Grand Unified Theory of the Internet for Consultants

Steve Leibson

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My background
Design Engineer & Manager

98224A Systems Programming ROM for the HP 9825A.

Cadnetix PCB Workstation

HP 9878 I/O Expander

Desktop Computer

HP 9845
Trade Magazine Editor-in-Chief
Technical Book Author
Marketeer

Nimoy Infomercial

Star Trek @ ESC

Fighting Robots @ ESC

Tardis @ DAC
Hello Planet

Hi, I'm new to All Programmable Planet, but chances are that you've seen some of my writings before.

I've been the editor-in-chief of EDN Magazine and the Microprocessor Report. I wrote my very first blog for the EDN Website. It was called "Leibson's Law." For the last two and a half years I wrote the EDAP Insider and Denali Memory Report blogs for Cadence, which—as you are doubtless aware—is one of the big three EDA vendors.

Now I'm about to start writing for All Programmable Planet, and this is my first post.

Boeing isn't the only one with Li-Ion battery problems. Me too, with my Panasonic shaver!

As I write this, the entire worldwide fleet of fifty Boeing 787 Dreamliner aircraft is grounded thanks to a problem with lithium-ion battery packs in the planes. The planes are grounded because of two incidents where smoke and fire were associated with the batteries. If there are two words you do not want associated with a plane that's built largely of carbon fiber, those would be "smoke" and "fire." Here's an NTSB photo of one of the failed batteries:
Consultant
Tonight’s Objective: To help you maximize your Internet marketing
In the beginning, the Internet was void and without form
Then came Al Gore, who invented the Internet
Then Tim Berners-Lee invented the World Wide Web
The Web became a cloud
The cloud connects you to everyone you care about professionally.
They all have and read email
They all have Web browsers
They all use Google search
Some use Social Media
Your marketing efforts should reflect your reality
Your Web Assets Form a Marketing Pyramid
Web Site: Base of Your Pyramid

IEEE-CNSV
Consultants’ Network of Silicon Valley
CaliforniaConsultants.org

Bringing together consultants, clients and interested parties to exchange ideas about electrical, electronic and software engineering. IEEE-CNSV Consultants’ Network of Silicon Valley CaliforniaConsultants.org

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Bringing Together Consultants and Clients
IEEE-CNSV, the Silicon Valley chapter of the IEEE Consultants’ Network, brings together consultants, clients and interested parties to exchange ideas about electrical, electronic and software engineering. IEEE membership is not a requirement for CNSV membership. However, only CNSV members who are also IEEE members may participate in annual elections.

How are IEEE and CNSV connected?
IEEE-CNSV is organized under the auspices of the Institute of Electrical and Electronics Engineers or IEEE, the world’s largest technical professional society. The Institute’s US Activities Board, whose focus lies with issues surrounding the career engineer, began the groundwork for the Network in 1991. Since then, it has grown into a nationwide representation named the Alliance of IEEE Consultants’ Networks (AICN), of which our Consultants’ Network of Silicon Valley is an affiliate.

IEEE-CNSV GOALS

Vision
With a membership of nearly 200 consulting engineers, IEEE-CNSV is a

The History of CNSV
Art Rahman established the Consultants’ Network of Silicon Valley (CNSV). The first organizational meeting was held in September, 1993, in a large room at the University of Santa Clara. Assisting Art were Dale Lazarnic and Bill Roussel.

Bobbe Cronquist attended a Consultants’ Business Seminar in Anaheim, CA, in 1994. The Southern California IEEE sections that participated in that event were helpful in getting our chapter established. Art Rahman ran CNSV until 1995, at which time the Bylaws were established, dues were set and an officers’ election was held.

The CNSV meeting venue has changed over the years from the University of Santa Clara to its present location at the Santa Clara office of KeyPoint Credit Union.

CNSV Chairs
- Kendall Waters 2012, 2013
- Laurence W. Nagel 2010, 2011
- Y. Kim Rannell 2008, 2009
- Brian A. Berg 2006, 2007
- Dick Ahrons 2005
- Art Rahman 2004

Web Site
For Marketing Purposes, You Want Google Juice for Everything You Do
WDGW?
(What Does Google Want?)

Google wants quality content.
Make it fresh.

CONTENT IS KING
You Want to Invite Google to Spider Your Site for SEO
Problem: Web Sites are Brochureware

- Web sites are like brochures
- They don’t change often
- Google quickly loses interest
Blogs: Your Up-to-Date Journal.
Use Blogs to Drive Traffic to Your Site
Invite Google to Spider Each Blog
Google’s Spider will Follow Your Blog Posts to Your Web site
Consider Combining a Blog and a Web Site Using Wordpress

- Google’s spiders love fresh meat!
- Frequently updated blogs have fresh meat.
- Google loves Wordpress blogs.
- Tip: Wordpress hosts for free!
We Interrupt this Presentation for an Important Message

• Blogs can’t be all or even mostly about selling your services
• Sell 20% of the time, or less
• Be interesting and helpful 100% of the time
Customer Loyalty: What Are You Doing?
February 6, 2013

All too often we focus so much on getting new customers that we forget about who's supporting us now! I believe the rule of thumb is it takes 5 times as much effort to get a new customer than it does to keep an existing one.

There are several things you can do. A loyalty program, special incentives on certain products and giving them the first chance on buying a new product line before it hits the street are just a few examples. How about a simple thanks via an email or postcard. When was the last time one of your vendors thanked you for your business? Probably not many, and if they did, you're sure to remember them.

Have you ever calculated what a customer's worth is over time? Say you have a 30-year old contractor that usually buys $5,000 worth of your stuff a year. Doesn't sound like much, but if you keep him happy, you probably will have him for 30 years before he retires. So assuming he doesn't grow his business or you don't come out with anything new for him to buy over the next 30 years, he would have spent $150,000 with you. Is he worth keeping? I'd say so. So what are you doing to keep him happy? Unless you're selling a proprietary product, your competition is knocking on his door every chance they get. Give your customer a reason to stay.
Consider Adding Video Using YouTube

- Video is easy. Nearly any camera can shoot it.
- YouTube has spent $$$ millions getting video to work with all browsers
- YouTube is the world’s #2 search engine, after Google
- It is easy to embed YouTube video in Wordpress blogs
An unmarketed blog is like the sound of one hand clapping.
Use Social Media to Market Your Blog
Google’s Spiders Will Naturally Follow Web Site Blogs
People Will Follow Too
(Getting beyond Search)
How do you Pick Social Media
Where are your Prospects and Clients?
You cannot keep conversations going on all of these social media sites.
I cannot tell you what to do
I can only tell you what I do
First, I do not rely on Twitter, Facebook, Pinterest, etc.
How Twitter fell from my grace

- Until Jan 1, 2012—Twitter was the right way to invite Google to your blog
- After that, it was Google+
- Strictly a matter of Google’s business plan
My Go-To Social Media for Professional Audiences

- LinkedIn is my primary Social Media site
- My LinkedIn updates reach more than 1500 people directly
  - Twitter is a freebie for LinkedIn updates, so why not?
- My posts to very targeted LinkedIn groups reach tens of thousands more
Windmill Networking for LinkedIn

http://windmillnetworking.com/
Google+

• As far as I can tell, no one knows what it is
• Some have figured ways to use it
• I currently use it strictly for Google spider bait
• Once up and running, Google will spider a blog post in minutes after posting to Google+
Guy Kawasaki’s What the Plus?
Advanced Goal: Build a herd
To Work for Social Media, Blog Headlines Must be EFFECTIVE
A Quick Course in Blog Headlines
Get on these Email Lists and Learn to Write Headlines

• Dan Kennedy GKIC (www.dankennedy.com)
• Perry Marshall (www.perrymarshall.com)
• Bob Bly (www.bly.com)
• Frank Kern (www.frankkern.com)
What Do You Have to Sell and How Will You Sell it?

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