

# Home Business Newsletter

*Issue 80*



Formula For Launching  
A Product To Your Own List

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How To Retire In 5 Years

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How To Know EXACTLY What To  
Charge For Your Products

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...and more!



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## The Postman

Each day, the postman goes to the depot, collects his van full of letters and parcels and sets out on his route, delivering his packages. As he walks, he often comes across businesses and people that he sees every day. There's one house in particular that he often has parcels for, and the owner always appears to be in. Over time, they struck up a cordial relationship, trading comments on the news of the day and how each other's lives are going.

Eventually curiosity gets the better of the postman and he asks the owner – “What's in all the packages?”

The owner invites him to come back at the end of his route and see. The postman returns later in the day and the home owner invites him in and offering him a cup of tea, explains that they run a business for themselves from home. The packages are their products and sales materials, it's hard work but they work at it every day, building their future independent of the rat race.

The postman is enthralled by this, he asks them what they are doing, and how they do it, he'd never thought of working for himself, could he do it too? The entrepreneur sits and explains a little, he tells the postman that it's more important that you find something that you love to do and work at that, rather than just try to sell something. Finding a business that you can run for yourself, something that you love to do, or are enthused about every day, is the hardest part. If you can find that and make a business out of it, it makes everything else much easier.

Building a business that is centred around what you love and playing to those strengths makes each day an easier challenge. The postman considered all this and thanking the entrepreneur, set off home thinking about his own future. Ideas he had considered before but had no idea how to put into practise came to his mind.

Several years later, he returned to that same home owner, that same entrepreneur, he thanked him profusely for his advice and the time he'd taken in explaining some of the difficulties in starting one's own business. He had taken all that advice and decided to try it for himself.

He told the entrepreneur about his own business, he had always loved brewing ales, and now he was running his own microbrewery. It had been a loved hobby for years, making his own ales and flavoured beers, but he'd never thought before that that *hobby* could become a viable business.

It had taken some help from the bank and a few years to get running and get independent pubs stocking his produce, but the previous year for the first time, he had been able to pay himself a full salary and had resigned from the post office.

Now each day he was able to work on something he loved, rather than just try to make ends meet.

What hobby can you turn into your future gold?





## Facebook's Failing Efforts

Facebook's efforts to stop the spread of propaganda and misinformation just isn't working.

<http://mashable.com/2017/11/13/facebook-fake-news-misinformation-fact-checkers/>

## Buyers Beware

Confido was about to change the ICO game, but then its founders vanished.

<http://mashable.com/2017/11/21/confido-ico-disappeared>

## How To Test A Business To Consumer Product Idea

If you think you've hit upon a common need in your marketplace, think about testing it by conducting a Kickstarter campaign.

If people are willing to pay money to see your idea come to fruition, you've likely hit upon something big.

And if people aren't interested, it's good to know before you invest your own time and money.



# IDEAS



## Discrimination ala Facebook

Facebook's ad platform still lets users discriminate against protected minorities.

<https://www.fastcompany.com/40499234/facebooks-ad-platform-still-lets-users-discriminate-against-protected-minorities>



## Bit Coin Is About to Grow Bigger...

...using your money. And you won't even know it.

<http://mashable.com/2017/11/20/bitcoin-institutional-investors/>

# FORMULA FOR LAUNCHING A PRODUCT TO YOUR OWN LIST

Let's say you're reopening a membership for a limited time, or you're launching a product just for your list.

And by the way, this is a great way to test the waters on a product and see how well it converts. Once you go through this sequence, you'll then be able to tell future affiliates what you did and how well it converted.

Okay, so you've got a product you're going to be offering to your list for a limited time – let's say three days.

After the three days, either the product is no longer available, or the price goes up.

Yes, there is nothing wrong with offering special deals to your own list on your own product. In fact, I think it's a great idea, because people on your list should be rewarded with special deals no one else can get (hint hint!)

In this example you're going to be sending out a total of 6 emails. Yes, you could do 5, or 7, or... but I've found this sequence works well, so it's what I do. Your mileage may vary. 😊

I suggest you write all 6 of your emails ahead of time, and here's why:

First, you can schedule them and forget them. Nice.

Second, you can see if the entire sequence flows and makes sense.

Third, you won't forget to write and send one of the emails (I learned that one the hard way) because they've already been written and scheduled.

Your first email will go out the day BEFORE your launch, and it will say something like, "Watch your email tomorrow for a very special limited time offer for my subscribers ONLY. I think you're going to love it!"

This first email is low key, short, fun, and only sells them on watching for the next email.

On the day of the launch, you'll send out two emails, one first thing in the morning and one in the evening.

How much selling you do is up to you. Generally, if I've got a great sales page, then I'm mostly selling them on clicking that link.

But if my sales page is lacking, then I do product selling right there in the email.

The first email of the first day of the launch gives all the great reasons to buy, only abbreviated. I like my sales page to do the heavy lifting.

The second email of that first day tells them how the launch is going, how many people are buying... that sort of thing.

Yes, it's written ahead of time, so yes, you now know one of my secrets – I'm guessing how well it will be going when I write it. 😊



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 0 \quad 3539 \\
 6 \quad 487 \\
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 6 \quad 3946 \\
 3 \quad 1973 \\
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 400 \quad 18849826 \\
 368 \\
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 340 \\
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 1842 \\
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 22 \quad 34 \quad 322 \\
 9 \quad 10 \quad 85 \\
 \hline
 4 \quad 60 \quad 69 \quad 609 \\
 39 \quad 323 \\
 \hline
 128 \quad 1129 \\
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 522 \quad 188493 \\
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 280.36 \\
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 189 \\
 72 \\
 46 \\
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 1628 \\
 814 \\
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 1629
 \end{array}$$

On the next day I send one email in the middle of the day to remind them that this offer isn't going to last, and to remind them of the big benefit they'll get from the product.

On the final day I send two emails. The one in the morning says something like, "Last 24 hours."

The one in the evening says, "Last chance, last email."

I get a LOT of my sales from that final email. In fact, that subject line, "Last chance, last email" gets more opens than any of the other five. Some people ignore the first 5 emails, open that sixth one and buy.

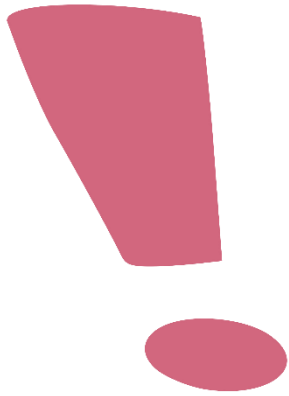
I've used this same sequence of 6 emails many times because it's effective. It works. And it gives me plenty of sales which I can then show to affiliates to get them to come on board and do their own launches.

As mentioned earlier, I recommend you make a special offer that is available only to your own list, but that doesn't necessarily mean a special price. It could mean a special bonus that only they get. That way your affiliates can offer it at the same price point to their lists, too.

One more thing: If you're only working with a handful of affiliates, you can make a special page for each one that says, "Special deal for Jane Smith's subscribers only."

I've found that using this technique boosts conversions by about 10%, depending on the offer and the list.

# IDEAS



## What To Do When You Make a Public Mistake

You're trying to get a group of seasoned programming professionals to back your idea, but you publicly refer to the wrong programming language. Now you look like you don't have a clue what you're talking about – what should you do?

This is the exact problem Ben Tristem of GameDev.tv had. To say he was embarrassed was a massive understatement.

Ben listened to the feedback, apologized profusely, and even changed the direction of his product in response.

This earned him the respect of a consortium of programming professionals who went on to become his most avid supporters.

If you make a mistake, be humble. Own up to get, gracefully accept feedback and course correct.

People will forgive you.



## Are You An Introvert?

Then congratulations, because you're going to thrive in online business.

<https://www.shoemoney.com/2017/11/20/introverts-thrive-online-business/>

## The Simple Truth About Net Neutrality...

...from Seth Godin.

[http://sethgodin.typepad.com/seths\\_blog/2017/11/the-simple-truth-about-net-neutrality.html](http://sethgodin.typepad.com/seths_blog/2017/11/the-simple-truth-about-net-neutrality.html)

## How To Retire In 5 Years

“

Are you willing to work like crazy for 5 years (give or take) so you can retire?

If so, I've got a business plan for you. And I don't care if you're 20 or 70 - this can work.

One note before we get started: Anything that you either can't do, don't want to do or don't have time to do, you outsource.

If you're going to actually, really, truly retire in 5 years, taking this from zero to a 7-figure payday, then you need to get work done FAST.

And in many cases that's going to mean outsourcing some of this.

Oh yes, did you notice how I covertly slipped that "7 figure payday" in there? I'm serious about that. Doing what I'm about to lay out for you, you can indeed retire in about 5 years with about 7 figures.

Your results may vary – in fact, they might be a whole lot better than that, I don't know.

Let's get started:

What I'm about to propose isn't rocket science. It's not even new. But it is profitable, and here's the key: You can do this in parallel, meaning instead of doing just ONE of what I'm outlining, you do several.

I recommend 3 - 5 of them.

What you're going to do is build an entire business from the ground up, with an eye on selling it.

That's right – the entire time you're doing this, you have your exit strategy in mind.

It's sort of like someone marrying for money, knowing they're going to be asking for a divorce in 5 years. The money is a sure thing, they just have to put in the time and work.

Okay, that was maybe a bad analogy, but you get the point.





If you put in the time and do the work, you will get the money.

You're going to choose a very popular and not too broad topic. For example, weight loss for busy women, dating for men, traffic generation for online marketers, etc.

It needs to be a topic that has plenty of interested people willing to buy plenty of products, and of course there needs to be plenty of affiliate products continually coming into the market.

Now that you've got your topic, you're going to build a sales funnel.

Run a free offer on a squeeze page to get subscribers and place a couple of products in your funnel for them to buy.

Maybe you've got a \$7 report and a \$37 video course, or whatever.

These should be quality products that YOU own. And yes, they can be built around PLR, or you can outsource, etc.

For your high-ticket offer, create a membership site and drip feed content into it. Your goal is to get lots of people into that membership site.

I know what you're thinking – thus far I haven't told you anything new, except for the fact that you're doing all of this with an eye to selling it.

Yet who does this? Very few people, but those who do end up with BIG paydays.

Do everything under a pen name. We talk about pen names elsewhere in this issue if you have questions.

Make no mistake – EVERYTHING must be under your pen name.

And for each of these businesses that you build, you need a different pen name.

Okay, you've got a squeeze page to capture names, a funnel with a low-priced product, a mid-priced product and a membership site.



Now you need a blog. Get a great logo, excellent branding and make it look super professional. Do NOT skimp on the branding and logo.

Post on the blog at least a couple of times a week, preferably more.

Link from the blog to your free and paid products.

Make each upsell in your funnel a stand-alone product, too, and promote those on your blog.

Promote affiliate products to your list to make some good money as you go along.

Now write a book. See? I told you there was work involved. You can use content from your blog to create your book, or hire someone, or just write it yourself.

Link from inside the book to a squeeze page to capture more subscribers.

Get a great book cover. I mean a cover that looks like it should be on the New York Times bestseller list. Don't skimp on this, either.

Put your book on Amazon and get your subscribers to review it for you. Yes, the book is under your pen name, too.

Don't worry too much about promoting the book. Your real motivation here is to build credibility. A book on your topic with your pen name on it looks AWESOME when you put the thumbnail at the TOP of your blog.

Wow! You (your pen name, actually) are an EXPERT.

Cross promote from any existing lists you have to get more people onto your new blog and get more subscribers there.

If you create a big product such as a \$200 - \$1000 course, get affiliates to promote it. Or get affiliates to promote your memberships site.

Your goal is to build your list BIG, make some nice income along the way, and put together a very professional looking business which you then sell for six or seven figures.

If you do this simultaneously in 3 to 5 different niches, you will have an AWESOME retirement in about 5 years or so.

What I recommend: Start in ONE niche and get everything into place. Hire someone to write the blog posts for you and do some promotion.

Now that you know everything that is involved, take some of the profits from your first site / list / business and those profits to outsource a lot of the work in your second, third, and fourth businesses.

You see where this is going. Five years of hard work, along with rolling some of your profits back into the business, and you then get to sell them.

Sites like these that have products, big lists and a BOOK sell for a healthy six figure income. Sometimes even seven figures. Apiece. And you're going to have 3, 4, maybe 5 of them.

Remember to keep everything separate on each site. Separate hosting. Separate autoresponders. Separate everything. This makes it super easy to turn control over to someone else when the time comes.

Turnkey online business are always in demand. From a buyer's perspective, they pay a big chunk of money but then they get a guaranteed stream of income. All the buyer has to do is continue what you started.

You can even turn over your outsourcers to the buyer if they don't want to do the work themselves, and often they won't. For them it's an investment in their future. For you it's a major payday and a plane trip to the islands.

One more thing... if you would like to continue to make a nice, easy income after you sell your sites, then I recommend you promote your own personal site to the folks on these lists you're building.

For example, your pen name is Jon Smith. Your real name is Abby Jones. Jon Smith often recommends Abby Jones's product or blog or freebie to his readers.

Thus you get people subscribed to your list, too, who get to know you, not just your pen name.

You retire, and you can continue to send out emails promoting affiliate products.

So not only do you get a big payday – you also get some large lists of your own that you can continue to promote products to.

Remember – 5 years of hard work, and then you can retire.

No job in the world, that I know of, offers you a retirement plan like that.

## What To Do When Fear Is Holding You Back



Get used to acting despite discomfort, despite not having the experience and despite not having complete information.

If you wait until everything is perfect and you're no longer afraid, you've waited too long. Fear doesn't go away without action, so you can't wait it out.

But opportunities are fleeting and easily lost if you let fear hold you back from taking that action.

Building the habit of acting despite discomfort is like building a muscle – the more you do it, the stronger you'll get.



## Mass Email From Gmail

GMass turns your regular Gmail or Google Apps account into a mass email platform for higher deliverability.

<https://www.gmass.co/gmail-mass-email>

## Easily Create Infographics

Make infographics, charts, dashboards and reports in minutes.

<https://infogram.com/>

# What's In A Pen Name? Profits.

I know a few readers are going to take issue with what I'm about to say.

That's okay. If you don't like this or you think it's morally wrong, then simply don't do it.

For everyone else, riddle me this:

What do Abigail Van Buren (Dear Abby), Anne Hathaway, Ann Rice, Ayn Rand, Dr. Seuss, Eckhart Tolle, Ellery Queen, George Eliot, George Orwell, James Herriot, John le Carre, Lewis Carroll, Mark Twain, O. Henry, Voltaire and Woody Allen all have in common?

None of these people technically exist, because they're all pen names.

The other day on the Warrior Forum I saw an old thread with a question that went something like this:

*"I'm thinking of using a pen name when I go into a new niche. Is that alright, or am I breaking some sort of rule?"*

Answers ranged from a friendly, "There's nothing wrong with that, go for it."

...to an angry, *"What's your problem and why are you trying to hide? Are you a scam artist or something?"*

If pen names are a benchmark for whether or not you're a scam artist, somebody better tell the writers and the descendants of writers listed above – I think they'll be surprised.

From a marketing standpoint, pen names often make more sense than using your real name.

For example, you've got a good reputation online as the 'go-to' person in a particular niche. You want to enter an entirely different and unrelated niche. If you use the same name, readers in BOTH niches will be confused. And confusion is a sales and deal killer, by the way.

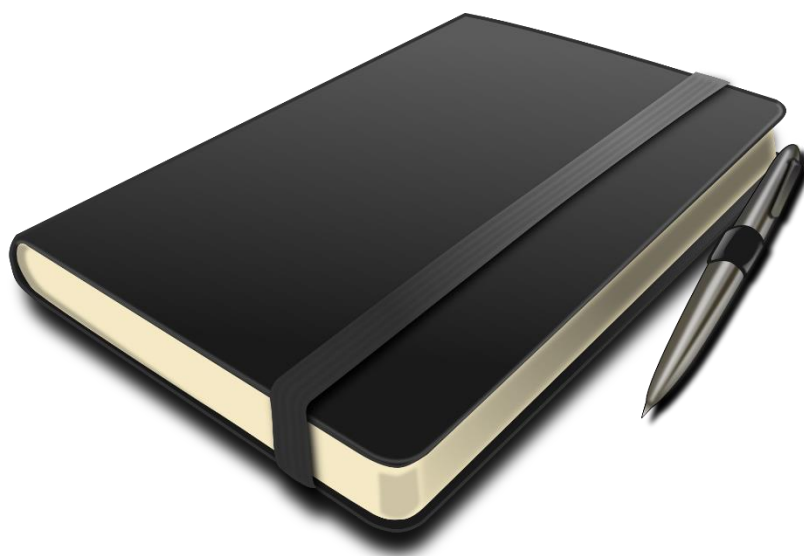
Another example: You've got a stellar reputation in internet marketing. You build rapport with your list and you only try to sell them something now and then. But you want to try the churn and burn method of marketing, in which you promote products several times per DAY via email. Naturally you will want to use a different name for this list.

(Churn and burn is getting as many people on your list as possible, and promoting to them like crazy until they can't take it anymore and get off of your list.)

And by the way, no matter how much you and I don't care for the churn and burn method, the fact is that it's highly profitable. Which is why so many big-name marketers use a pen name to run their own churn and burn lists.

Another use for a pen name: You can recommend products created by your pen name, and have your pen name recommend your products. Again, a lot of big name marketers do this. I'm not advocating this method, but it does work.

I've also known marketers who only worked under a pen name and never under their own name. Usually this is because they have a name that is virtually unpronounceable and unspellable by most people on the planet, so really it's a question of branding.



And speaking of branding, you could always choose a name that fits your niche particularly well. For example, if your niche is gardening, then calling yourself Rosemary Greenfield or some such might be a nice touch.

There is one reason for using a pen name that – in my opinion - beats them all, and it's this:

When you use a pen name to build an entire business, you can then SELL that entire business to someone else. They keep the pen name, and customers don't even necessarily know it changed hands.

If anything goes wrong with the business after you sell it – for example, the new owner doesn't deliver on the promises of the business – it won't affect you or your reputation in any way because your name has never been associated with it.

There is one major drawback to using a pen name that you need to be aware of: Interviews become tricky.

Let's say you're well known online as Bud Phoenix, the internet marketing guru guy. But you branch out into dating, and your new pen name is Mr. Pussy Galore (a nod to vintage James Bond).

Someone wants to interview Mr. Pussy Galore, but if you show your face then it's inevitable that your internet marketing followers will realize that Bud Phoenix and Mr. Pussy Galore are actually the same person.

Whoops.

Bottom Line: There is nothing unethical about using a pen name. They've been used for hundreds of years by some of the best writers in their field.

And there are some dynamite advantages to using one.



# How To Create A Great Value Proposition



Your value proposition determines if people will bother reading about your product or close the page.

If you get it right, sales can skyrocket. Get it wrong, and you'll wonder why all that traffic isn't converting into sales.

The less known your company is, the more you need to work on and perfect your value proposition. Does Pepsi or Coke need a value proposition? Probably not.

Does Little Guy Joe who just got into online marketing need a value proposition? He sure does if he wants to make sales.

## So what is a value proposition anyway?

Not wanting to rely solely on my memory, I did some research, and this is what I found to be something of a consensus of what a value proposition should be:

It's your promise of value to be delivered to the customer. And it's the #1 reason your prospect should buy from YOU.

A great value proposition incorporates one or more of these qualities:

1. Explaining how your product is going to solve your customer's problem, or how it's going to improve your customer's situation. (This is called relevancy)
2. States specific benefits your product delivers (This is quantified value)
3. Tells your customer why they should buy from you instead of your competition (This is unique differentiation)

But I think we need more clarification. In doing my research, I also found that a great value proposition...

- Targets a specific market
- Focuses on quality, cost or speed, or a combination of two of those
- Clarifies what the company or product does not do

Your value proposition should be the first thing visitors see on your home page. Plus, you'll want to place it on all entry points to your site as well.

People need to be able to read it and immediately understand it. Which is to say, corporate gibberish created by a committee of eggheads isn't going to cut it.

For example, if I tell you that my value proposition is:

*"Revenue-focused automated marketing and sales closing solutions unleashed through collaboration throughout the revenue cycle"*

I'm guessing you're going to be bewildered. Or you're falling asleep. Or you're confused as can be.

And there's no need to be redundant. For example:

## **Online Billing and Invoicing Software**

*Invoice Dude is an online billing software specially designed for small and medium businesses. Thousands of businesses and individuals trust us for their invoicing!*

This tries to appeal to too many people – small businesses, medium businesses and individuals.

There is no differentiation from other online billing and invoicing software.

In addition, it says 'thousands of businesses,' yet offers no proof. Stating an actual number such as 12,549 would be a great help, and it could be updated automatically or manually on a daily or weekly basis.

Plus, I don't know about you, but this entire value proposition puts me to sleep.

And with a name like Invoice Dude, they could have done soooo much better.

### **What a value proposition is NOT**

It's not a catch phrase or a slogan.

"Coke, it's the real thing" and "L'Oreal, because you're worth it" are slogans, not value propositions.

It's also not a positioning statement.

"America's #1 bandage brand, heals the wound fast, heals the hurt faster" is a positioning statement.

These are better than nothing, but they're not what we're striving for.

Calling your product the 'real thing' doesn't show one benefit or reason why we should buy it over the competition.

Because you're worth it doesn't tell us anything – it just sounds good. And expensive.

Being #1 doesn't make me want to buy your product, either.

These are all examples of slogans, not value propositions:

- Like sleeping on a cloud (Sealy)
- Milk from contented cows (Carnation)
- Save Money, Live Better (Wal-Mart)
- I'm lovin' it (McDonalds)
- When you care enough to send the very best (Hallmark)
- Just Do It (Nike)
- Finger Lickin' Good (KFC)
- Have it your way (Burger King)
- Melts in your mouth, not in your hands (M&M)
- The happiest place on earth (Disney World)
- The best a man can get (Gillette)
- Betcha can't eat just one (Lays)
- Think outside the bun (Taco Bell)
- "Koo Koo for Cocoa Puffs"
- "Snap! Crackle! Pop!" (Rice Krispies)
- Are you a Cadbury's fruit and nut case?"
- "Keep Walking" (Johnny Walker Whiskey)
- "Wii would like to play."
- "I'd rather die of thirst than drink from the cup of mediocrity." (Stella Artois)
- "We don't charge an arm and a leg. We want tows." (From a towing company)



- "Yesterday's meals on wheels" (From a septic tank)
- "We repair what your husband fixed." (From a plumber's truck)

### **Value proposition components**

A value proposition is usually longer than a slogan.

In fact, it can have a headline, a sub-headline, one short paragraph of text and possibly bullet points.

And it might even include a visual, such as a photo, graphics or hero shot.

There is no one correct way to build your value statement, nor is there only one possibility. This is something you're going to have to think about for awhile.

You make notes, try things, think about it, tweak it, ask opinions and tweak it some more.



**Headline:** This is usually the big end benefit you're offering your customers, stated in one clear, short sentence. You might mention the product, the customer or both. This is where you grab attention, because if you don't, then you've already lost a fair share of your prospects.

**Sub-headline:** This is a specific explanation of what your product does, who the ideal customer is and why your product is useful.

**One short paragraph:** This can be instead of or in addition to a sub-headline, and serves the same purpose as the sub-headline above.

**3 bullet points:** These are the key benefits or features. Notice we said three, not unlimited. You may or may not need bullets, but if you do, keep them short and punchy.

**Visual:** Images always communicate faster and generally better than words. You might show the product, the happy customer or an image that reinforces your message.

### **How to write your value proposition**

This takes time to get it just right. In the beginning, do the best you can, and then adjust it along the way.

There is no reason to delay starting or growing your business just because you don't have the perfect value statement yet.

A good value statement is better than no value statement, and in time you can make it great.

Start out by answering these questions:

- What's your product or service?
- What is the BIG end-benefit of using it?
- Who is your ideal target customer?
- What makes your offer unique?
- How is your product different from anything else available?

**NOTE:** If you can't answer why your product is unique or different, then you might want to work on the product itself. Selling a 'me too' product that is identical to what's already being offered can be difficult UNLESS you already have a well-known brand.

Once you have your first draft of your value statement, ask yourself these questions:

- Is it clear and easy to understand?
- Does it communicate concrete benefit(s)?
- Will a customer know exactly what result they will get from using your product?
- Does it say how it's different or better than the competition?
- Does it avoid hype? (amazing, fantastic, best ever)
- Does it avoid business jargon? (revenue generated resource allocation blah blah blah)
- Can your ideal prospect read it and understand it in a few seconds?

If someone is shopping around, then they're likely to check out 4 or 5 different options before deciding.

By having your value proposition at the top of your first page, you can easily stand apart from all competitors.

Research shows that visitors notice value propositions faster when they have more text.

Visitors were also able to describe more product advantages when there were more to read about in the value proposition.

And readers tend to prefer bullet points – they're easier to understand and remember.

### Examples of great value propositions

#### Uber:

##### *Tap the app, get a ride*

*Uber is the smartest way to get around. One tap and a car comes directly to you. Your driver knows exactly where to go. And payment is completely cashless.*

#### Unbounce:

##### *Build, Publish and A/B Test Landing Pages Without I.T.*

*The mobile responsive landing page builder for marketers.*

*<button copy>Build a high-converting landing page now.*

1. *Build a page*
2. *Publish it*
3. *Test and optimize*

#### Slack:

##### *A messaging app for teams who put robots on Mars!!*

*NASA's jet propulsion laboratory is one of tens of thousands of teams around the world using Slack to make their working lives simpler, more pleasant, and more productive.*



### Trello:

*Trello is the free, flexible and visual way to organize anything with anyone.*

*Drop the lengthy email threads, out-of-date spreadsheets, no-loner-so-sticky notes, and clunky software for managing your prospects. Trello lets you see everything about your project in a single glance.*

### iPhone:

#### **Why there's nothing quite like iPhone**

*Every iPhone we've made – and we mean every single one – was built on the same belief. That a phone should be more than a collection of features. That above all, a phone should be absolutely simple, beautiful and magical to use.*

#### **Value proposition boosters**

Sometimes it's difficult to find ways to differentiate yourself from your competition, so you might try adding one or more of these to your offer:

- Free shipping
- Fast or next day shipping
- Free trial
- Free setup or installation
- Free bonus
- No long-term contracts or payments
- A very clear money back guarantee
- A better than money-back guarantee
- A discounted price
- Customization
- One-on-one personal help

Remember, you don't need to hit your value proposition out of the park on the first try. But you do need to build one and use it.

Tests show that having the right value proposition can have an immediate effect on your sales, sometimes even doubling or tripling conversions.

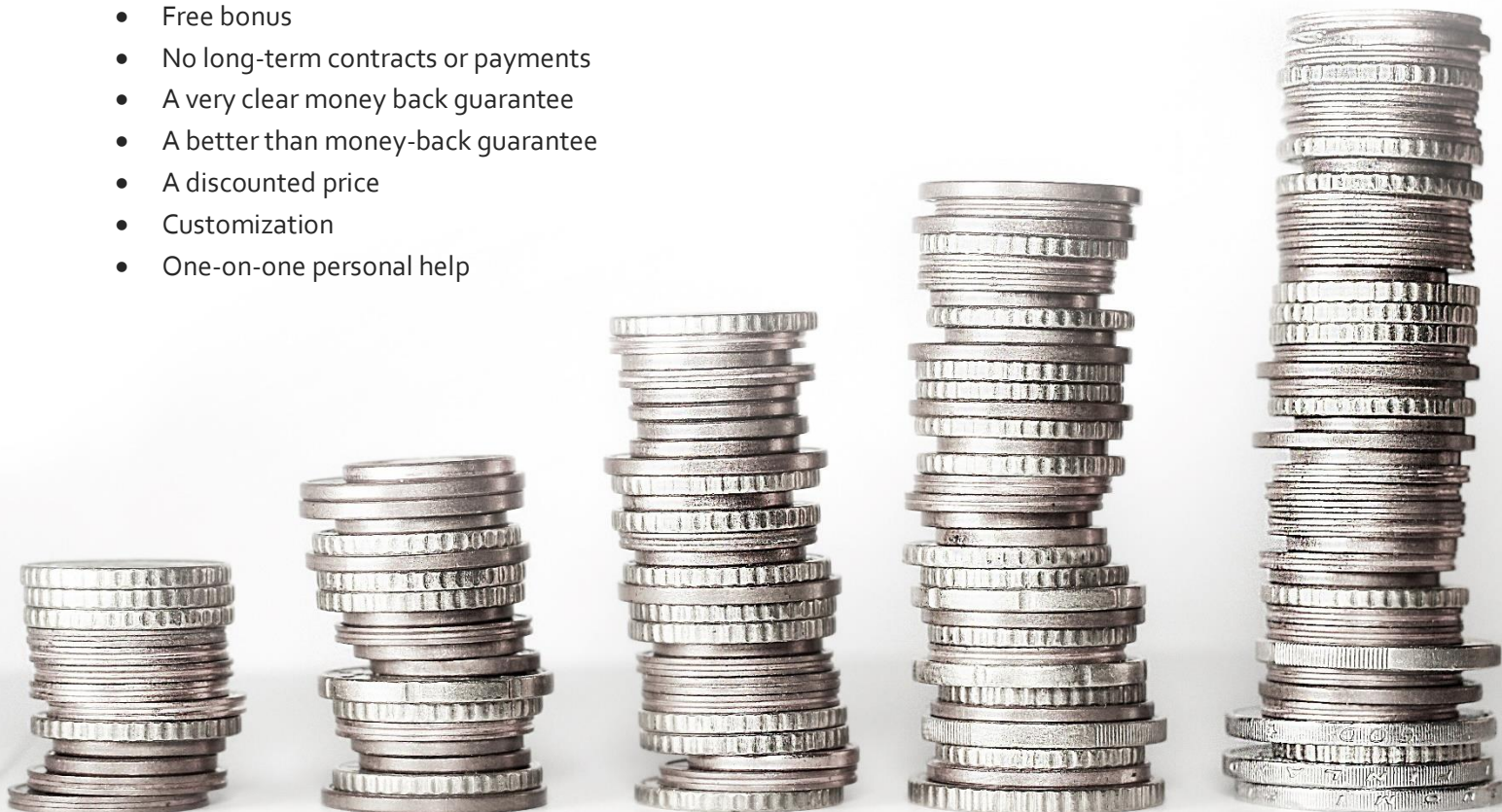
Of course, it's going to depend on your product, your niche, your customers and even your competition.

And most of all, it will depend on how well you craft your value proposition.

One more thing – an added beauty of having a great value proposition is it clarifies in your own mind what it is that you are truly doing for your customers.

It actually makes your job easier, in that you are no longer trying to be a jack of all trades, or trying to make your product fit everyone.

The clarity your value proposition brings can also bring you peace of mind and a better ability to grow your business big, strong and fast.



# 6 Ways To Improve Focus When Working From Home

The great thing about online marketing is you can do it from home.

The bad thing about online marketing is...

...you can do it from home.

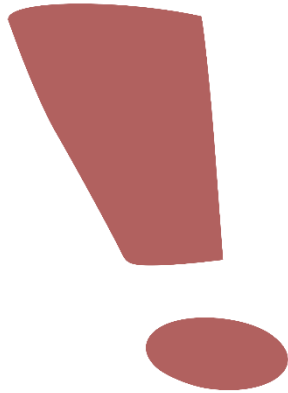
Which often means endless distractions from the internet, the kids, the pets, the neighbors, the housework and so forth.

Here's how to improve your focus and get productive, starting today:

1. **Follow your own natural rhythms.** Some people are more productive and focused in the morning while others do better in the evening. Figure out which hours work best for you, and then block those hours out. Schedule nothing during that time except for work.
2. **Notify your family, friends and anyone else** that you have working hours and don't want to be distracted.
3. **Have a place to work where you do nothing but work.** If your workstation is also your play station, your browse-the-internet station and so forth, it will be too easy to get distracted.
4. **Put on music or tones that help you to focus.** You'll find these on YouTube when you search for focus music.
5. **Set deadlines for everything you do.** If you have deadlines to honor, you're more likely to get the work done.
6. **Plan your breaks.** Set a timer for 20 minutes, and when it goes off, get up and walk around or do jumping jacks for a minute. You'll be re-energized and ready to get back to work with clearer focus than if you just try to power through.

Working from home is fantastic in its flexibility, as long as you manage to focus your time.

# IDEAS



## Haters Hate And That's Okay

You ask someone what they think of your idea and they tell you it will never work.

You try to get backers and they tell you that you don't have enough experience.

You tell your brother-in-law you're going to work from home and he snorts at you in derision and proceeds to make fun of you 24/7.

Let it go. Just let it all go and focus on what you're doing.

Be so dedicated to the mission of your business that nothing can stop you from making your dream a reality.

The best revenge over people who say you don't have what it takes is to prove them massively wrong.



## Facebook Video Ads

A tool to help you easily make Facebook ads that sell your products.

<https://www.topvid.com/>

## 3 Steps to Create a Profitable Online Product

...or anything, for that matter.

<https://www.changetheworldmarketing.com/3-easy-steps-to-create-a-profitable-online-product-or-anything-for-that-matter-part-1/>



# Thinking Of Joining Forces With A Partner?

You might want to give it some thought and make sure you're 100% certain this is the right partner for you.

If you force a partnership or have to try to convince someone to join forces with you, you're looking for trouble.

Just like you've got to be really certain before you propose marriage, you've also got take just as much care in choosing a business partner. You could be together for years or even decades. And things can go wrong. They can try to steal the business from you, or sue you, or make poor decisions that ruin the business.

Even someone you trust now and think of as a friend can do the most unthinkable things if they suddenly find themselves strapped for cash. Make no mistake, plenty of partnerships have gone sour because one of the partners chose money over their partner.

When forming a partnership, be crystal clear on the roles of each person. Decide now what will happen as the business grows. Have clear expectations and put them down on paper.

Don't start a partnership without an operating agreement that clearly states how one partner can leave the partnership and what that entails. If one of the partners wants to get out, there should be a way for them to do that without causing problems.

# Best Custom-Tailored Product Funnel Coaching Ever?

Imagine for a moment that you want to create a product in the dating niche.

In fact, you even know what kind of product you want to create, who your target audience is and so forth.

Now if you could just get someone to show you exactly what to do...

- What kind of emails should you use?
- What sort of branding?
- What kind of follow up sequences?
- How should you position your product?
- What might the sales copy look like?
- What kind of pricing will work?
- How many upsells should you have and what should they cost?

Here's an idea: Hire a \$3,000 a month coach.

Here's another idea: Reverse engineer funnels that are already in place.

*Before we go any further on this... I am not advocating you steal anything, especially copy. I'm only advocating that you see what's working and WHY it's working.*

*Okay, let's get back to it...*

You want to make a dating product. So, you go to someplace like Clickbank, find a product that's similar to the one you're creating and you become a customer.

You go through the entire sales process, copying every URL along the way. 3 upsells? You copy the URL's. Oh yes, and you buy everything in the funnel, too.

This person has done all the work already. You can guess by their gravity how well they're doing. If they're on a platform like JVZoo, you can tell EXACTLY how well they're doing, how well they're converting and so forth.

As you're going through the funnel, look at it with two sets of eyes – customer and marketer.

What does the squeeze page look like? The sales letter? The thank you page with the first upsell, and so forth.

Study how it works, how it's put together, what kind of language they're using, how they're appealing to the customer, what kind of proof they have, how they present the offer and so forth.

How does the whole thing make you feel? Which parts do you think need improving? Which are working? What's missing?

Go back to the squeeze page and put in a different email address from the one you used to buy the product.

Now watch your emails for both sequences – the sequence you get as a buyer, and the sequence you get as a prospect.

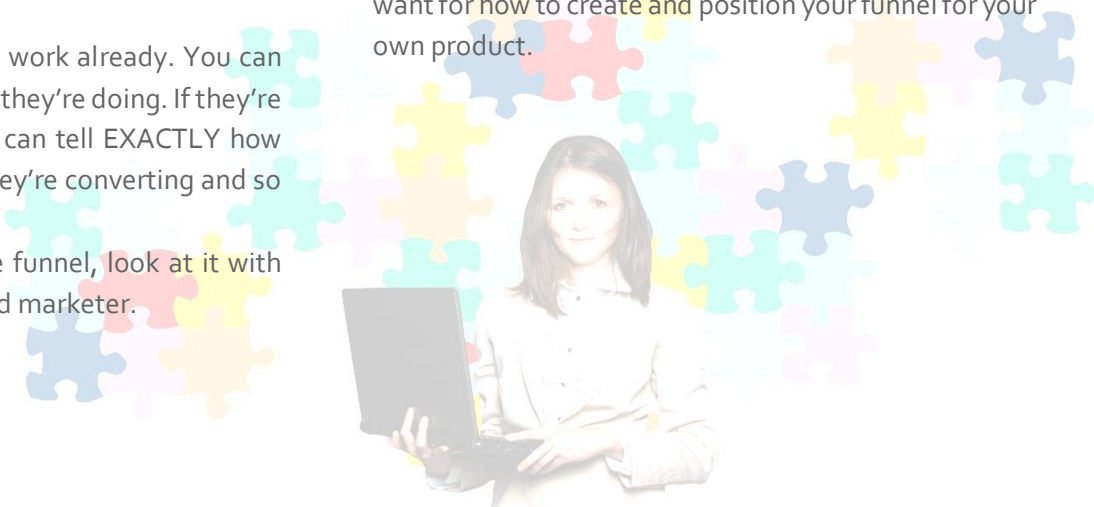
Notice what other cross-promotions they're doing, what offers they're making, and how everything is presented.

Again, I'm not advocating you steal anything. I am advocating that you do your homework and figure out what's working.

This is the cheapest and yet the most priceless education you can get on how to build your own funnel.

Now go back and look for any other products that are similar to the one you're producing, and repeat the process of reverse-engineering everything.

This could well be the best blueprint you could ever want for how to create and position your funnel for your own product.



## Are You Coaching? Here's How to Double Your Income



Short and sweet: If you're making good money coaching others to do or accomplish something, then you can probably double the money you make without much effort.

It's sort of a recycle and reuse sort of thing, where nothing in your business goes to waste.

Let's say you spend time coaching people on how to start their own businesses. You show them the sequence, how to get things done, how to outsource, the shortcuts, the little things they need to know and so forth.

But consider this: There are other marketers who want to get paid for coaching, too. Except they don't know where to start or what to do.

So on the sly and without telling your coaching clients, you also coach other marketers on how to do coaching.

You let them in on all your secrets of how to get clients, how to work with clients, how the whole process works and so forth.

I suppose you could even let them listen in on your coaching calls. Personally I think if you do, you need to let your students know someone else is on the line.

But I know a bloke who does this exact thing but never tells his students. Sort of a grey area there, so do what you think is best.

And whatever you're charging your regular coaching clients, you can probably about double for your new students who are learning how to become coaches. Again, it's up to you.

You've got a skill – coaching – that others want to have. So why not become a coach's coach?

You can give your future coaches templates for their sales pages, techniques for getting their first clients and ongoing support. And for this you can easily charge \$5,000.

Even if you just take on two new students a month who are learning to be coaches, that's an extra \$120,000 a year.

I mentioned this to a friend, and he's a bit snarky. He wanted to know, "If you're coaching students, and you're coaching coaches on how to coach students, couldn't you also coach people on how to train new coaches that teach coaching?"



## How to Make More Sales with Less Effort Using

# Repulsion Marketing

I do a great deal of reading and researching on the topic of online marketing. I have to, it's how I make my living. I imagine you do the same.

Which is why you may have noticed that a lot of people tend to over complicate the whole online marketing thing.

Really, you need a product to sell, someone to sell it to and a way to persuade them to buy.

That's it.

In fact, I said that exact same thing to an aspiring marketer the other day, and he responded with, "That's OVER simplified, tell me how I'm supposed to do that."

Okay, here goes:

When you get someone on your list, your job is to build rapport so they like you and your content. Once you do this, it's a lot easier to convince them to buy your recommendations.

That's why I start out by telling them something about me and my life. Not a full-blown biography – I'm not that fascinating. Just enough so they feel like they know something about who I am and how I think and live.

Then I send them content and offers, same as any other marketer.

Except, I don't try to appeal to everyone.

In fact, I don't want to appeal to everyone, because when you make that your goal, you wind up appealing to pretty much no one.

Imagine if you tried to create the perfect food that EVERYONE likes. Any flavor is going to turn off a certain segment of the population, so you'll have to remove all flavor to make everyone happy.

Except, of course, when you remove all flavor, your dish will be as bland as paste and it will appeal to no one.

Time and again I see marketers trying not to have opinions or offend anyone. And these same marketers struggle, despite having 5 or even 6 figures of subscribers on their lists.

When you appeal to everyone, you appeal to no one.

So what I do is 'let it all hang out,' so to speak.  
I state my opinions. I give my thoughts. When I disagree with something, I politely but firmly make my case.

In other words, I'm myself. I don't try to be an 'everyman,' I just work at being me.

Which I have a lot of practice at, so it's much easier than trying to be someone I'm not.

Some people don't like me or my opinions, and they unsubscribe. Hence the name, "repulsion marketing."

Other people resonate with me and what I believe, and these folks not only stay on my list, but they also open and READ my emails.

And click my links.

And buy my stuff.

They're receptive, enthusiastic, and fun to have as customers. I'm continually building my tribe, and part of that process is weeding out the people who aren't a good fit.

I never worry about how 'qualified' my traffic is or what 'quality' it is.

My only job is to get people onto my list and then just be myself.

It's like real life – some people think you're a jerk, and other people become your friends and lovers.

And it works really, really well.



# Less Confusion, Less Hassle, More Money? Maybe...

Let's say you've got a dozen products and more on the way.

And for each product, you've got a squeeze page and a sales page.

Now you're always driving traffic to these dozen different squeeze pages, tweaking them, testing, more tweaking on a dozen pages...

... and same with your sales pages, too. You're having to test, tweak, etc., 12 different sales pages.

When you get your new products up, you'll have to do even more...

...so here's my thought.

What if you put EVERYTHING, as in every product you have, into a membership site?

Drip feed the content, and now you only have to focus on driving traffic to one squeeze page, optimizing one squeeze page and one sales page, maintaining one website and so forth.

It's not going to be the right solution for everybody, but it certainly is worth thinking about.





# How To Know EXACTLY What To Charge For Your Products

Wouldn't it be great if there was some way to know exactly what to charge for your products, so you could make the most money?

After all, if you price low you'll make more sales. Price high and you'll make fewer sales, but each sale will be worth more.

You could look at your competition for clues. That's how most marketers do it.

You could ask your customers.

You could ask your peers.

You could draw random numbers out of a hat...

...do you see where I'm going with this?

NONE of those answers is the right one.

The only way to know for a FACT which price point will make you the most money is to TEST.

Yet very few marketers do this.

And when you test a price, remember to take into consideration the number of refunds, too.

If it's a membership site, keep track of how long members stay at each price point.

Quick example of why this matters so much:

You test two different price points on your membership site:

\$47 a month and \$17 a month.

At \$47 per month, you get 2% of prospects to sign up, and on average they stay for 2 months.

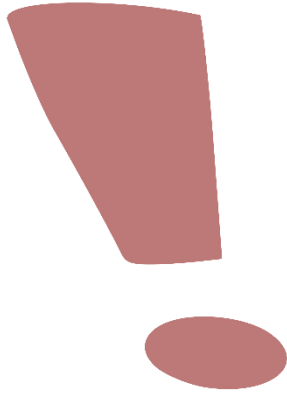
At \$17 per month, you get 4% of prospects to sign up, and on average they stay for 6 months.

Out of hundred prospects, the first month you'll make \$94 at \$47 apiece, or \$68 at \$17 apiece. So it looks like \$47 is the winner.

But when you take into account how long each member stays, it's an entirely different story - \$188 versus \$408.

Always always always test your prices. You might be shocked to discover you've been leaving a heck of a lot of money on the table.

# IDEAS



## Quick Way to Get Great Titles Fast

If you're looking for headlines or titles, try checking out the magazines in that niche.

For example, if I needed a headline for a body building program, I could look at the body building magazines for inspiration.

Here's what I found today:

- Build a Perfect Chest
- Super Wide Shoulders
- Beast Mode: Serious Mass in 6 Weeks!
- Your Best Back Ever!
- The Real Secret to Size
- BIG Arms in 13 Moves
- Torch Body Fat in Just 6 Minutes
- Serious Gains! More Mass in 8 Weeks
- 4 Moves for Killer Abs

You can use this in any niche that publishes magazines.

No magazines in your niche? Try perusing the book titles and subtitles on Amazon, as well as the chapter titles inside books.

# quotes

"Good marketing makes the company look smart. Great marketing makes the customer feel smart." – Joe Chernov

"Even when you are marketing to your entire audience or customer base, you are still simply speaking to a single human at any given time." – Ann Handley

"As marketers, we should be changing the mantra from always be closing to always be helping." – Jonathan Lister

# The 4 Letter Word That Will Make You Rich

If you're building an online business, there's a 4 letter word you need to know.

New marketers HATE this word. They will do most anything to AVOID this word like the plague.

And they get mad when you suggest that maybe, just maybe they should consider adding this word to their business.

(No, I'm not talking about 'work.')

Seasoned marketers in the 6, 7 and 8 figure income range LOVE this word. They adore this word.

They credit this word for building their online empire, for making their house payments, for sending them on wonderful vacations and for padding their ever-growing bank accounts.

Have you guessed the word yet?

Here's another clue: By using this word you can test, track and optimize your entire business.

You can also turn on the faucet of your money-making machine anytime you like, and turn it up as high and fast as you like.

The word is "paid," and we're talking about paid traffic.

New marketers are certain that paid traffic is somehow a scam.

Seasoned marketers know differently.

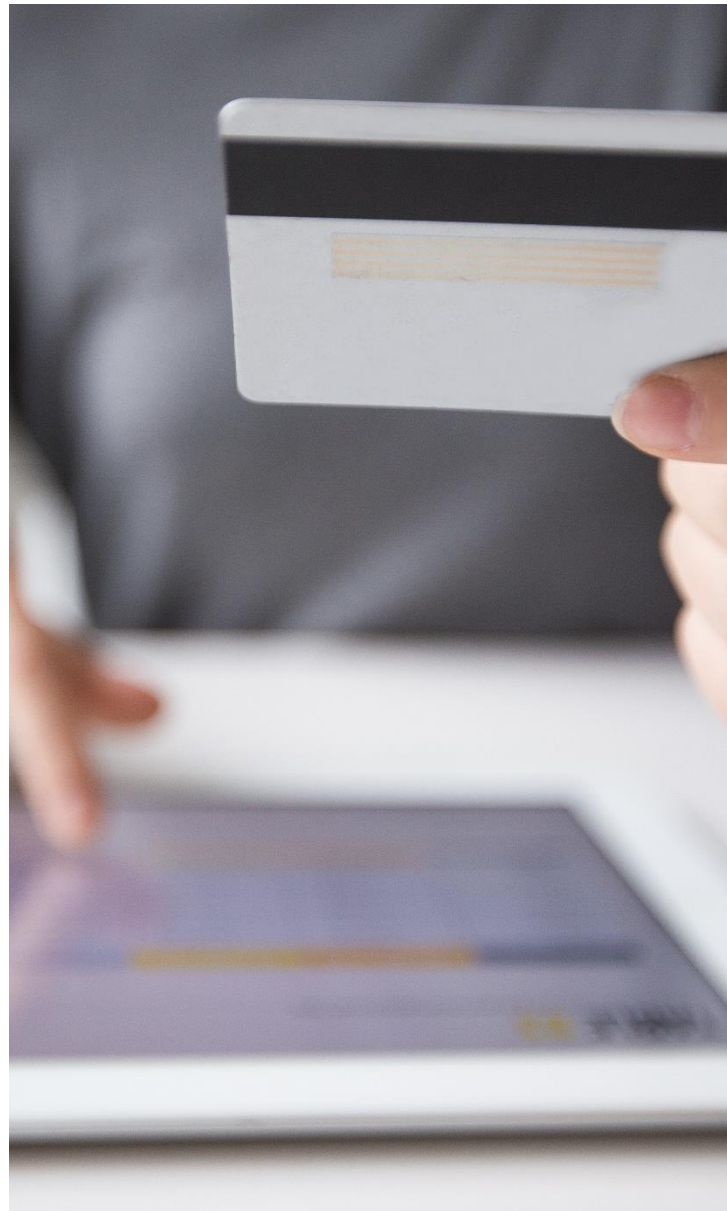
Let's say you're about to launch a new product. How do you find out how well it converts? By buying traffic.

How do you tweak and optimize your funnel to get the highest conversions? Paid traffic.

How do you get the metrics you need to get affiliates on board promoting your product? Paid traffic.

How do you make money on demand, 24/7/365? Paid traffic.

Learn how to turn \$100 into \$200 and you'll get rich.



# EPILOGUE

## The Warden

A new warden arrives at a prison to start his first day, on his new desk is a pile of folders, each folder is one of the policies put in place by the old warden. He sits down to read through them, as he reads he becomes more and more appalled. Finally, he can read no more, he calls the deputy warden to his office and asks him what the purpose was of all those policies, they all seemed unnecessarily harsh and gruelling. Even the work programs all pushed the prisoners to their breaking point, basic courtesies were only being used as rewards.

The deputy warden explained that the warden's predecessor had believed that prison was supposed to be hard, it was not a reward for crimes, but rather, a punishment. The new warden thought about this, then told his deputy that while he agreed in principal, he also believed that you catch more flies with honey.

Over the next few weeks, the new warden put in place many changes. The harsh, almost cruel work program was scaled back and some more leisure time was added, the new warden also put in place new programs to provide education and rehabilitation.

It took many months but finally differences in the prisoners started to come to light, the many riots the prison used to have had reduced, and the rehabilitation programs had been working well, they were still hard, but were now broken up with time for leisure and enrichment.



As time progressed, the prison guards had less troubles to resolve, the prisoners were calming and more willing to respond to the guard's orders. Even paroles and release numbers started to creep up. As was always the case, the new programs didn't work for everyone, they still had a share of troublemakers and offenders that were released and came back just as fast.

But when the prison board came to review and compare the prison and its new changes, they found that instead of perpetual trouble, the warden had created a system where the prisoners were not simply being treated as prisoners or as numbers.

They were instead being treated as people, and if they chose to accept the assistance in the education and rehabilitation programs, and completed their work, they would receive leisure time and could have hobbies. Their good behaviour also counted towards their parole and release hearings.

The warden policies, whilst still providing punishment, also allowed the prisoners to retain some dignity, they were still people rather than numbers and so could reflect better on their past actions and future hopes *as* people.

Much like a prison community, a business can push people to their limits with workload and tasks, push them to a point where they see no "light at the end of the tunnel" and so do not perform at their best. When people feel hopeless, they don't want to do better, they just exist in a sort of Groundhog Day scenario.

But if we reward our workers and partners, if we respect them and their needs, they respond better to what we want them to do.

The old adage is true, you do indeed catch more flies with honey.

## See you next month!



# The Fastest And Easiest Way To Send Emails That Make Money Each & Every Time You Contact Your Email Subscribers



**YES! I WANT IMMEDIATE ACCESS**  
**To The Complete Instant Email Campaign System**

[InstantEmailCampaign.com](http://InstantEmailCampaign.com)