

MEQUODA SYSTEM STRATEGY

AN INTENSIVE MARKETING BOOTCAMP PRESENTED BY DON NICHOLAS AND THE MEQUODA GROUP

Mequoda System Strategy

with Don Nicholas & Kim Mateus

Discover an Actionable
Step-by-Step Process for
Starting and Running a Successful
Special Interest Media Website

**ALL
NEW
for
2012!**

TUESDAY, JANUARY 24th

**McGRAW HILL
CONFERENCE CENTER**

NEW YORK CITY

ABOUT THE SEMINAR

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MEQUODA SYSTEM STRATEGY 5

In a continuing effort to train entrepreneurial publishers in the most current, up-to-date best practices for starting and running successful special-interest websites, we've updated the Mequoda System Strategy one-day program!

This bootcamp is for Publishers, Owners, CEOs, Managers and Editorial Gurus.

In one day, we'll guide you through a proven step-by-step process for starting and running a successful online media business.

Join us for this intensive one-day bootcamp and learn the comprehensive business building strategy that has helped increase revenues for a variety of successful companies.

Speakers	8
Registration	9

MEQUODA.COM/SEMINAR-LIST

A NOTE FROM DON NICHOLAS

Dear Publishing Professional,

Sophisticated online publishers are starting to feel the empowerment behind the open content model that is driving successful media websites in late 2011.

There was a time, five to ten years ago, where guessing was a part of launching an online business. Today, there is much less guessing as the Mequoda System Strategy details a proven approach to digital publishing innovation by utilizing SEO, SMO, and link building as primary traffic drivers. This traffic is then monetized through sponsorships and/or premium product sales.

Whether you're looking to expand your niche publishing business, or you want to re-launch a media business so you can monetize your editorial content, the Mequoda System Strategy will provide you with a 49-step, tried and true marketing and distribution plan. With this step-by-step process, you can turn any topic into a viable business that's digitally centered.

A proven method

Where some companies continue to guess at the best methods for developing an online marketing and distribution system, we've turned to research, statistics and hundreds of case studies to document the best practices for online publishing.

From this knowledge we're able to show you how to take your niche topic and build an online business, that statistically speaking, gives you the best chances to succeed.

The traditional marketing practices that used by legacy publishers for decades no longer apply. Instead, successful digital publishers have flipped this model around and offer free open content as a sustaining approach to attracting and retaining their audience.

Mequoda has become the only organization to have codified this process and teach it on an open basis.

The result is an empowerment for experts, authors and publishers...this marketing and distribution system is as safe and risk free as possible, and your ability to succeed is based on the quality of your content.

I cannot stress enough the importance of utilizing a system that has been proven to achieve desirable results.

Join us on January 24th for the Mequoda System Strategy Workshop in New York City at the McGraw Hill Conference Center. During this day long intensive seminar, you will learn the 49 steps for launching or relaunching a successful online business.

I hope to see you in New York,



Don Nicholas
Chief Executive Officer
Mequoda Group

Advisory Board

Cheryl Angelheart - Active Interest Media

Phil Ash - National Institute of Business Management, KCI Investing

David Ball - Consultant

Todd Bierle - Meredith Corporation

John Bolton - Aspire Media LLC

Robert (Bob) L. Brady - Business & Legal Resources

Laura Carlsmith - EatingWell

Andrew Clurman - Active Interest Media

James Comfort - The Successful Investor, Inc.

Helmut Graf - VNR, Inc.

Susan Hackley - Program On Negotiation; Harvard Law School

Clay Hall - Aspire Media LLC

Elizabeth Hall - National Institute of Business Management, KCI Investing

TJ Harty - Aspire Media LLC

Caroline Heine - VibrantNation.com

Stuart Hochwert - Prime Publishing LLC

Matthew T. Humphrey - Business & Legal Resources

Jeff Jackson - Farm Progress

Bob Kaslik - Aspire Media LLC

James Kerwin - Program On Negotiation; Harvard Law School

Carl Kravetz - VidaySalud.com

Susan Laden - Biblical Archaeology Society

Jeff Lapin - Farm Progress

Ronald Liem - DestinAsian

Dra. Aliza Lifshitz - VidaySalud.com

Pat McKeough - The Successful Investor, Inc.

Stephen Reilly - VibrantNation.com

Jody Reynolds - American Quarter Horse Association

Larry Sommers - EatingWell

Tom P. Vick - National Health Advisory Institute, LLC

Tom Winsor - Equine Network

Natalie Yelen - Equine Network

9 REASONS TO ATTEND

There are so many reasons to attend this program, but here are the top 9 reasons to register now:

REASON 1: We're Coming to the Publishing Capital of the World!

What's a better backdrop for an inspiring, evolutionary program than NYC? The city that never sleeps is home to many media giants, and the location of the most important online marketing program of 2012.

REASON 2: Learn from a Top Marketing and Publishing Instructor

Don Nicholas is of the most sought-after consultants, speakers and instructors in the industry. He shares his unparalleled experience and extensive knowledge with you in a friendly yet professional manner—without a sales pitch. He will give you a solid, in-depth learning experience, and provide insights into how the lessons of our Mequoda case studies can be applied to your publication.

REASON 3: Get Real-life Applications

This is no blue-sky, theoretical course. Don and Kim use actual case studies to demonstrate the ideas you're learning. The references to real-life publications and websites enable you to relate program concepts to your unique publishing challenges and put them to work immediately.

REASON 4: Enjoy Limited Group Size

We strictly limit attendance to ensure that you receive the one-on-one attention so essential to the learning process. Every attendee is encouraged to ask questions and pose problems, and they do. Even if you don't raise your hand, be assured that our Seminar attendees are always active learners and usually ask great questions.

REASON 5: Take Home Comprehensive Course Materials

When you attend Mequoda System Strategy, you'll receive digital access to all presentations and reference materials. These materials not only enhance the Seminar experience, they also provide a convenient reference long after the Seminar has ended.

REASON 6: Take Advantage of Networking Breaks

Mequoda System Strategy includes ample networking breaks during which refreshments are provided. This is your opportunity to meet with others, including Don and Kim in a relaxed, informal setting to share ideas and experiences.

REASON 7: Make Valuable Contacts

Mequoda Seminars attract the most prestigious professionals in the publishing industry. During Mequoda System Strategy, you will be provided with numerous breaks and networking opportunities. You are sure to make contacts that you'll keep long after the program ends.

REASON 8: Obtain Follow-up Assistance & Continuing Education

Your educational experience doesn't stop when Mequoda System Strategy ends. Once you become an alumnus, you're entitled to call or email Don and the team for up to 30 days after the program to discuss further how the material applies to your publication.

REASON 9: Rest Confidently in our Money-back Guarantee

We're so confident in the quality of Mequoda System Strategy's content, we promise that if you are not completely satisfied with your learning experience, we guarantee you a full refund. So you really have nothing to lose... and a great deal to gain.

THE MCGRAW-HILL CONFERENCE CENTER

January 24th, 2012
1221 6th Avenue, 2nd Floor
New York, N.Y., 10020



MEQUODA SYSTEM STRATEGY AGENDA

- 8:00 to 8:30 — Registration and Continental Breakfast
- 8:30 to 9:00 — Introductions
- 9:00 to 10:00 — Seminar
- 10:00 - 10:30 — SEO Basics Workshop
- 10:30 to 11:00 — Morning Break
- 11:00 to 12:00 — Seminar
- 12:00 to 12:30 — SEO Targeting Workshop
- 12:30 to 1:30 — Lunch
- 1:30 to 2:30 — Seminar
- 2:30 to 3:00 — SEO Blogging Workshop
- 3:00 to 3:30 — Afternoon Break
- 3:30 to 5:00 — Seminar & Wrap-Up Q&A

MEQUODA SYSTEM STRATEGY DESCRIPTION

Mequoda System Strategy

How to Start and Run a Successful Special-Interest Media Website

This one-day workshop is for owners, CEOs, publishers and managers of content-based media companies. The high-level information presented during Mequoda System Strategy will sufficiently outline all actions needed to develop a comprehensive marketing and distribution system.

Where some companies continue to guess at the best methods for developing an online marketing and distribution system, we've turned to research, statistics and hundreds of case studies to document the best practices for online publishing.

Why the Mequoda System is unique

The Mequoda System has always operated a free content model, and all Mequoda Systems share four open content standards:

- Content Driven: Mequoda System editors publish content daily. This content is high quality and offers a content-destination for targeted audiences.
- Google-friendly: If your website is Google-friendly, your article headlines should be indexed within 24 hours of its publication. If this is the case, your website is following enough of 200+ factors that make up Google's indexing algorithm.
- Subscriber centric: Mequoda System editors strive to communicate with their audience members through whichever method is most appealing. This includes pushing content through email, Twitter, Facebook, LinkedIn and RSS. Being subscriber-centric helps build personal, long-lasting relationships.
- Many platforms: Mequoda System editors make their branded content available online, offline and via live events. Online, a Mequoda System consists of hundreds or thousands of free articles and downloads. Offline content is collectable and accessed while off the grid. Live events, which may include conferences, workshops and consulting, offer editors the opportunity to get up-close-and-personal with their most devoted audience members.

Do you follow these four open community standards? Do you need help streamlining your approach to them by implementing proven best practices?

If you are looking to build a community around your content that is optimized for search and social, and utilizes all the best practices for content marketing, the Mequoda System Strategy workshop will provide you with 49-steps for bringing your business to fruition.

Rely on a solid foundation for launching or relaunching your online business

This complete 49-step guide to starting and running an online media business includes everything from creating an inventory of your magazine assets, to choosing your online business models, to preparing your project plan, designing your website, and all the way through creating editorial calendars, hiring staff and launching marketing campaigns.

49 STEPS OF THE MEQUODA SYSTEM

49 Steps of the Mequoda System Strategy Workshop

The 49 steps for creating a comprehensive Mequoda System that will be detailed during this one-day bootcamp include:

1. Inventory Your Media Assets
2. Illustrate Your Brand Family
3. Choosing Your Business Models – Sponsor vs. User Revenue
4. Defining Your Audience Pyramid
5. Planning Your Global Sitemap
6. Establishing a Blog-Centric URL Structure
7. Establishing a Magazine-Centric URL Structure
8. Establishing a Decentralized URL Structure
9. Defining Key Assumptions
10. Sizing Up The Competition – Online Market Audit
11. Defining Your Website Taxonomy
12. Matching Sponsors to Topics
13. Building Your Keyword Universe
14. Updating Your Strategy Model
15. Preparing Your Project Plan
16. Choosing Your Software Strategy
17. Choosing Your Content Management System
18. Choosing Internal System GPL Plug-ins
19. Creating Internal System Plug-ins
20. Choosing External System Options
21. Determining Your Project Schedule
22. Determining Project Budget
23. Building Your Paid Media Plan
24. Sourcing Capital
25. Green Lighting The Launch
26. Choosing Mentor Sites & Best Practices
27. Choosing 2-Column Design
28. Choosing 3-Column Design
29. Creating Website Style Guide
30. Establishing Conversion Architecture
31. Setting Online Editorial Calendar
32. Choosing an Image Service
33. Maximizing Website Usability
34. Hiring Your Content Marketing Specialist
35. Training Your Staff
36. Closing Launch Sponsors
37. Loading Content
38. Preparing Your Initial SEO Campaign
39. Executing a Soft Launch
40. Setting Up Twitter Program
41. Setting Up Facebook Program
42. Executing a Hard Launch
43. Launching & Tracking SEO Campaigns
44. Monitoring & Optimizing System
45. Launching Adwords Campaign
46. Launching Banner Campaign
47. Building Affiliate Network
48. Building Retail Network
49. Building Retail Network

Just added: 3 Bonus Hands-On Workshops

SEO Basics: Navigating Your Keyword Universe
SEO Targeting: Writing Headlines that Rank
SEO Blogging: Leveraging Other People's Content

WHAT PEOPLE ARE SAYING ABOUT OUR EVENTS

"This is a must attend seminar for any online publisher looking to grow their business. Extremely valuable investment of both time and money that is guaranteed to be helpful for all levels of management. You will leave the seminar with the tools necessary to make an immediate impact to your business. The sessions are real world examples of what we all face on a day to day basis in running our business. If you make only one investment this year in either a seminar or conference this should be number one on your list."

Bruce Seide, President, Phoenix Marketing Group

"One of the best presenters I have seen. Excellent!"

Charles Kim, VP Global Digital Marketing, Reader's Digest

"Good stuff. Always up to the minute information (literally). Good to spend time with like-minded, forward-looking publishers and info providers."

Charlie Spahr, CEO, Ceramic Publications Company

"If you need to attract more online customers, retain them longer, and sell them more of your products, this is the seminar to attend. You'll learn the latest online marketing best practices."

Bob Kaslik, Vice President, Consumer Marketing, Interweave

"If you are a publisher or business owner who is dedicated to the success of your online business, then you owe it to yourself to get to the next Mequoda Seminar. Don Nicholas and his 'A Team' staff have cracked the code in showing you how to dominate your space online. Their SEO knowledge is without peers. Yes, they are that superb!"

Peter Fogel, Copywriter/Marketing Consultant, CompellingCopyNow.com

"If you're serious about success in online publishing then you must attend the Mequoda Summit. It's the perfect blend of theory and application that will deliver results immediately. Without a doubt one of the best investments you can make."

Kevin Woo, Marketing Manager, SoundMind Investing

"Don is not only knowledgeable, but he's entertaining. His staff is top notch and they all bring new discoveries to the forefront."

Shelby Kraus, Director of Marketing, Premier Guitar Magazine

"By 2020 I predict the Mequoda System will be as commonly used by multiplatform publishers as the #10 direct mail package once was by print publishers."

Clay Hall, CEO, Interweave

"Great & diverse group, but the techniques could be applied across industries—not just for magazine publishers, but any direct marketer looking to move to an online business model."

Maureen Bevan, Director, Professional Education Institute

"Extremely useful and relevant information with guidance and suggestions on how to make these ideas work on your site."

Jackie Flaherty, Manager, iProduction

"If you're in publishing, go to a Mequoda Seminar. Everything presented is worthwhile and useful for any publisher."

Brandon Clay, Copywriter, All Star Investor

"If you want to make more money online—and have all the tools to make this happen, listen to Mequoda."

Chuck McCullagh, Senior Vice President, Magazine Publishers of America

"A good conference for those looking for tactical best practices used by old and new publishers across a broad spectrum of fields."

Peter Gudmundsson, CEO, Beckett Media

"Overall the event was an extremely rewarding experience. Don Nicholas is undoubtedly an expert in his field and delivers an information packed, fast-paced quality presentation. Any publisher who is serious about capitalizing on the power of the Internet should not miss an opportunity to attend a Mequoda Seminar"

Joseph Belotti, President, AirlineCareer.com

"Don and the whole Mequoda team are very helpful and make the experience enjoyable as well as extremely useful."

Tom Kelly, Publisher, Vermont Life

SPEAKERS



Don Nicholas, Chief Executive Officer, Mequoda Group

As Mequoda Group's CEO, Don works directly with clients to improve their website performance and business profitability. Since 1995, Don and his team have helped develop more than 40 successful online businesses including Black Belt Magazine, Ceramic Arts Daily, Consumer Reports, Dark Daily, Golf Vacation Insider, HR Daily Advisor, Investing Daily, Johns Hopkins Health Alerts, Mens Health, Morningstar, Knitting Daily, The Program on Negotiation at Harvard Law School, Tech Republic, TSI Network and Vida Y Salud.

Speaker & Author: Each year Don leads dozens of webinars, seminars and workshops on content marketing, search engine optimization, landing page optimization, email marketing and website system design for Mequoda Group, FIPP, MPA, SIPA and other organizations. Don blogs weekly for Mequoda Daily and has authored dozens of digital books and white papers that have been downloaded more than 70,000 times.

Industry Leader: Don has founded seven successful publishing service organizations including Blue Dolphin Magazines, MagazineWeek and Lighthouse Software. He serves on the boards of Aspire Media, LLC and the Specialized Information Publishers Association.

Early Career & Education: Don served as General Manager for Houston Home & Garden, Associate Publisher for Sacramento Magazine and was a nuclear engineer on the USS Enterprise. He got his start in media as a freelance producer for the Armed Forces Network. Don holds a BA in Journalism from CSUS and a MS in Management from Capella University.



Kim Mateus, Chief Content Officer, Mequoda Group

As Mequoda Group's CCO, Kim coordinates research, documentation and communications for all things Mequoda including our events, white papers and daily blog. Kim personally serves as primary contact for the media, partner organizations and prospective members and clients.

Mequoda Spokesperson: Kim is the first point of contact for anyone seeking help from Mequoda Group. She interviews dozens of potential new members and clients each year to help them discover how to get the most from our consulting, development and educational services. She is always available to help explain which webinar, seminar and Summit programs will meet their personal and organizational needs. Kim also serves as new member liaison with our consulting team to set up system needs analysis days and gold member client retainer programs.

Event Director: Kim oversees content development for all Mequoda events and educational programs including all partner programs produced for FIPP, MPA and SIPA. Kim also leads many of the programs sharing both community research and her own hands-on experience running a small B2B Mequoda Content Marketing System.

Early Career & Education: Kim has worked in brick and mortar retail and as a communications professional for the state of Rhode Island. She holds a BA in Journalism from Roger Williams University.

REGISTRATION

Registration Fees

Mequoda System Strategy is limited to 25 attendees due to the hands-on nature of the Seminar.

Your registration includes a full-day pass to the seminar in addition to snacks during network breaks and lunch during the event.

Save \$200 when you register more than one person from your company!

Mequoda System Strategy Early Bird Pricing (expires January 10th):
Single Attendee \$697 per attendee
Multiple Attendees \$497 per attendee

How to Register

Please complete the registration form and return, or register online.

By Mail:
Mequoda Group
77 Main Street
Hopkinton, MA 01748

By Phone: (866) 713-1005 or (401) 293-0401
9am-5pm EDT Monday - Friday

By Fax: 774.759.3002

Register Online: Mequoda.com/seminar-list

Seminar Benefits & Details

Valuable Contacts:

Mequoda events attract the most prestigious professionals in the publishing industry. During this seminar, you will be provided with numerous breaks and you'll also receive a list of attendees, so you can create an informal network.

Take-Home Materials

When you attend this event, you'll receive digital access to presentations and reference materials. These materials not only enhance the seminar experience, they also provide a convenient reference long after the seminar has ended.

Follow-up Assistance:

Upon completion of this Mequoda seminar you will be entitled to call or email Don for 30 days thereafter to ask for advice about your Internet strategy.

Our No-Risk, Money-Back Guarantee!

We're confident about the proven quality of our seminars, but if for any reason you're not satisfied with Mequoda System Strategy, let us know by lunch and we'll refund your entire registration fee.

Cancellation & Refund Policy:

You may obtain a full refund if you cancel no later than 10 working days prior to the seminar. We often have a waiting list of people who can make it on short notice.

If you cancel after the 10 days, we will be happy to apply your payment to any future Mequoda event.

Registration Form

Registration includes: Breakfast, luncheon, refreshments and digital access to presentation materials.

YES, I (we) want to attend this seminar:

1. Name _____
Title _____
Email Address _____
Phone (____) _____ FAX (____) _____

2. Name _____
Title _____
Email Address _____
Phone (____) _____ FAX (____) _____

3. Name _____
Title _____
Email Address _____
Phone (____) _____ FAX (____) _____

Company _____
Address _____
City/State/Zip _____

Payment Information:

Check Enclosed Bill Me

Bill My Credit Card # _____
Expire Date: _____ CCID: _____