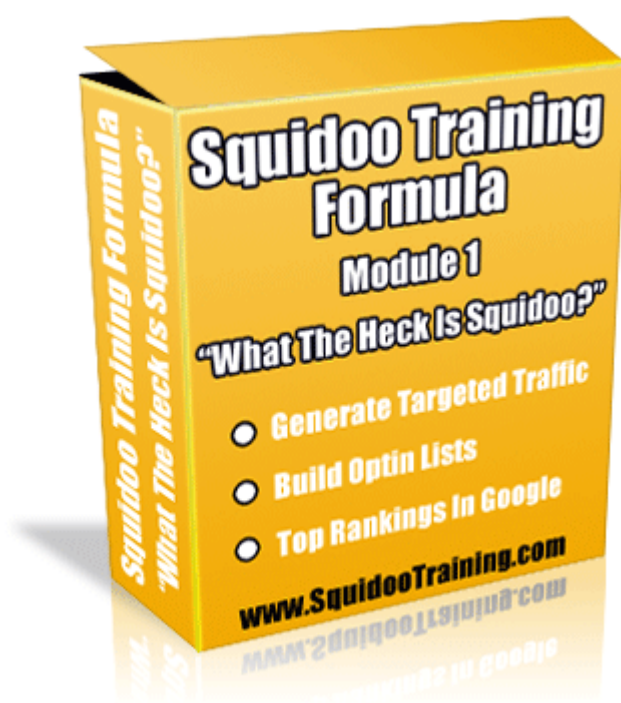


# Squidoo Training Formula

## Module 1

*“What The Heck Is Squidoo?”*



An interview by John Riley with Bob Jenkins from  
[www.SquidooSecretsReviewed.com](http://www.SquidooSecretsReviewed.com)

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## *Squidoo Training Formula : "What The Heck Is Squidoo"*

**John:** Hello, this is John Riley from [www.SquidooTraining.com](http://www.SquidooTraining.com). As you can probably tell from my accent, I am Australian.

Since finding out about [www.Squidoo.com](http://www.Squidoo.com), I have been excited about the possibilities that Web 2.0 and Squidoo are providing to internet marketers like me. Every day, I seem to be learning more about how to use Squidoo to generate income, fast track my internet business, and establish myself as an expert.

Today's interview is Module 1 of the Squidoo Training Formula, "What the Heck is Squidoo?" This module will provide you with a fantastic introduction to Squidoo and will answer the questions, "Why should you be interested in Squidoo? What it can do for you and your business?"

To answer these questions and many more, it is my absolute privilege to have on the call today Squidoo expert, Bob Jenkins. He is better known as Bob the Teacher.

Bob has been a high school teacher since 1997. He has a master's degree in teaching from John Hopkins University. He has been helping teachers get into part-time internet businesses to supplement their income for the last seven years.

Bob has also had an outstanding teaching career. He has been Teacher of the Year a couple of times. I believe that he has recently retired from teaching so he can concentrate full time on his internet marketing business.

Bob has also developed the premier site on the internet for Squidoo training and information, [www.SquidooSecretsReviewed.com](http://www.SquidooSecretsReviewed.com). He has been using Squidoo very successfully for some time. We are very fortunate to have him share his secrets with us.

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Bob, welcome to the call.

Bob: Thank you, John. It's a pleasure to be here.

John: The first topic I would like to discuss with you is this phenomenon called Squidoo. I am particularly interested in how you first became involved in using it.

Bob: Squidoo is a community of over 100,000 people around the world. It was created by Seth Godin, a gentleman who is well-known in the marketing world as the author of several books, including *The Idea Virus* and *The Purple Cow*. He wants people to make something remarkable in order to spread their marketing methods.

Seth developed Squidoo to allow people like you and I to get their ideas out on the web, to take all of the stuff that is online and funnel it down to the bits that are really important.

We, as the creators of these pages of Squidoo, become experts. We get to have a nice branding effect and develop our business better.

John: I am also interested in your view on this Web 2.0 phenomenon. Sites like Squidoo now seem to be gaining greater importance.

Bob: Web 2.0 is the evolution of the web from its foundation of being able to go online and find information. Web 1.0 would be you going to a website and whatever the webmaster has decided to tell you is what you receive. With Web 2.0, the user gets to have as much say in the experience as its creator.

Anyone listening to this call can go to a Web 2.0 website and create the content of the site themselves in a mass-collaborative way. On sites like Squidoo, MySpace,

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Technorati and Digg, people are creating the content and the community as a whole is benefiting.

Squidoo is a big player in that because they do things in a way that allows you to do a lot of different things, such as enhance your search engine traffic.

My favorite part of Squidoo is that it has a very simple, very clean look about it. Due to that, unlike some other Web 2.0 websites, you don't have to worry about weird things popping up on your screen.

**John:** You mentioned the MySpace website. I'm certainly interested, from an internet marketing perspective, how Squidoo compares with MySpace. What are the advantages of using Squidoo?

**Bob:** MySpace definitely has a little more flexibility as far as what you can add to your pages. By the same token, because Squidoo has a little bit more restriction, it is a more uniform website. When you go to one Squidoo page, it looks similar to the other pages. The content is what makes the individual pages different.

Squidoo doesn't have anything like a friend network where you add people. A lot of times those types of things in other Web 2.0 websites tend to get a bit crazy. People add you as a friend simply because they want you to be on their list, even though they don't know you and they don't intend to know you. On the other sites, you also have people comment on random things that don't really make your site look professional.

Squidoo is really for the professional marketer who wants to have a very clean appearance and show a professional edge. The other sites are great, but they are more for friends and social networking. They are not really for setting yourself up as an expert.

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**John:** I would like to get more into what Squidoo actually is.

My objective with this interview is to turn all of the listeners into Lensmasters. This may sound a bit strange to someone who isn't familiar with Squidoo terms. Could you explain what a Lensmaster is, as well as tell us about modules and blurbs?

**Bob:** The funny thing about Squidoo is they invented some lingo. When you do talk about Squidoo, people look at you like you have a couple of heads.

A lens is what you call the individual page on Squidoo. "Squidoo.com/and any keyword" is a lens. One of my first lenses was [www.Squidoo.com/Jerky](http://www.Squidoo.com/Jerky).

The idea behind the lens is that you, as the Lensmaster, are focusing people's attention toward that particular topic.

Let's use my example, jerky. This is beef jerky. It's a random topic and it's one of the ones I hit on early. It got me some interesting results, including being in *The New York Times* for it.

You take a random topic and show the user where to find the best of it on the internet.

The term "module" is basically the building block of the lens. There are many different types of modules. Some of them are designed to allow you to write text only. Some are designed to allow you to include pictures, YouTube videos, or even ways for you to make money from other companies like Amazon, eBay or CafePress.

Each block has a heading, a subheading and content. Your lens just consists of several modules put together.

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The word "blurb" is going to come up because on of the type of module called a guestbook. Just like any other guestbook, a user comes to your page and likes what they see, or they like the question you've asked. They post a response. The response is called a blurb. It's short, maybe 50 words that you can put onto Squidoo guestbook that allows people to know you had a visitor.

John: I was certainly aware of your experience with *The New York Times*. I'm sure my listeners would be very interested in hearing how you created a lens on beef jerky and effectively got recognized by *The New York Times*.

Bob: You've mentioned how we get started in Squidoo in general and how I specifically got started with it. Back in February of 2006, I was issued a challenge by one of my mentors, Paulie Stable. He told me about this new site that had come out by Seth Godin. Seth and Paulie Stable share the same publishing company for their books.

Paulie issued a challenge to create lenses and see what happened. I created a lens about seven different topics, each as random as beef jerky. They were all dealing with something that I had been thinking about.

I am a representative of a company that markets jerky here in the United States. I decided to use that to see what would happen.

I experimented for a month on how to optimize the lens. In early April of 2006, I received an email message from one of the Squidoo people. It said, "Hey Bob, congratulations! You're famous," and then they had a link to *The New York Times*.

The writer, Bob Tedeschi, decided to write an article about Squidoo. He had been searching around the top 100 pages

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and found my lens about jerky. He decided to use it as the lead-in to his article.

I can't say that I planned it. I didn't ask him. I didn't buy it. I just made the lens. These types of things tend to be circumstantial or happenstance. He just found my lens and decided to put it in.

**John:** That's a fantastic story. You never really know where Squidoo is going to lead you.

I want to turn now to how Squidoo can be used to build somebody's business. One of the premises behind Squidoo is that everybody is an expert, and it allows you to demonstrate that.

I am particularly interested in how you use Squidoo to establish yourself as an expert. Beef jerky is a perfect example of that.

**Bob:** I learned from Paulie early on that the first step to becoming an expert is to call yourself an expert. Nobody is going to consider you an expert until you consider yourself one. People may not believe you when you first say it, but certainly no one will say it if you don't.

With Squidoo, you put up a lens and you have the role of Lensmaster. You put your picture there or some type of graphic that illustrates you. You then speak on your topic as a person of authority. You don't have to be the number one authority at the time you start, but you can certainly work up to be that authority.

I actually started working with the beef jerky company only a few weeks before I created the lens. I was taking all of the resources about that one topic and putting them on the lens.

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I still have this lens today. It's one of my best lenses. I have links to some of the best handmade jerky of ostrich, crocodile and random animals. It wasn't just cow, buffalo and turkey jerky. People visit the lens and find it interesting.

This idea of Web 2.0 is also part of longtail. People are finding more and more narrow topics to learn about. It's like when you go to the doctor's office. If you have a toothache, you don't go to the family physician. You go to a specialist who deals only with teeth.

Squidoo is like a "subnicheopia." It is a community where everything is small, targeted lenses. People find you and they find you to be very authoritative as long as you know what you are talking about. If you present your communication effectively, then you will be considered an expert.

Squidoo also has a user rating system. When you do go to a lens, if you like it you can rate it between one and five stars. Five stars is the best. When you visit a lens and see that 47 people have voted and it has an average rating of 4.7, it's easy to believe that that person knows what they are talking about.

How can you can establish yourself as an expert? Create a lens on your topic and keep it updated. Make something remarkable. Make the content good enough for people to value it, to bookmark it, to add it to their favorites.

You do it in such a way that makes it very clear that you are the expert on that topic.

John:

I can see how that can be achieved. How can we then turn that into making money with Squidoo? Are some of the more traditional affiliate marketing and opt-in list types of strategies still applicable to the Squidoo site?

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**Bob:** You can use some advance strategies to actually build your lists from your website, from your lens page. You can add an opt-in box so that you can collect the name and email of somebody straight from your lens.

You can also make your lenses about the topics that you're really good at. When you do that, you can point people toward your own website. One of the ways you do that is to create a link within a module to your own website. Let people know why they would want to go there and what they are going to get from it. That will increase your traffic.

In terms of affiliate marketing, certain modules are already in place in Squidoo like Amazon, eBay and CafePress. It is already linked to those affiliate programs. They are a shared revenue system with Squidoo. A little bit goes to charity, about half of it goes to Squidoo's operating costs and then the other half comes to you. You can either keep that money for yourself or include it as part of your charitable giving to others.

Within your modules, you can promote whatever products you want in such a way that you are the affiliate. You can include graphics and banner ads and all the other things you would in a blog or a review type of website.

**John:** With all of these features that you can include in Squidoo, where does the traditional website come into the marketing strategy? Is there still a place for the traditional website, or can we do most of the internet marketing on the Squidoo site itself?

**Bob:** That's a fantastic question and I'm glad that you brought it up. It does tend to be confusing to many people.

Squidoo is free and it is very easy to use. It makes a great starting point for people who don't have the technical skills to make their own website.

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If you really want to be an expert in your field, you need your own website. Squidoo is not going to replace that. What it does is enhance it. It's most likely going to be seen before your website.

Because Squidoo is so popular, there are almost 200,000 pages on Squidoo. Each individual lens is about a different topic. It is growing very rapidly.

Google really likes Squidoo web pages. When you do a search for a term, there is a good chance that one of the results on the front page of Google will be a Squidoo page. That's awesome, and you can use Squidoo to get those kinds of results.

It's also going to lead you to have people visit your site and want more from you. The way that you give them more is to have your own website.

You want to make sure to establish a website as soon as you can. To use the advance features of Squidoo, like putting in an opt-in box, you do need your own website in order to pull that information from your website into your Squidoo lens.

If you are just starting out, Squidoo pages are the best starting point. As you grow, you can have your own website.

**John:** I'd like to explore the advantages that Squidoo provides from Google's search. My understanding is that your Squidoo page leverages from the ranking that the Squidoo site itself has with Google. That is certainly a fantastic opportunity for people using Squidoo.

**Bob:** They are directly connected. Your lens rank does not automatically turn into how Google sees it. It plays a role and it's an important thing to consider. Your lens rank helps you

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get more people to your page. The more traffic you get, the easier it is for Google to see it.

There are other features, like tags, within your lens that you have control over that really help your Google ranking.

Tags are the keywords that you attach to your Squidoo lens. Google loves the tags in Squidoo. You can also have your headlines within different modules. Those are packed with energy for Google to find them.

You don't necessarily need to be in the top 100 to be on the top listing of Squidoo. You might have such a narrow topic that you don't want to be number one in Google for one or two words. You want to be number one for a four-word phrase.

As an example, there is a lens that I created called Money Makers, [www.Squidoo.com/MoneyMakers](http://www.Squidoo.com/MoneyMakers). This is my showcase of the top network marketing companies. If you go to Google and type in "top network marketing companies" or "best network marketing companies," my lens comes up as the number one result on Google (at the time of recording).

There are about 2 million results. My lens rank is currently around 2,000. I'm not even in the top 500, yet I'm still number one in Google for that particular term. That gives me quite a bit of traffic and business.

John:

I wanted to mention again that I strongly recommend that you check out [www.SquidooSecretsReviewed.com](http://www.SquidooSecretsReviewed.com). There is a wealth of information there about the issues Bob is talking about.

Let's talk about the future of Squidoo. The point you made is that there are almost 200,000 lenses. Are there are still some good lenses available for people to take advantage of?

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**Bob:** You can be frustrated that the word you want to have at the end of your URL is already taken, but that would be a mistake. I'll give you an example.

Paulie did a lens about the movie "V." It was a great movie with great costumes. He decided he wanted to do a costume type of lens. He created one and he was able to get his lens up to a ranking of 95. If you decide that you want to do a lens about that same movie and its costumes, you will see that Paulie already created a lens on it. You might decide that you no longer needed to do it.

There was another person who did create a lens about V and they got their website up to number three on Squidoo, even though they came in afterward. They did a better job of making their lens useful to the visitors. They were more appreciated by the people that visited the site.

Even though a keyword might have already been taken, you can always add "secrets," "review" or some other word to your keyword and still make it with Squidoo. There's no reason why that site won't go to 1 million pages within the next few months and keep growing from there if the content is excellent. If it's not, then it will be rated with less stars and people simply won't visit it.

The top 40,000 lenses out of that 200,000 are really good. The rest of them tend to be kind of lame. There is still room to grow. If you make your lens really good, then it's going to be even more noticeable as the site grows.

**John:** A couple of weeks ago I developed a lens on dog training, one of the niche areas I am involved in. I was amazed at the simplicity of actually constructing this lens. It literally only took five minutes to put something together that is now ranked around 2,000 (at the time of recording). I can certainly support the comments you are making.

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I wanted to finish by asking you to summarize why you think people should get involved in the Squidoo community. It obviously holds a number of different advantages. Can you summarize that for me?

Bob:

I can't give you a specific result that you can expect. The Squidoo site is not one in which you can plan for an end result. It's one of those sites that is fun and entertaining.

It also leads to things that you just can't predict. I would have never predicted that I would have ended up in *The New York Times* after 10 years of teaching in high school by talking about beef jerky.

I can't say to you to go into Squidoo thinking that you are either going to make a certain amount of money or get this many subscribers to your list or this much traffic. The thing is that it is part of an integrated marketing strategy that leads to things that propel your business forward.

Starting with Squidoo led me into *The New York Times*, which led me to test out more free advertising strategies, which led me to write my first product. That led me to focus more on Squidoo, which led to [www.SquidooSecretsReviewed.com](http://www.SquidooSecretsReviewed.com), which then led to other sites. I am now online coaching and mentoring. I can't tell you where things will go.

The point is that Squidoo was created to be a simple way for you to become an expert and share your expertise to the world. For you not to have the hang-ups of the technical stuff that holds people back.

You are very good at whatever it is that you do. Have people tell you what they come to you for if you don't know it off the top of your head. That is your area of expertise.

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If you are pursuing an online business and you are not pursuing it in your area of expertise, then you will not succeed. It is that plain and simple. You have to be passionate and knowledgeable and you have to have a marketplace that is able to pay for your message. If you are not able to do that, then you need to hone your skills.

Squidoo is a great place for you to test that out before you spend a lot of money on websites or advertising campaigns. You want to see how many people come to you. How many people are commenting and viewing you as an expert as you proclaim yourself to be one?

Squidoo is part of your marketing strategy. It is not the only thing that you do.

The earlier you do it, the better. As you create your other websites, Squidoo will have a better ranking in Google than your site will. You can always point from your Squidoo lens to your blog, website or membership forum.

Squidoo is growing. It is well-supported and a great community of people. You're going to find that people who come into Squidoo are not just after money. There are a few people like that, but you don't make money off of Squidoo just because you put up a lens.

You make money because you have a relationship with the audience of Squidoo that you develop over a long period of time. More and more people will see you as an expert in your field and they will want to learn more from you. When they start to see your name on other places on the internet, they will validate you as the expert and start paying more and more as you grow your business.

I don't want people to come away from this call thinking they will automatically get a return on their time. The search

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engine results are excellent. Usually within a week or two, you will find yourself in the top 20 or 30 results on Google.

The power of Squidoo is in the community. You really want to invest your time knowing that this is a long-term enterprise. It is not "develop it and be done with it." That is what will frustrate you about anything in business. If you try to do a get rich quick or a get traffic quick system, it's just not going to work.

It is powerful and very simple to use. I encourage people to get started with it. There are certainly some advanced strategies that you want to use right away in order to make your lenses more powerful, but getting started with it is so easy to do. If you aren't starting within five minutes of this call, then go on to something different.

Squidoo is where the action is in a Web 2.0 world.

John:

Thank you, Bob. You've just given everyone some important messages. I want to add to that and encourage everyone to get in there, check the site out and create a free account.

Start developing your own lenses and play around with what you can actually do. Begin to implement some of the things that Bob just talked about.

If you want to follow up with some more information, I strongly recommend that you check out [www.SquidooSecretsReviewed.com](http://www.SquidooSecretsReviewed.com). Bob's site provides you with everything you need to build your lenses, optimize those lenses and get results. It provides step-by-step videos that show you how to optimize lenses and generate multiple streams of income.

In the second module of this teleseminar series, "Squidoo Dissected," Bob will describe his lenses in more detail. He

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will reveal even more advanced strategies to help you make money and establish yourself.

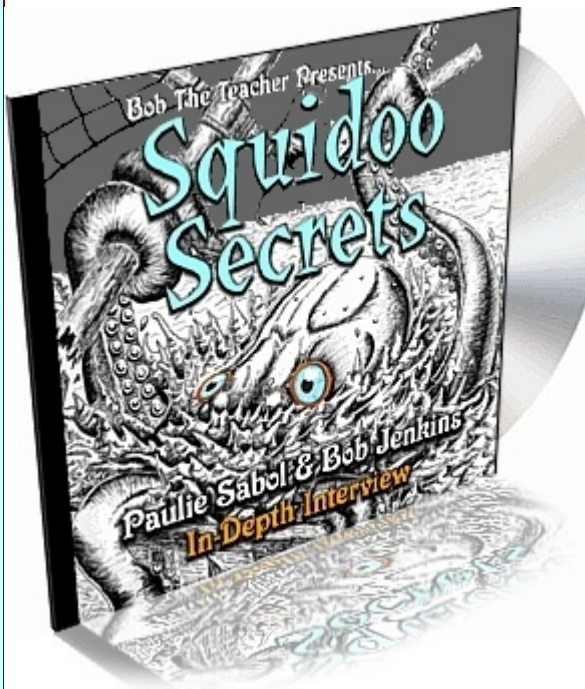
I want to thank Bob for the information that he has provided today to our listeners. Thank you very much, Bob.

Bob: You are very welcome, John. I thank your listeners for being with us today. Good luck with your web building.

John: Thank you very much. Goodbye.

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