

# OWN YOUR LIFE

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## Improve your online results by getting personal



SEO

Written by Jessi Johnson

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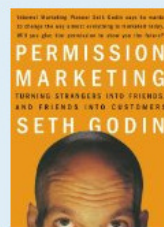
(Part 2 in a series)



Despite all the buzz around social 'networking' the internet can feel quite impersonal. For your site to engage your visitors and prospective customers they should feel like it's all about them. They really don't care what you're trying to sell them; they need to feel that you took the time to develop the content just for them.

Be personal. Introduce your visitors to an authentic person. Real people don't sound like a monotone recitation from a brochure. Their dialog is friendly, conversational. They're likely to include a humorous incident that brought them to the point of frustration you're experiencing. They will then share the solution they discovered, including some suggestions that improved their lives. Some useful links may be included, saving you time. They might suggest subscribing to the page/post's thread, so you'll automatically notified when additional information becomes available.

### Book Suggestion



[Permission Marketing](#)

Aren't these the very things you would encourage your visitors to do if you were trying to 'sell' them something? Absolutely; only the approach is different.

If Tom Smith is the representative for your commercial widgets, he should be contributing regularly in your blog. On the web pages that market the products in his division, you might include a short version of his profile page, with his email address, direct line, Live Person chat link, photo and a few sentences of introduction. A 'quick form' might enable your visitor to contact Tom with only an email address and question. (The page/product information would be sent along through hidden' fields.) Tom's full bio would be available and links would allow your visitor to read his blog posts, follow him on Twitter and 'Like' him on Facebook. Instead of considering the purchase of a DX45H from a stranger, your visitor is now interested in doing business with a friend.

If your competition wants to maintain a very 'professional' online image, let them; you'll be smiling when their traffic 'bounces' over to your site.

Own Your Life,

Cole Wiebe

[Internet Marketing Consultant](#)

Read more articles in this series:

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- [Part 5: Improve your online results by knowing when your customer is ready to engage](#)
- [Part 4: Improve your online results by identifying customer pain points](#)
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### JESSI JOHNSON -



Mortgage broker Jessi Johnson specializes in educating his clients in phases; starting with buying your first home, debt consolidation & refinancing, how to pay the mortgage down faster, then applying various investment strategies to grow wealth from real estate. After beginning his entrepreneurial career at the age of six...

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