9 Laws of Social Profit Machine Success

By: Jay Boyer and John S. Rhodes

Contents

Introduction

Welcome! I'm glad you're part of the Social Profit Machine Program and we wanted to give you a little "hatting" session – you know those professions back in the old days had to put on different hats to put on before they would do their job?

So we wanted to give you your own hat for a Social Profit Machine Partner.

What is it you have to do and what do we expect from you to succeed with the program?

Bill calls this the 9 Laws to Social Profit Machine Success.

We're going to go over these 9 Laws right now to get you started on the right track with this program.

#1 – Follow The Social Profit Machine Model

We wanted to do a really broad overview of what we're doing in this program.

We're building a site – a very basic site – designed to just present good quality content that people *love*. The bottom line, that's the core of what we're doing. We don't need to put in any more or less effort than just that impact.

Really great content that people love that they're willing to pass on, share, and talk about.

That is the core of it.

The sites are not designed to do anything else but that!

We're going to be posting content to those sites. After you post content (we're going to walk through how you do that in a second), you're going to post content to your site that we're going to help build for you in the Social Profit Machine program. Then you'll share it on Facebook.

A lot of people get confused by this because there's training that conflicts with that. There's lots of training that talks about posting stuff directly into Facebook. Sharing YouTube videos, or images, or other site stories. They do a lot of sharing of stuff in the Facebook timeline.

Instead, what we're doing is more like 2 "levels" of sharing. You're always sharing the content on your site.

Always, always, always!

It doesn't matter if it's a YouTube video, a cool picture, or an article.

Whatever it is, we're going to be sharing all that stuff by posting it in your website.

The training will go through how you do that.

That's the basics of it.

Always share in your website, and then take that link to your website and post that on Facebook. We don't ever put anything directly on the Facebook timeline.

There are a few very rare exceptions to that which are remedies if you are having problems with your Facebook page.

99% of the time, that's the procedure.

Share on your website, then take that and share the link to your website over to your Facebook.

To get your community started we're going to be running what's called "Like Ads". Again, all the training will show you exactly how to do that.

You're going to run Like Ads to build a fan base and a following, and then at some point you're going to switch to a new kind of ad, called an "Engagement Ad".

Again, we're just placing ads on Facebook and giving money to them so they help us build our community, and help us make our content go **viral.**

All the training on exactly how you do that is contained in your member's area.

We want to talk about the member's area, that's a really important point.

So the first law is to stick with the basics. That whole "sharing" component. Share on your site, then share on Facebook.

Law #2 – Do All Of The "Core" Training Lessons In Order

Do your lessons in the member's area one at a time in sequence.

We've seen partners where maybe they had earlier training and they know about Facebook or internet marketing in general.

They might see a lesson and think, "whatever, Facebook Like Ads." Then they skip it.

Don't do that!

Always do them in order.

When you do the lessons in order, we've carefully designed them to work for this program.

So do them in order, and do them from the standpoint of when you finish a lesson your intention is to go use that immediately.

You don't have to go through all lessons and be totally done with the program before we get started.

Every lesson we complete should end in you taking action.

Have that in mind when you're studying your lessons.

Do a lesson, then immediately put it to use.

Another thing that happens a lot is if people whether it's from earlier training, or they have ideas, or whatever they want to add to it and do more than what is in the training.

So they have a bright idea on top of sharing on Facebook.

Don't ever do that!

9 times out of 10 that results in you being distracted, taking time away that's really valuable.

So why not put it to use on things that we already know works?

Usually it doesn't work out and you end up being frustrated, and sometimes you end up losing a lot of money on top of it.

So stay on the lessons until you're completely finished with the training.

Don't add anything to it!

It doesn't matter what it is. Don't do anything different until you've completed all the lessons and you're a total master of this topic.

Bottom line Law #2: do the lessons in order, don't change them.

Law #3 – Don't Decide Your Niche Market Until You Complete The Training

When you join the program or you've got some bright idea or topic that you love, put all of that on hold.

Don't come in with the preconceived idea of what your niche has to be.

First, watch the market research training. Watch that lesson, make sure you've completed that first before you make your decisions.

Do that lesson and put it to use.

You'll get very specific instructions on research that you can do to decide what your market should be and what your website should be about.

Don't decide a moment earlier.

Make sure that when you pick a market that it lines up to that.

You've done the research, it has the numbers that we talk about and the requirements given to you.

Validate and verify that's what you have before you decide to go into that niche.

Law #4 – Follow Our Content Curation Guidelines

You've probably heard about curation.

Curating content really just means to go collect other people's content and share it with your users.

So you're collecting it up and sharing it with your users, that's all it means.

You've got to also follow the training standardly.

There is a live demonstration where you can watch them curate content and the exact procedures on how to do that.

We're not going out and stealing other peoples content and pretending it's ours. We're sharing their content.

So when you do that, you're going to be taking segments and pieces of other people's articles, photos, and other things.

You never want to take their whole piece of work and share it on your website. That would be like stealing their article.

Instead, we want to do something where we take about 40% or less of their content, put it into your website, and we always give credit.

We make it very obvious and we talk highly about the sources and give full credit with a link back.

Don't ever take all of someone's content, or do it in a way that makes it look like it belongs to you.

We want to be very out in the open because you're sharing someone else's stuff.

All the training on that is in the member's area.

Where you get to be creative is that you get to come up with a really catchy title. There's more training on coming up with really viral titles.

The other thing you want is what's called an "intro paragraph". You want at least a full paragraph introducing and explaining inside each post you make in your website the stuff that you're sharing.

So if you find a new article or story from someone that you want to share on your site, always do an intro.

Explain what it is. Explain why it's cool. Why is it interesting or outrageous? This is how you drive your visitors to consume and read the rest of that content.

So you need a title and an introduction that's at least 3 sentences or more.

The other thing is it's going to be quick.

When you're curating content, collecting it and sharing it, it's not a long process.

If you're taking a long time, chances are you're doing something wrong. It should be fast.

Law #5 – Focus On Money Markets

We want markets where there are products and services for sale and lots of advertising being bought so we can make money off that traffic.

We have found that the best place to do that is traffic targeting the United States.

So Law #5: target markets meaning topics and locations that make money.

So target the US! You can also target other places like Canada, the UK, and Australia.

Those are all great places, but realize that if you go targeting other places like Egypt, India, or Malaysia, you're going to get lower quality traffic and it's going to be much harder for you to make money.

Always do the thing that's going to give you the best chance of success.

That's going to be with the United States and other major English speaking markets.

That doesn't mean you can't do the other things, just realize that if you do them, your odds of making money go down substantially.

Law #6 – How Your Website Looks Is Not As Important As How It Works

We're all about the function of our sites to make profits and money.

At the end of the day, that's what we're doing with our websites.

When it comes to all the little details like if the colors are perfect or the logo is perfect, all of that stuff is secondary to making money.

And even not liking your content or if you aren't happy with your content, it doesn't matter.

If the site follows all the guidelines and is making money, that's the important thing.

So don't let things like designs and the theme and the colors and details like that distract you and slow you down from getting to the bottom line… which is dollars.

We may also make suggestions and recommendations to you that you might think makes your site look ugly.

But we're doing it from the standpoint of what makes you the most money.

How your site looks is not as important as how much it works and actually produces traffic and money.

Law #7 – Your Social Profit Machine Website is Built for One Purpose: To Generate a Large Volume of Traffic

It is designed to show good content, share it, and make it go viral.

We are building these sites and we have the software, tools, and plugins that are preinstalled on them. There's some very specific things we are doing to our hosting platform and the way we set up your website to do that one singular purpose.

So realize your sites that we build on our system are not designed to sell things on your website or do some other kind of thing on your sites.

They are always designed to just do that one thing and do it really well.

So requests of putting a sales page, shopping cart, or member's area doesn't really matter.

None of those things are what your site is designed for.

Your site is designed to do one thing really well which is the Social Profit Machine Program.

It will do exactly what your training shows you how to do, and do it exceptionally well.

Law #8 – Keep It Simple

Go with what works. Don't overcomplicate it.

That is probably the biggest barrier in the beginning phase. When partners come in they really overcomplicate things and overanalyze.

Just do the lesson, implement as shown to you, and you will get the results.

It's been proven time and time again.

Don't try to push the envelope or get creative and don't introduce other marketing concepts into this.

Just follow it, keep it simple, and go with what works.

Law #9 – If It Ain't Broke, Don't Fix It

If you've implemented one of our lessons and you're getting good results and cheap traffic to your website, don't come up with a bright idea and change anything.

If it's working, don't try to fix it. If it's not broken, why fix it?

If you do want to try new and different things on your websites or try out different strategies, don't stop anything that's successful.

Add on top of it.

Don't ever go change up all your ads or all your content if your site is actually working well.

That's really important. There have been a lot of partners decide they want to try a new tactic and go in and edit all their Facebook ads which were doing really well.

Now they can never get that back. If their test is unsuccessful, they've tanked their site, and it'll be a lot of work to bring it back.

So that is really it.

At the end of the day, those are the 9 Laws.

Go through the training in order, implement it exactly as we tell you.

Don't add to it, and do try to get your sites doing things they're not intended to do.

You will get traffic and you will make money.

If you struggle along the way, we will always help you. We will always be there whether it's through the support desk or live training.

Whatever it is, we are here to help you. Just realize that the number 1 question that is always going to be asked of you is did you do the training?

That's the first thing we check every time before we get creative and roll up our sleeves.

With that, welcome to the program!