traffic to generating a bigger and bigger brand. It can be a personal or business brand. In either case there has to be some "there" there.

The web today is about people. First and foremost. People who make things and do things and sell things. But the things are secondary to the people in front of

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them. Successful companies and sites can no longer hide behind products, slick ads, or generic copy. Everyone wants to know about the people involved in the web nowadays. The rise and continued evolution of social media can make this point no more clear than it already is.

The only truly unique thing you have going for you is you. For a minute you might have the pleasure of being the only provider of a product or service. If you are successful, you will breed competitors. Then your product or service is challenged for uniqueness.

The only thing people cannot copy is other people. I cannot compete with you on character or personality traits. They are yours and yours alone. This is why personal branding is so vitally important today and why this guide focuses so heavily on the methods that leverage your personal brand.

Bending the Web means going for it. Going for everything that is possible for your online business. Not just being a decent competitor or laboriously carving out a niche for yourself.

If you get this, act on it by using the training in this guide every day. Doing so will save you a lot of time, money, and even health problems associated with the bottom-up approach to web marketing most people are taking.

Bending the Web is the very definition of working smarter, not harder. This is why the subtitle of this book is “The Last Word on Traffic.” Certain tactics will change over time. They will have to be adjusted to work for you in your market and with your personality. But the principles behind leverage never change. Therefore, changing to a leverage mindset and taking actions that multiply themselves many times over will always serve you well on your way to success.

Thanks so much for the opportunity to help you bend the web!

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## Resources

Keep up on my latest web-bending tips here: [Web Bending Tips and News](#).

## Bend The Web With Me

I am available for personal one-on-one web bending consultation, time permitting. If you want to launch your BTW campaign with a bang, [contact me](#) for a strategy session.

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Thanks for bending the web with me!

-Jack Humphrey