

What Justin Bieber Knows About Growing a Business (REVEALED)

With 22 million Twitter followers, 43,705,581 “Likes” on Facebook, and 418,356,123 YouTube video views, Justin Bieber clearly is doing something right, particularly when you compare Justin’s numbers to the music industry and world icon, Madonna. Madonna has 206,983,246 YouTube video views, 9,245,527 Facebook likes and she doesn’t have a Twitter account.

How is it that Justin is beating the best selling female artist of all time? I’ll tell you exactly how he’s doing it...in just a minute.

I know, I know, it’s not really a fair comparison...or is it? Both are still active in the music industry. Madonna released her first album in 1982. Justin released his first album in 2010. If you look at the number of awards won, or the number of albums sold, Madonna is the clear winner - at least for now. However, if you look at influence and the amount of money made over the past two years, Justin wins hands down.

Justin was just featured on the June 4th cover of Forbes Magazine. He was listed as the third most powerful celebrity in the world. Over the past two years, it is estimated that Justin **personally made just over \$108 million**. Wouldn’t you agree that he, along with his management team, must be doing something right?

I’ve always been a believer in studying what the most successful people are doing and then trying my best to replicate their actions. Here are five lessons that I’ve learned from Justin Bieber. I believe if you apply them, they will benefit you as well.

Lesson 1 - Understand Your Market

Make no doubt about it, Justin understands his market. Justin's market is the same one that the Beatles, Donny Osmond, and David Cassidy targeted - the female teenage market.

Who makes up your market? What are their interests? Where do they congregate? What do they want?

Lesson 2 - Deliver What They Want

It's impossible to deliver what your market wants if you don't know and understand your market. Once you know your market, it's easy to discover what they want and craft your product or services to match their wants.

How closely do your products and services match your market's desires? What can you do to bring their desires and your products in line with each other?

Lesson 3 - Ignore the Critics

If you're going to succeed, you've gotta have thin skin. Once you begin marketing yourself to the world, you can rest assured the critics will find you. Justin Bieber has his fair share. But doing what any successful person should do, he ignores his critics and focuses on providing what his market wants.

Do you have critics? If not, chances are you don't have a solid position in your market. On what principles does your organization stand? Does your target market know you stand for them?

Lesson 4 - Stay Interesting

When Justin cut his hair, girls cried. He even auctioned off his golden locks for over \$40,000 - interesting. Justin's team often goes around the towns they are in handing out tickets to his concert - interesting. Justin regularly retweets messages from his followers - interesting. Justin releases behind the scenes videos - interesting.

Chances are none of these things are interesting to you, and Justin is completely okay with that because you are not his target market. But what about you? What are you doing to stay interesting to your market? Maybe you could send them a life-size cutout of Justin Bieber...oh, never mind, some Ugly Mug already did that.

Lesson 5 - Make Yourself Easy to Find

This one is extremely important because this is exactly how Justin is able to beat Madonna. If you were a young teenage girl, rest assured that Justin Bieber would be in front of you constantly. How? Because Justin's market demographic spends a lot of time online - watching videos, playing on Facebook, and tweeting. His songs are on their favorite radio stations. He is in their town putting on a concert. He is everywhere they are.

On the other hand, Madonna's market tends to be slightly older (No, if you like Madonna I'm not implying that you're old). They are less likely to spend much time on Facebook, YouTube, and Twitter.

Enough About Justin Bieber and Madonna...

Let's talk about someone infinitely more important - YOU! Is your organization connecting with prospects and customers in a meaningful way? Is your audience able to find you when they need you?

If you were to sit down at their computer and search for (*CLIENT KEYWORD HERE*) do you show up? Or, is one of your competitor's websites showing up? What would it be worth to your organization if every time someone searched online for (*CLIENT KEYWORD HERE*), your organization was at the top of the list? That would be extremely valuable because it now gives your organization a chance to compete for business that it wouldn't have competed for otherwise.

We Want to Give You a Fair Chance

Justin Bieber wouldn't be the Justin Bieber he is today if he didn't show up when the young teenage girls searched for his name online. He was fortunate because people were directly searching for him. Most of the time you, or I, aren't so fortunate. For us, many of our prospects are searching for keywords like: website design, website development, and search engine optimization. And yours are searching for: (*CLIENT KEYWORDS HERE*).

That leaves you and me with only three options:

1. **Let our competitors dominate those keywords** - and take all the potential business.

2. **Half-heartedly work on search engine optimization** - and spend the next 2 years thinking about it.
3. **Get serious about ranking our core keywords** - and begin a dedicated search engine optimization plan.

Sure, the first two options are the easiest. They reside in our comfort zone. We can just keep doing what we've been doing, but you know exactly what's going to happen with that approach. So that only leaves us with one option - we have to get serious about search engine optimization.

You Have Better Things to Do!

Sure, I could teach you how to do your own search engine optimization, but I'm sure you'd agree your time is worth slightly more than \$12.00 per hour. That is about what it would cost you to have us professionally manage your search engine optimization for you. Not only do we manage it for you, but I guarantee that we can get your website listed on the first page of Google.

No it isn't magic, and it isn't some black-hat technique (a technique used to trick search engines). And no, I'm not talking about getting you on the first page of Google when people search for (CLIENT'S name) name. I'm talking about getting you on the first page for some of the most competitive keywords in your market.

How Can I Make Such a Bold Guarantee?

I'm able to make such a bold guarantee because this is exactly what we've been doing for some of our clients for the past three years. We've managed to get our clients' websites on the first page of Google; even for some of the most competitive keywords on the internet. These keywords include *weight loss vitamins, search engine optimization course, safe weight loss, small business marketing coach*, and many more.

Our search engine optimization methods have been put to the test during the last two major Google algorithm changes (Panda and Penguin, Etc. Etc.) and all of our clients' sites maintained their position in Google search results.

The Chance of a Lifetime - I'm NOT Kidding

We haven't ever, *as in never*, promoted our Search Engine Optimization services. The reason is simple; we don't enjoy doing search engine optimization. I'm being completely honest with you; **Search Engine Optimization is extremely boring**. The team at Ugly Mug tends to be the creative sort, not the boring work types. That has been true up until about two months ago.

A few months ago I stumbled across an unusual specimen, James, who approached me about helping Ugly Mug Marketing expand our SEO services. Frankly I'm still puzzled, but this guy actually loves doing boring stuff. He's the type who proofs copies off the copy machine just for fun. Strange right?!?

Well his strangeness is now your opportunity. See, James has been doing SEO work for the past six years, and rumor has it that he would rather do SEO work than take a long vacation. Anyway, he's now a part of the Ugly Mug Crew, although we do keep him locked in a small room to prevent his boringness from rubbing off on us. He's raring to help you land **(CLIENT'S NAME) on the first page of Google. And we'll guarantee results.**

But you are right. There is a catch to this amazing opportunity. (*For the serious marketing student, please observe how I attempt to create a bit of scarcity*). Even though we have an amazing track record for driving traffic to clients' websites and getting them on the first page of Google, there's no way I will let Ugly Mug Marketing become known for doing boring work; aka - Search Engine Optimization. So, I'm making the decision to only accept three new SEO clients.

You Get The Choice

As one of our favorite clients, (I'm serious) you and a handful of our other favorite clients are getting first choice of one of these three open slots. On {DATE} we'll be opening any remaining slots to our 4,000+ monthly blog readers; so the choice is yours. You can keep allowing your competitors to steal your prospects, or you can hire us to put your website at the top of internet search results.

If your gut is telling you this offer is right for you, then you need to take immediate action and either **call us at 800-920-0843** and leave a message, or shoot an email to me at **name [at] ugly mug marketing [dot] com**. We'll schedule a time to have a brief chat. During this chat, we'll talk about what your investment would be, and provide you with a complimentary SEO analysis of your website.

Normally, we don't give away our SEO analysis because they are very time-intensive to complete, but James loves doing these. He loves them so much he opted to skip going on vacation just to stay and thoroughly analyze your website. Okay not really, but it wouldn't surprise me if he did such a crazy thing.

I look forward to chatting with you about getting your website to the top of the search results. But if you don't act fast, we may never have this nice little chat.

To Your Online Success,

Wayne Mullins
UglyMugMarketing.com

P.S. - We are only accepting three new SEO clients. **We will guarantee to get your website placed on the top of Google** in front of all your competitors. Think of how valuable this would be to *(Client Name)*.

Learn more by calling us at 800-920-0843, or sending me an email to wayne [at] ugly mug marketing [dot] com. If you're even remotely interested, you should connect with us right now before the three spots are filled. On XX date we will promote this offer to our 4,000+ blog readers, and your chance for guaranteed placement on the top Google will be gone. At least until I find another boring person like James. Just saying.

P.P.S. - Snap a photo of yourself with your new best friend Justin Bieber, email it over to me at wayne [at] UglyMugMarketing [dot] com and **we'll give you a \$100.00 credit** towards whichever SEO package you choose.