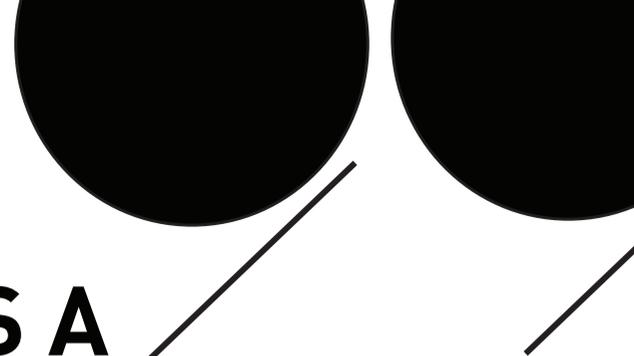


Inside The World Of SOCIALTRIGGERS.COM



The art of Psychology in
Marketing with
DEREK HALPERN





HELL, EVERY PERSON NEEDS A BLOG. TEACH THEM SOMETHING. GET THEM A RESULT. BUILD A LOYAL FOLLOWING WHO'LL BUY STUFF FROM YOU.

In the crowded space of on-line marketing advice gurus, Derek Halpern stands out. His infant blog SocialTriggers.com, where he teaches website owners how to use marketing and psychology to increase online sales launched less than two years ago and is already 100,000+ readers strong.

He then expanded the Social Triggers brand by launching [Social Triggers Insider](#), one of the top marketing podcasts on iTunes. After that, a Social Triggers web show that racks up 10,000 to 15,000 views per episode.

While so many marketers in the online space are trapped in the virtual echo chamber imitating, promoting and reacting to each other, Halpern has carved his own niche. His tips to increase online sales spring from the discoveries of academic researchers.

And here's where his genius lies – these aren't no-name nerds hiding behind clipboards. Halpern interviews the glitterati of academia: New York Times best sellers like Columbia Business School professor Sheena Iyengar, author of *The Art of Choosing*, professor Dan Ariely, author of *Predictably Irrational* and Time's staff writer Charles Duhigg, author *The Power of Habits*. By bringing marketing fans who are constantly seeking the edge over their competitors together with the rock stars of psychology and human behavior, Halpern created something altogether fresh and new.

EYEBALLS FOR DOLLARS



Seeking a career that combined writing and psychology, Halpern thought he found it in 2005, when he stumbled on the web writings of [Tucker Max](#). Max, a blogger and writer spun a career of comedically chronicling his raunchy dating adventures. One gander at what Max charged to advertise on his site inspired Derek to launch a blog about his own encounters with the opposite sex.

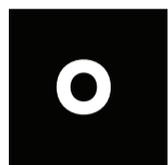


A month of writing about his dating exploits followed. Visitors to his website did not.

Then Halpern noticed that Tucker Max's website linked to a celebrity gossip site, with advertising rates four times Max's. He followed the new trail to online revenue.

Soon, the burly Jersey dude was moonlighting, writing for and running a cadre of websites, covering celebrity gossip, makeup and women's fashion, while going to college. Halpern was pretty good at the battle for eyeballs game - he bought his own place when he finished school.

IF YOU'RE NOT UNIQUE, THEN JUST FORGET IT.



One watershed day in 2007, Derek's celebrity gossip website scored one million

hits, generating several thousand dollars from ad revenue.

But there was a downside to being a web king. The relentless pursuit of page views required to generate ad revenue had him posting ten times a day.

Worse, he hated celebrity gossip. And women's fashion. And make-up.



LESSONS FROM CORPORATE LEADERS

In 2007, 22-year-old Derek left the mouse race for the "real world," joining a Fortune 100 company at an annual salary that was 25% of what he'd been earning online. (No pity, please. Savvy Halpern continued to run the websites with hired writers spinning out the content.)

In corporate America, he rubbed elbows with top executives and was promoted quickly. Still, the rise to the top was too slow for Halpern. Two and half years later, he returned to the web world,

joining [DIY Themes](#), creator of Wordpress platform [Thesis](#), helping the company sell online.

His stint in corporate America was brief, but it was there that he picked up one of the habits that would spark Social Triggers' success formula: being an active reader. The executives he encountered were always reading the latest books, quoting from books. Suddenly the English major who never read a book was devouring three or four a week.

(Halpern's voracious information consumption fuels the insights he shares through Social Triggers. To prep for his January podcast, he read two books, nine academic papers, and seventeen articles.)

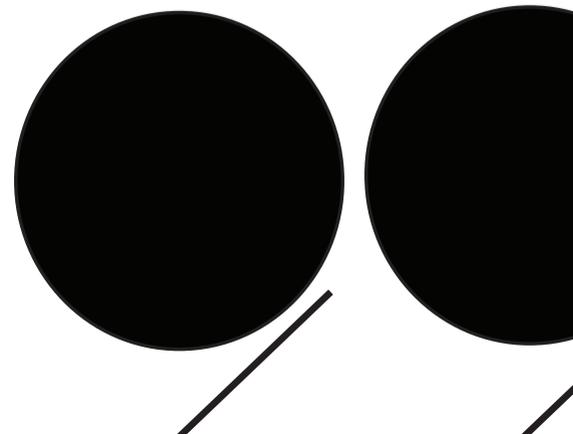
Now back in the web world, Halpern analyzed the online marketing advice space, saw a unique position and launched Social Triggers to "show people how to turn web traffic into leads and sales." He also flipped his earlier focus from generating traffic for ad revenue to building an army of loyal readers.

There's something else different with Social Triggers – unlike his earlier celebrity gossip, fashion and make up sites where he was masked by a web persona, Derek is now "the brand," front and center.

Don't Fear the Haters

Being in the spotlight brings a new issue. Halpern's brash delivery style doesn't appeal to everyone. In fact, people can have pretty strong reactions. He recently spoke at a conference where one attendee wrote on a speaker feedback survey that he wanted to "punch Derek in the face." At this same event a woman wrote that she wanted to marry him.

Does Derek worry about being polarizing? Nah... "I take pleasure in banning people from my site... every second you waste fretting over a hater is one second you could spend making a loyal customer happy."



DEREK'S ADVICE FOR ONLINE BUSINESS SUCCESS IN 2013

IT'S NO SURPRISE THAT DEREK HAS STRONG OPINIONS ON WHAT'S REQUIRED FOR ONLINE BUSINESS SUCCESS IN 2013. HERE ARE FIVE:



1. FIND YOUR USP.

"If you're not unique, then just forget it."

Halpern believes that determining your unique selling proposition or 'positioning' – where your site fits in the current marketplace – is the most important thing you can do before launching a blog.

Social Triggers was born after Derek created a whiteboard Venn diagram of the popular marketing blogs. That's what led him to the formula for his blog's unique position:

Psychology + marketing = sales.

2. YOU CAN MAKE MONEY ONLINE.

Just probably not in marketing. That field is pretty full.

But you don't have to invent an entirely new topic, says Derek, "If you want to succeed, you don't need unique ingredients, you need a unique recipe."

Too many bloggers attempt to imitate the big players in their field. Take on the big guys who've been doing it so much longer and you're certain to fail.

Instead, find a topic you love, and juice it up with your unique flavor.

3. EVERY BUSINESS NEEDS A BLOG.

"Hell, every person needs a blog. Teach them something. Get them a result. Build a loyal following who'll buy stuff from you."

4. LOOK OUTSIDE YOUR SPACE FOR NEW IDEAS.

The best 'new' ideas already exist, just beyond the walls of your own industry. Discover, test and share them in your own field.

Henry Ford didn't invent the assembly line. He borrowed the idea from meatpackers and revolutionized automobile manufacturing.

When Halpern attended a packed conference session offering live search engine optimization makeovers to website owners, he brought the concept online. Starting with popular marketing/social media blogger [Chris Brogan](#), Derek performed video reviews of top websites, giving tips to increase conversion rates (the percentage of website visitors who take a desired action.)

Over the span of a few weeks, Derek performed 20 or so site reviews with web notables. (Another Halpern success secret: don't dabble and dribble. Hit 'em hard to create that 'everywhere effect'.)

5. "IF YOU'RE NOT BUILDING AN EMAIL LIST, YOU'RE AN IDIOT."

Halpern says your subscriber list growth - not

Twitter followers or Facebook page likes - is the most important metric in making money on the web. The rise of shiny social media has blinded people but in reality, more online business owners have become successful by building blogs than from a social media following. "There are two billion email users in the world. Email isn't going anywhere."

For how-to advice on using psychology to increase traffic and sales online, check out Derek's website, [SocialTriggers.com](#) and follow him on Twitter @ [derekhalpern](#).



INTERNET CONNECTION REQUIRED



Lori Nash Byron is the founder of [Famous-inYourField.com](#), a consulting and training company for professionals and solo entrepreneurs who want to build a powerful brand and grow their business through speaking, publishing and publicity.