

# Home Business Newsletter

*Issue 82*



Target Marketing –  
From Zero to #1 Seller.

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Get Higher Conversions With  
These 10 Personalization Tricks

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This Simple Little Biz Nets  
\$1,000 a Month

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...and more!



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# INTRODUCTION

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## Things Are Not Always What They Seem

It is a ridiculously hot day back in the 1800s, in the wild west of the Southwestern United States.

A lone cowboy is stumbling across the landscape, he is unarmed and has no horse, he often falls to the ground injured but still keeps dragging himself to his feet and carries on, not yet willing to release his grip on life.

After many miles, the cowboy slowly realises that his progress is being paced by a young tough looking Apache warrior astride his pony. Realising this, the cowboy turns to him and drops to his knees, expecting at any moment the arrow that would end his suffering. The young warrior stops his pony and just watches the cowboy, and there they both sit, for what seems like hours, neither moving. Eventually the cowboy tires of this game and drags himself to his feet, continuing his desperate march toward what he hopes is civilisation. As before, the young Apache keeps pace with him.

As the day wears on, the cowboy falls many more times, eventually he can stand no longer and is dragging himself along the ground. Finally, all his strength is gone, but his will to live remains, he paws at the ground, trying to pull himself further forward. It is then he hears the sound of the warrior's pony drawing closer. Noiselessly, the Apache drops from his horse near the cowboy and approaches, crouching down to roll him over, with knife raised to strike.

The last thing the cowboy sees before unconsciousness is the eyes of the men he has always been taught to hate, the enemy...

Days later, the cowboy awakes, he is lying in a rough shelter by a river, his wounds have been treated and there is food and water near his shoulder ready for his awakening. Weak and dizzy, he tries to survey his surroundings, confused as to what is going on.

Across from him is the same Apache warrior, he beckons to him to drink and to eat. It takes several days but finally the cowboy finds his strength returning. The Apache then helps him up onto his own pony and walks him through the desert sun taking two more days of travel, when at last they come to a settlement. The Apache stands on the hill until the settlers have clearly seen him then slowly walks down into the village.

The people crowds forward eagerly to see the vicious enemy they had all been taught that the Apaches were, initially they assume he is a prisoner. Some of the men draw their guns. The cowboy cries out for them to stop and in his haste, falls from the saddleless horse. To the shock of the crowd the Apache turns to him and picks him up and carries him further forward into the town.

An old man steps forward and asks the Apache what has happened, after the Apache responds, he looks at the cowboy and his treated injuries, and tells the settlers there is no danger and to go about their business.

The cowboy hands the horses reins to the Apache, and the Apache leaves the settlement, the cowboy then asks the miner what he had said. The miner tells him that the Apache has seen an injured and dying enemy, but that enemy clung to his life and would not surrender to the circling vultures or vicious heat. His determination to survive earned the Apaches respect, even when he could no longer move, he still clung to and fought to retain that life. The Apache could not let such courage die, so had gathered him up, brought him to water and treated his wounds, then when strong enough to travel (as he had seen), he had brought him back to his people.

The young warrior saw not an enemy that day, but a man not unlike himself that just wanted to survive, he would not rob a man of that right.

People and situations are not always what they seem, sometimes even enemies can become friends or allies, keep your heart and mind pure, do not let cultural, religious or political stereotypes and expectations colour your judgement, accept people as they are, not as you would want them to be and in business you will make partnerships with everyone without fear.



## How To Get Started With Facebook Advertising

Here's a step-by-step guide to getting all the traffic you need from Facebook.

<https://searchenginewatch.com/2018/01/26/how-to-get-started-with-facebook-advertising-a-step-by-step-guide/>

## How To Push Content To The Top Of Google SERPs

You work hard to create great content, so why not do everything in your power to get it to the top of page 1 on Google?

Here's a great tutorial on how to do just that:  
<https://www.searchenginejournal.com/content-not->



## 18 Reasons Why You Should Use WP For Your Business Website [Infographic]

This one is a bit silly and fun. And if you scroll to the bottom you'll find relevant studies and information on using Wordpress for your business.

<https://www.socialmediatoday.com/news/18-reasons-why-you-should-use-wordpress-for-your-business-website-infograp/515618/>



## Google Now Lets Users Mute Remarketing Ads

If you're using remarketing – showing ads to a user who has already expressed interest in that specific product – then here's a heads up:

Google has updated its ad settings to let users mute ads they've already seen too many times. This applies mainly to remarketing ads, which Google calls “reminder” ads.

Within Google's ad settings, users can see who is currently retargeting them with Google display ads. They can then mute advertisers individually for 90 days.

<https://www.searchenginejournal.com/google-lets-users-mute-repetitive-remarketing-ads/234001/>

# Target Marketing – From Zero to #1 Seller

We talk about targeting the right people for your product, but just how valuable is it to know your audience?

Here's a quick case study of a deodorant that became a top seller through nothing more than pinpoint targeting of its customers:

In *Brandwashed: Tricks Companies use to Manipulate Our Minds and Persuade Us to Buy*, we learn how Axe Deodorant took over their market through targeting.

Unilever executive David Cousino tells us that Unilever first analyzed the potential male deodorant user by breaking men down into six profiles:

- The Predator -- He takes advantage of drunk girls, and lies about his job and where he lives
- Natural Talent -- Athletic, smart, and confident. He doesn't need to lie to score
- Marriage Material -- Humble and respectful, he's the sort of guy you want to bring home to Mom and Dad
- Always the Friend -- He always hits that glass ceiling

- The Insecure Novice -- He has absolutely no clue what he's doing, and things get awkward fast -- the geeks and nerds
- The Enthusiastic Novice -- He has absolutely no clue what he's doing, but he's outgoing and tries valiantly anyway

Based on these six profiles, they chose to target the 'Insecure Novice,' since these are the guys who need the most help in getting women.

And frankly, this is the target market that could most easily be persuaded into buying a product – ANY product – that could potentially help them get over their nerdiness and get the woman. Or women. Lots of women.

The next step was to create the ads. Research showed that the ultimate male fantasy isn't to have just one woman at a time – it's to be irresistible to several sexy women at once. (Seriously, did they really need research to determine this?)

That's why the TV ads proclaim that if you use Axe Deodorant, you will get the chicks. ALL the chicks.

The result? Axe came out of nowhere to be the #1 male antiperspirant / deodorant brand.



# TARGET



Notice they weren't targeting EVERY man. They didn't target married men, old men, men who could already get women on their own and so forth. They targeted ONE demographic – men in their 20's and 30's who were nerdy and had trouble getting women.

But in the process, they had a great deal of crossover into the other groups as well.

This is an added benefit of targeting that most marketers don't realize. They think in order to get the biggest share of the market, they must target everyone.

But when you target everyone, you tend to get almost no one. Paradoxically, when you target one specific group, you tend to get customers from all the other groups as well.

One side note: In this case, Axe's marketing worked almost TOO well. High school kids were completely dousing themselves in Axe, thinking they would get every girl in class to fall all over them.

Instead, school districts complained of kids reeking of the cologne-like smell.

How could Axe have fixed this? Perhaps by cautioning its users that because of the power of Axe, a normal amount was actually more effective than going full coverage.

Instead, Axe backpedaled a bit from their original campaign, and sales declined.

Which is another lesson – when you find a target market that works for your product – or better still, you target your product to the right market – don't change what's working.

Here's what you can do:

- Make a list of potential target markets for your next product.
- From that list, choose the market – or demographic – you want to target.
- Create a profile of ONE person in that market – this is your ideal customer.
- Tailor your product and your message to that one person.
- Dance around your office as you see the sales come flooding into your in box.

Stop targeting everyone and start targeting your ideal customer. Once you do, it will become clear how you should market, where you'll find your customers, and how to get them on board.

And yes, your sales will almost certainly increase.



## Automatically Recycle Social Media Posts

You need a never ending social media que – but you're busy – too busy to worry about constantly adding more content.

Enter EverQueue. You add your best articles, blog posts and photos to EverQueue. They fill the gaps in your social media marketing schedule with your EverQueue items. After they post an item, it's recycled back into EverQueue.

You get to reuse your best content to drive traffic while saving time. Increase your traffic as much as five time over by recycling your best articles, blog posts and photos. Extend the life of your content, and never run out of content again.

EverQueue is a sweet little tool for filling the gaps in your social media calendar.

<https://dlvrit.com/recycle-social-media-posts>



## Surprise! Marketers Can Benefit By Taking Political Stands

Common advice and perhaps even common sense tells you to not take any stand on any issue, for fear of alienating a certain percentage of your customer base.

But this thinking could be all wrong. A recent study found that people want brands to take a stand on leading social and political issues, including immigration, human rights and race relations.

One important note here: No matter what stand you take, you will likely alienate someone. For example, if you believe all people are created equal and have the same rights (or should have the same rights) then there are certain white-hooded folks in the US's deep south who won't like you. Too bad. The best way to build a strong tribe that follows you and buys your stuff is always going to be to take a stand and have an opinion, and that goes for social issues and politics, too.

<https://www.socialmediatoday.com/news/new-report-finds-brands-can-benefit-from-taking-a-stand-on-political-issues/515498/>

# Get Higher Conversions With These 10 Personalization Tricks



It's amazing what a little personalization can do.

Quick example: You go into a store looking to buy something. A sales person helps you, but you leave without making a purchase. You go back a week later, and the sales person greets you by calling you by name.

How do you feel? Maybe respected, appreciated and memorable? And do you want to do business with someone who cares enough to remember your name? Of course.

When Coca-cola introduced Coke bottles personalized with people's names, sales jumped 2%. Now I know 2% might not sound like much, but to a company as big as Coke, it's huge.

Personalization – when used properly – can double your conversions. Here are 10 ideas on how to personalize not just words, but actual images - and how you might use these ideas in your own business...

## 1: Inactive Customers or Subscribers:

Re-engage with customers and even subscribers who are no longer active.

For example, for customers who haven't made a purchase in 90 days, or subscribers who haven't clicked a link in a month, send them a photo of you in front of a whiteboard looking sad.

The whiteboard has a simple mathematical equation with your business name, minus their name and a frowny face, like this:

Your Business Name  
- Your customer's name



## 2: New Customers and Subscribers:

Create life-long customers and communities by taking the time to welcome someone when they join you. For example, you might send them a picture of you holding a sign that says, "Welcome Paul!"







### 3: Product Sales:

When your customers buy a product that you are shipping out, keep them engaged by sending them an email with a picture of their package. This keeps them excited and tells them it's on the way.

Bonus: Get a clear shot of the address label, and it will help them to confirm their shipping address before it's too late.

### 4: Webinar Attendance:

Get people to show up for your webinars by sending them a personalized reminder email in the form of a photo of a handwritten note, or of you standing next to a whiteboard with the written words, "Are you coming to the webinar, Joan?"

This will capture their attention, be far more memorable and do more to get them on the webinar than the standard email that webinar services send out as reminders.

### 5: Cart Abandonment:

Send out a photo of an empty box with their name on it, such as, "Order for Bob Smith."

This emphasizes the sense of loss in not ordering, and will get some of your customers to come back and finalize their purchase.

### 6: Text Messages:

If you use text messages for following up with customers, how about adding an image of a newspaper that features their name and the reason for the follow up?







Guaranteed you'll have their attention.

**7: Customer Anniversaries:**

Send out a personalized image that contains congratulations on their anniversary – perhaps the anniversary of purchasing a product, subscribing to your list, joining your membership site, etc.

You'll make them feel special and important.

**8: Upsells:**

This is a brilliant idea that can put serious money in your pocket almost immediately – send out an image letting your customer know they forgot something.

It might be a picture of the upsell they didn't take, along with words such as, "You forgot something John! (It's our best offer).

**9: Certificates:**

Do you offer any kind of courses or online training?

Send out personalized and official looking certificates of completion with their name, the training level achieved, the date, signatures and seal.

**10: Online Order Confirmation:**

When someone places an order, send them a photo of you and your team with a sign that welcomes them by name. It might say something like, "Welcome to the family, Aaron." Make sure everyone in the photo looks especially happy.

Now then, you might be saying: "Sure, this is all well and good and I can see how it will help me to retain customers and make more sales, but who has time to do all this?"

Good question. The answer is, you do - if you get PicSnippets.

PicSnippets creates personalized images for marketing, sales and customer follow-up. You can create your PicSnippet and use it on nearly any platform such as Infusionsoft, ClickFunnels, Shopify, ManyChat, Klaviyo, FixYourFunnel and more.

Just go to [PicSnippets.com](https://PicSnippets.com) and register today.

## Increase Conversions Onsite



Here's a nifty little tool to help your customers complete their transactions by personalizing their onsite browsing experience.

Here's how it works:

A visitor browsing your website shows intent to exit prior to completing their transaction. Which is to say, they're about to hit the "X" button or the back button.

The onsite engagement tool seamlessly reveals from the side of the screen - rather than as a pop-up - which some customers find annoying.

Relevant content and messaging is displayed to encourage the visitor to convert. For example, they might see a \$20 off coupon they can immediately use, if they buy now.

<https://www.ve.com/solutions/onsite-engagement>



## Warning: Hackers Hiding Links On Unsuspecting Websites (Like Yours)

Hackers are now able to hide content and links via PNG files on other people's websites to help them rank higher. Typically, these attacks are coming from gambling, porn, pill and money-making type sites.

And most site owners have no idea this is happening to their website – but Google knows, and it's not a good thing for you or your site.

Here's what you need to know to fight back:

<http://www.thesempost.com/hackers-hiding-content-links-png-files/>



# Guy-Next-Door Beats Guru-God Every Time

Your customers are bombarded daily by the same types of offers – so how can you stand apart from the crowd?

Let's take the online marketing niche as an example: Everyone is proclaiming to have THE product that will enable ANYONE to make a million dollars this year, or more.

Prospects are confused because there are simply too many choices. What they need is some relief from the continuous barrage of similar looking offers.

Here you come, offering not to sell them the latest greatest program, but instead help them to solve the problem they have right now.

What is their immediate problem? It's not making a million dollars this year. But it is learning how to make enough money to quit the job they hate.

You offer a Facebook group that is aimed at replacing their salaries and allowing them to quit their job.

Finally, they found someone who is meeting them where they are, instead of trying to call them to the top of Mt. Everest. Because let's face it, when you're not making a dime online, making a million bucks seem about as likely as scaling Everest with no prior training.

Instead of being one of many gurus, you position yourself as the guy next door who works on cars and does gardening, and also happens to have a thriving internet business. Sure, you'll teach them what you know over a few cups of coffee and some good conversation.

Now who wouldn't jump at that?

There's two elements at play here:

First, you're breaking down that sky-high goal into something people truly believe they can achieve.

Become an Olympian athlete? Not likely. Lose 20 pounds and feel and look better? Yes!

Date the hottest models on the planet? No honest man is going to believe that. But be able to get dates with the nice women they meet through their work or hobbies? Now that they believe.

Second is your own positioning. Instead of being THE Diet Expert or THE Dating God or THE Internet Marketing Guru, you are a normal, everyday person.



Think about who you are – stay at home mom? Nutritionist? Astronomer? Astrologist? Doctor? Airplane mechanic? Crafter? Gardener? Cat lover? Write down the things you like the most about yourself.

Now how can you incorporate that into your chosen niche? You might be the cat lady who teaches diet and nutrition, or the shade tree mechanic who also teaches body building. Or maybe the prolific gardener who also teaches online marketing.

Whatever the case, use your own life to differentiate yourself from the crowd.

By doing these two things – starting with goals your audience believes they can achieve and being a person they can relate to - you'll stand apart from any competition.

Your message will become crystal clear and people who need your message will flock to you. You'll also be much more memorable as the 'sky writing physical trainer' than any of the other thousands of people teaching physical training online.

And there's another benefit as well.

People will believe you because you come across as human. You show your mistakes, and you talk a little bit about yourself.

What you don't show is ridiculous claims, Lamborghinis, mansions and yachts parked on tropical beaches.





## This Simple Little Biz Nets \$1,000 a Month

Here's a ridiculously easy business you can run from Facebook using Facebook groups. It won't take you much time, and it can net you a tidy little profit each month.

Better still, you can create as many of these as you like. Grow them big enough, and you might make far more than \$1,000 a month, too.

Plus, you can either do it yourself, or outsource the work – it's up to you.

Here's how it works:

First, create a private Facebook group. This is going to be a free group, and you can do it for any niche where money is spent.

For example, if you're in the IM niche, you might title your group something like:

- Shortcut copywriting techniques for non-copywriters
- Easy and fast SEO for non-SEO people
- Latest and hottest ways to get tons of traffic to your offer
- Techniques for doubling and tripling your conversions
- Simple methods for building massive emails lists fast
- Etc.

You can populate your groups with free WSO's, from Facebook itself, as bonuses to other people's products and so forth. You're offering a tremendous benefit for free, so it's not going to be difficult to get members to your groups.

You might even limit the number of members you take, since that will make it seem much more exclusive and valuable.

For content you're going to do one or more of the following:

- Write your own content
- Hire outsourcers to write the content for you
- Get guests to write your content for free
- Use high quality PLR. Not junk, just the good stuff

Whatever content you use, be sure to break it down into brief daily posts.

All you need is short snippets of content, because the members will do the rest of the work for you. They'll ask questions, respond to questions, give opinions and so forth.

Your group will take on a life of its own, which is terrific. You want to encourage as much interaction as possible to keep people coming back time and time again.

So now the big question is... How do you monetize this?



There are three ways:

First, promote your own products. You've got to do this in a very soft, non-pushy way. Done right, you'll make plenty of sales without turning anyone off.

For example, you might answer someone's question, then refer them to your product for even more info.

Second, promote other people's products (affiliate products) using the same method.

Third, if you don't want to sell products or you want to make even more money, you can sell advertising on the timeline.

If you think about it, you've got a highly targeted group of people who are super focused on this one area of interest.

Basically, you have a terrific prospect list of active, interested people.

Whether you are selling your own products, affiliate products or advertising, you're going to make money.

Let's talk more about getting advertisers. These advertisers would LOVE to convert your members to their deal.

Limit your ads to just one per day, and call them the "Sponsor of the Day."

Of course, advertisers can book as many days as they like.

Post the ad in the morning and keep it as the pinned post for the rest of the day.

Charge maybe \$50 to display the ad for a day, which compares favorably to solo ads.

If you sell all 30 days of the month, you've made \$1500.

Only allow that one ad per day, and don't let your members post affiliate links.

How do you find advertisers? Many times your best source will be from within the group itself. You can also let your email list know about the opportunity, and you can offer your ad slots to anyone who is in your niche and has a product to sell.

I recommend starting one group and learning the in's and out's of running this type of business. You'll need to invest perhaps 15 minutes each morning for adding content and answering questions, and then check back 3 or 4 times during the day.

Once you get a good feel for what you're doing, expand to related niches and even branch out to completely unrelated niches, too.

And of course you can outsource the entire process.

While you're not going to make a fortune from just one group, several groups can yield you a full-time income.





A photograph of Maurice Sendak, an older man with a grey beard and glasses, wearing a dark suit and a striped shirt. He is sitting at a desk, holding a yellow pencil over a piece of paper. On the paper, there is a colorful drawing of a 'Wild Thing' from his book 'Where the Wild Things Are'. The drawing shows a creature with a yellow head, a blue body, and a striped skirt. The background is dark and out of focus.

## Do Your Customers 'Eat' Your Emails?

Maurice Sendak, author and illustrator of *Where the Wild Things Are*, received what he calls the highest form of compliment by a child fan who wrote him.

"Once a little boy sent me a charming card with a little drawing on it. I loved it. I answer all my children's letters — sometimes very hastily — but this one I lingered over."

"I sent him a card and I drew a picture of a Wild Thing on it. I wrote, 'Dear Jim: I loved your card.'"

"Then I got a letter back from his mother and she said, 'Jim loved your card so much he ate it.'"

That to me was one of the highest compliments I've ever received. He didn't care that it was an original Maurice Sendak drawing or anything.

He saw it, he loved it, he ate it." - Maurice Sendak



# Do This Once, Get Paid For Years

I know a guy who lives in a remote part of Oregon.

He's got a long scraggly beard, dresses in jeans and flannel shirts, and drives a new car.

By day he fishes and hikes.

By night he visits with his friends in the bar, or kicks back and watches TV.

He takes several long vacations each year.

He hires someone to do his yard work and maintain his house.

He never works - because he doesn't have to.

And he's lived like this since the 70's.

Did he inherit a lot of money? Win the lottery? Rob a bank?

Nope. He grew up poor, never went to college, and hasn't worked since he was 22.

What he did do was write a hit song. Just one.

And that song continues to pay him residuals to this day.

He did something once, and is still getting paid for it all these decades later.

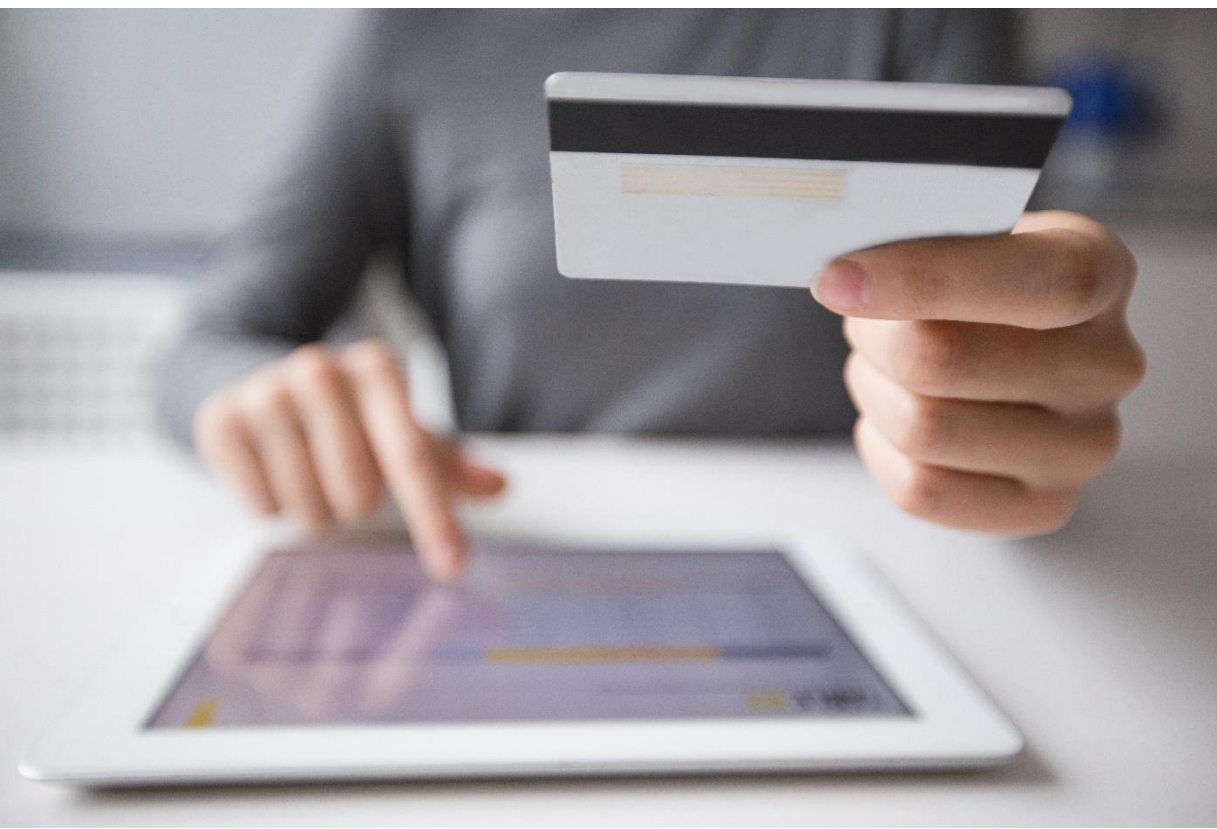
So there you have it. Just write a hit song performed by a very famous person, and you are set for life.

What's that? You don't write songs?

Okay, then you might try the online marketing version of this residual game.

It's called make a 'sale once, get paid for months or maybe even years.'

Of course we're talking about residual programs, and there are two basic ways you can profit: Promote someone else's program, or create your own.





If you're promoting someone else's residual program, you've got several benefits.

- You never have to create membership content or maintain and update the software as a service
- You never have to worry about customer service concerning the program
- You don't have to create the sales page, the membership site and so forth.
- All you do is send traffic and profit. That's it.

Pretty sweet deal, right?

And don't be fooled by the first month's commission, either.

For example, let's say you're trying to decide between promoting Program A and Program B. Both programs are converting at the same rate.

Program A pays out \$50 one time on a \$100 sale.

Program B pays out \$15 each month on a \$30 sale.

Members of Program B tend to stick for a long time, because the product is something they need for their business. In fact, the average customer retention rate is 7.2 months, which is fantastic.

With Program A, you make \$50. But with Program B, you make \$108.

As you can see, if possible you want to find out how long the average customer 'sticks' to the program.

Software as a service tends to retain people for longer periods of time, assuming the software does what it's supposed to. Hosting is a great example of this, because once people set up their website with a host, they tend to stick with that same host for years or for as long as there is no problem.

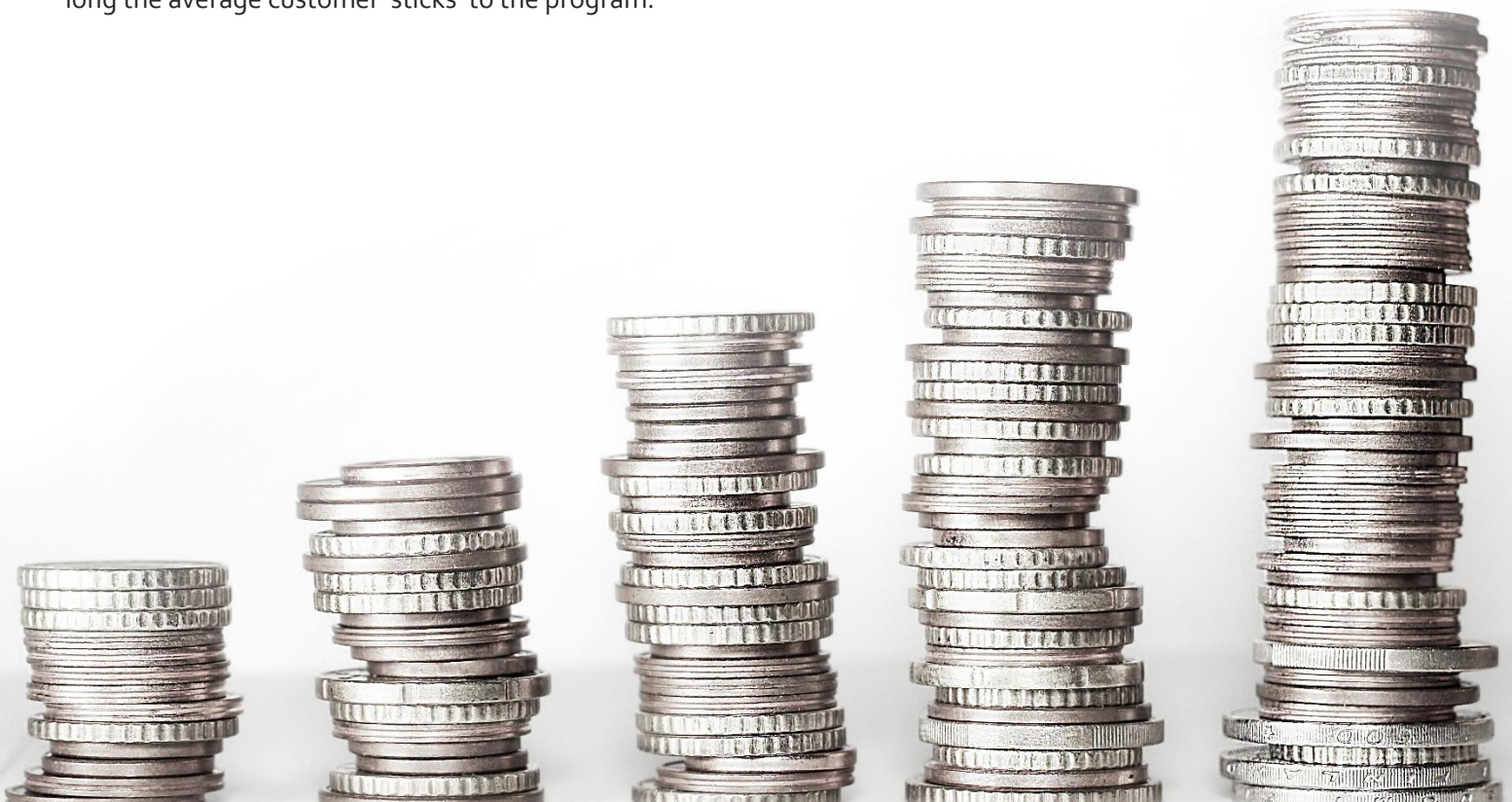
However, there are many information oriented membership programs that also retain members for a good long time as well.

To find residual programs you might want to promote, you can begin by Googling, "affiliate residual programs." You'll find lists full of them – more than you can ever promote yourself.

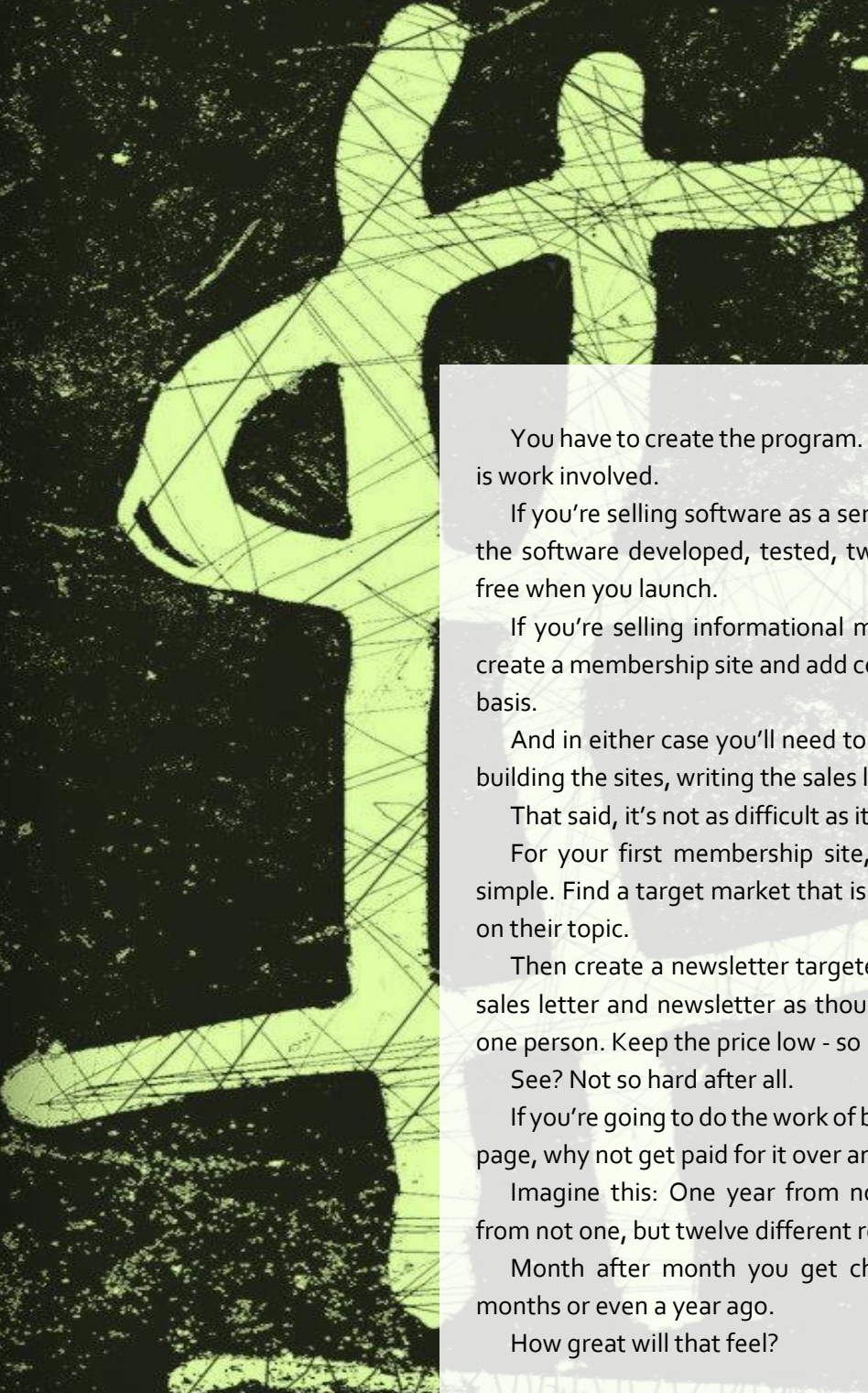
But having your own program can be even better, if you're willing to put in the work.

- You can have affiliates promote it for you, making hundreds and even thousands of sales you would never get on your own
- You can make a lot more money – a LOT more money
- You can build a stable of affiliates who like and trust you, and will promote future programs for you.

But...







You have to create the program. And make no mistake, there is work involved.

If you're selling software as a service, then you need to have the software developed, tested, tweaked and hopefully glitch free when you launch.

If you're selling informational memberships, you'll need to create a membership site and add content to it on a very regular basis.

And in either case you'll need to deal with customer service, building the sites, writing the sales letters and so forth.

That said, it's not as difficult as it sounds.

For your first membership site, I recommend you keep it simple. Find a target market that is eager for great information on their topic.

Then create a newsletter targeted to this market. Write the sales letter and newsletter as though you are speaking to just one person. Keep the price low - so low that it's a no-brainer.

See? Not so hard after all.

If you're going to do the work of bringing customers to a sales page, why not get paid for it over and over again?

Imagine this: One year from now you are earning money from not one, but twelve different residual programs.

Month after month you get checks for work you did six months or even a year ago.

How great will that feel?



A puzzle of a US dollar bill is laid out on a dark wooden surface. The puzzle pieces are interlocking, and the image shows a portion of the bill, including the portrait of Benjamin Franklin and the words 'FEDERAL RESERVE NOTE'. The puzzle is partially completed, with some pieces missing, revealing the wood underneath.

## Case Study: \$3,000 Per Site Per Month

I've got a friend who is making a killing with small local websites. And because of the nature of this business, it's likely to never saturate, leaving plenty of room for you to copy his business and make it your own.

This is really simple – so simple, you might want to dismiss it. But it works really well.

The one caveat is you've got to be able to rank a small local type of website on page 1 of Google. But if you're not an SEO person, you can hire someone to rank it for you. Or you can learn SEO and make a killing, your choice.

First you pick a town or city, one that is big enough to have competing carpenters, dentists, lawyers, plumbers and so forth. But you probably don't want too big of a city, because then it will be more difficult to rank your website on page one.

Once you're picked your town, get a URL for that town. If your town's name is Boise, for example, then you might buy BoiseServices.com or some such.

Next you'll get your website ranked for all sorts of terms, such as Boise Plumber, Boise Mortgage, Boise Massage and so forth.

Competition in small to medium sized towns tends to be small, so getting your site ranked for these terms is going to be easier than you think.

Now then, you're going to contact businesses and rent out ad space on your site to them for each service your site is ranked for.

You can charge more for some businesses than others. For example, you might charge the massage therapist \$100 a month and the dentist \$300 a month. What you charge will depend, frankly, on what you can get. One new patient for a dentist could easily be worth \$300, whereas it might only be worth \$100 to the massage therapist.

Only take one ad per service, because you don't want to create competition between your clients.

Selling the ads is easy. You show them that you rank on page 1 for the corresponding search term, and you let them know you're only taking one business per niche.

If they want the new customers and clients you can bring them, great. If not, you'll go to their competition. It just about sells itself this way.



If one of your advertisers doesn't renew, contact that advertiser's competition and sell the space to one of them. Often it only takes a couple of phone calls to do this.

Bill for the ads via Paypal on a recurring basis, so they renew automatically. Or if you prefer, you can use a shopping cart.

Have an outsourcer at the ready to design ads as well. You won't make much money on the ad design, but it's important to offer the service. You'll find it's easier to sign up new clients if they don't have to worry about designing the ad themselves. You could even throw in ad design to each new client for free if you want.

You can figure on selling 10 or maybe 20 ads per site. If each advertiser is paying on average \$200 a month, that's \$2,000 to \$4,000 in monthly revenue.

And you can do this in as many towns and cities as you like.

You might want to incorporate some great content into the site as well. Articles such as, "How to choose a plumber in Boise" will work well.

And if you post events going on in the town, that can bring in repeat traffic and make it even easier to sell the ad space.

Outsource the content or write it yourself, it's up to you. If you're ambitious, you can also capture leads and sell them to the businesses. You might also promote some products on the site as well for additional income.

Once you've done this in one city, it's extremely easy to duplicate in other cities.

If you don't want to sell the advertising yourself, you can always use the services of a call center.

And here's the real kicker – each website you build is an asset you can sell for good money, if and when you want to. Tons of people would love to have a turnkey business like this, and they'll pay you premium dollar for it, too.



## Google Search Console Beta Is Now LIVE for Everyone

Just go to <https://search.google.com/search-console> and click on the top right where it says, "search properties" and you should see all your verified sites there. If not, then maybe it is a bit lagged for you, but everyone I know has full access now.

It comes with over a year of data - heck, Google announced yesterday the Search Performance report, which is similar to the Search Analytics report, has up to 16 months worth of data!

<https://www.seroundtable.com/google-search-console-beta-live-25119.html>

# 4 Ways to Increase Sales Right NOW

Are things not going the way you'd like? Want more sales? Feeling kind of helpless?

You're not alone. As marketers, sooner or later we've all been there.

The important thing is to DO something. Any action is better than paralysis, because it gets you moving. You can always course correct as you go.

Here are 4 ways to increase sales and increase your income right now.

You might balk at one or two of them. All I can say is try them before you pass judgment.

**1: Get more affiliates.** LOTS more affiliates. How much time do you spend creating products? Or getting new people onto your list? This is also how much time you should be spending on recruiting more affiliates, and especially GOOD affiliates.

If you can afford it, I highly recommend getting an affiliate manager. If you can't yet afford it, then become your own affiliate manager. Watch launches and see which affiliates do well, as well as which product owners are building a list that's perfect for your offer.

Recruit bloggers who are list building. Ask your list and especially your product buyers if they want to be affiliates.

Every where you go within your own niche, watch for people who might be your next affiliate, even if they're not currently doing affiliate marketing.

Then cultivate relationships with these people. Don't just approach them and forget them. Send them personal emails, comment on their blogposts and act as though you are friends, because that's the best way to MAKE friends.

And don't discount little affiliates, either. I once had a new affiliate who made exactly ONE sale. However, that sale was to a super affiliate who contacted me, asked to promote my product, and sold 420 copies in one week. You just never know.

**2: Grow your lists.** Yes, this is obvious, isn't it? But I know marketers who aren't aggressively list building, and they wonder why they're not making sales.

On a typical list, you'll have attrition. And I don't just mean people unsubscribing, either. The person who is hot to buy your product today will have forgotten who you are in 6 months, or they moved on to another interest, or whatever. You have to be continuously building your lists – all of them.

This includes your email list, your Facebook group and any other list of potential prospects you're building. Be continuously building, because if you're not, then your list is shrinking.

Do more guest posting, more webinars for other people's lists, more JV's and anything else that will further fill your lists with prospects.







**SAMANTHA BLACK**  
Sales Director

**EXPERIENCE**

**POSITION TITLE** Sales Director  
1998 - 2003  
Short description of the position and the responsibilities you had in this position.

**POSITION TITLE** Sales Manager  
2003 - 2005  
Short description of the position and the responsibilities you had in this position.

**POSITION TITLE** Sales Representative  
2005 - 2007  
Short description of the position and the responsibilities you had in this position.

**POSITION TITLE** Sales Representative  
2007 - 2009  
Short description of the position and the responsibilities you had in this position.

**EDUCATION**

**WEB ADVERTISING SEMINAR**  
2001  
University of London, UK

**GRAPHIC DESIGN CREW**  
2002  
London Art College, UK  
Leader of the group. Gained experience in the field of graphic design.

**HIGH SCHOOL UNIVERSITY**  
2000 - 2001  
Short description of the school and the responsibilities you had in this position.

**SCHOOL TITLE/DEGREE**  
2000 - 2001  
Short description of the position and the responsibilities you had in this position.

**SKILLS**

**PHOTOGRAPHY**

**PHOTOGRAPHY**

**DESIGN**

**WORDPRESS**

**TIME KEEPING**

**ORGANISATION**

**REFERENCES**

**ELIOT BROWN**  
01234 567890  
eliot.brown@company.co.uk

**ELIOT BROWN**  
01234 567890  
eliot.brown@company.co.uk

### 3: Double or triple the number of marketing messages you send to your lists and prospects.

If you're placing ads, place more and better ads. If you have a Facebook group, send them more marketing messages. If you're doing webinars, do more webinars for your lists.

And by all means send more marketing messages to your lists. A lot of people are scared silly to email their list more than once or twice per week, but here's what happens when your list doesn't hear from you every single day:

They forget about you.

They even forget who you are and why they subscribed to your list.

Plus, just about no one on your list is going to open every email you send. It just isn't going to happen. You might have to send 4 or 5 emails on the same offer before some folks will open even one of them.

Yes, you will get a few more unsubscribes from your list when you email daily, or even twice per day.

But that's okay, because you will also keep the rest of your list engaged and interested, and you will likely double or perhaps even triple your sales.

Email daily. Email twice a day if you can keep it interesting.

And here's an alternative if you don't want to write two different emails in one day – send the same email twice. The second time you send it out, only send it to those who didn't open your first email. Nearly every email program now gives you this option, so take it.

### 4: Raise your prices. If your sales page is converting well, then raise your prices and see what happens.

Even if you wind up converting at a lower rate, you'll likely still be making more money because your prices are higher. Consider a \$20 product converting at 7%, versus that same product priced at \$35 and converting at 5%. You're looking at \$140 versus \$175 per 100 visitors, or a \$350 increase for every 1,000 visitors. It adds up.

In addition, by raising your prices you automatically rebrand your product into a higher-perceived level of quality. This is why - oddly enough - there are times when an increase in price can actually result in an increase in sales.

When you raise your prices, some of your steady customers will stop buying. But you'll also get new customers who want to pay for quality, and you will make more money.

When marketer Dan Kennedy advises any business owner on how to increase revenue, the first thing he tells the owner is to raise prices. Nearly every time the business owner will balk and tell Dan it's a terrible idea. And nearly every time it results in a MAJOR boost in revenue.

And there you have it – 4 ways to increase your sales and revenue right now. These might not be for the timid. but I can tell you from experience that they work.



# 8,947 Ways To Increase Conversions

Okay, while I probably could come up with that many ways to increase your sales, most would simply be variations of each other.

Plus, who wants to try that many?

My point is, you don't need 8,947 ways to increase your conversions, you just need a handful of methods that actually WORK.

Here then are 29 ways to increase conversions – also known as making more sales with the exact same traffic.

- Add proof to your home page. For example: Testimonials, research, testing and so forth.
- Use a different image. Marketers forget that the image you use (or don't use) can be almost as important as the headline, especially if it appears above the fold.
- Test different calls to action. Sometimes even a tiny change on a button can make a big difference. For example, one business changed their call to action from "Buy now" to "Grab your copy now" and saw a 12% boost in conversions.
- Add live chat to your sales page. When potential customers can ask questions, they feel a lot better about making the purchase.
- Change the headline. Test, test and test again. Even a small change in the headline can sometimes make a big difference.
- Simplify your page. If there are too many distractions and different things going on, people will get confused and leave.
- Feature a discounted price. If you are offering a discount, feature it prominently with a nice discount sticker.
- Change the way you present your pricing. Do you offer a ton of value for a low price? Then feature your price prominently – perhaps even above the fold. Regardless, do not hide your price. If people can't readily find it, they're likely to leave.



- Use a product image. For example, if you're selling an ebook, you might think you don't need a product image. Not true. A good e-cover can literally double your conversions, and it doesn't cost all that much to get it done, either.
- Use red for urgency. On your call to action buttons, use red to help you convey the message that time is short. For example, "Only XX copies left," or "Only XX hours left."
- Use bullet points to outline benefits, features, problems solved and so forth. People love bullet points and read them.
- Use catchy sub-headlines. One long block of copy generally won't be read, but if you break it up with sub-headlines that catch the eye and get people reading, you'll do a lot better.
- Have a call to action. Seriously, it's surprising how many websites forget to ask for the sale.
- Add a phone number to your site. Want to make your customers feel secure? Let them know there is a real person they can talk to. Most people will never call, but they like knowing they can if there is ever a problem.
- Using a video? Test thumbnails. The right thumbnail can greatly increase clicks on your video.
- Improve your value proposition. We could write an entire book on value propositions, but know this: A value proposition explains how your product solves your customers' problems or improves their situation, delivers specific benefits and tells the customer why they should buy from you.
- Increase the size of your call to action buttons. Often times, the bigger the button, the more likely people will click.
- Use photos of real people, not stock images. Stock images LOOK like stock images and do nothing to help you make the sale. Instead use your own images of real people doing real things.
- Forget step-by-step tutorials. If you're in sales mode, then sell. A short 60 second overview of your product or service will be more effective than a 5 to 10 minute tutorial.
- Make your landing page direct and to the point. Too much content on a landing page can kill conversions. Conversely, not saying enough can have the same effect. The goal is to say just enough and no more.

- Don't ask for the sale too soon. You're walking a fine line of knowing when to ask for the sale and when is too soon. Test to see what works best. One company saw a 220% increase in sign-ups when they removed the signup call to action from the top of the page.
- Use a single column for your signup form. People are more likely to fill it out if there is one column versus two.
- Use product videos. Adding a short video for each product can boost sales dramatically, if done well.
- Add more content to the middle of your sales funnel. Use case studies, offer e-books, more emails and so forth that push people down your funnel and to the sales page.



- Determine your key traffic referral source, and then put more focus on that source. Look at where your buyers are coming from, and then ramp up that source to send you more traffic and more buyers. Too often we try to focus on all the traffic sources at once, when in reality just one or two sources are providing us with 80% of our buyers.
- Reduce form fields. The more fields your prospect has to fill out, the more likely they will leave without buying. Only ask for the info you need. You can always get more info from them later when you ask them to register after the sale.
- Consider adding Google Site Search to your site. This will depend on your niche, but for some adding Site Search will make it easier for prospects to get the answers they seek that enable them to make a buying decision.
- Use a guarantee seal. It's such a small thing, yet it can make a significant difference. If you don't have a guarantee seal on your sales page, add it. Make it big enough that people cannot miss it.
- Back up your guarantee seal with a promise. For example, one company stated that the delivery of purchases was guaranteed up to \$1,000. \$20,000 of protection was given if a customer's identity was stolen through the website. And if the price of the product dropped in the future, the customer would receive the difference.

And there you have it. Right now, before you forget, choose just ONE of the above methods and test it out – the keyword being to TEST.

Do this and you might increase sales before the day is over.

Do this every day for a week and I GUARANTEE your conversions will increase.





# Horrible Marketing? Or Excellent Targeting?

As I often do, I did a Google search for “How to increase sales conversion rate.” I’m always looking for new ways to increase conversions, and I hope you are, too.

As you know, if you can get more of your current traffic to convert, you then make more money with the exact same traffic.

But that’s somewhat off topic. What I really want to tell you is that when I did that search, one of the paid ads that came up said the following:

**“Increase Conversion Rates | 3K/Month  
Minimum Investment”**

Whoa.

My first thought upon seeing this was these people are off their rocker. Who is going to click on that ad when they know up front they need to invest \$3,000 per month to get results?

And the answer immediately came to me – people and businesses who can AFFORD to pay \$3,000 a month to increase their conversions, that’s who.

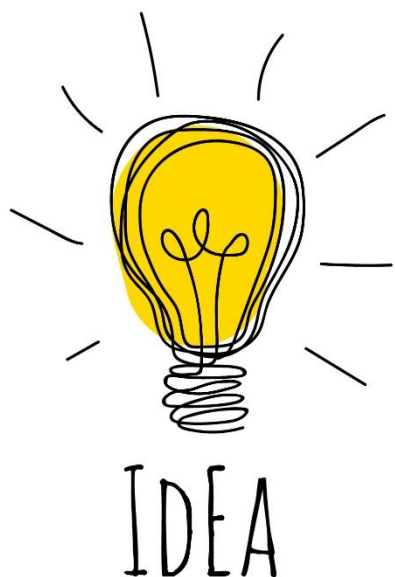
This is an excellent example of targeting the exact people you want to reach. This company doesn’t want to waste time with anyone who isn’t going to make a major monthly spend, and they tell you that up front.

They actually want to discourage people from clicking their ad, so they can focus on getting the really big fish.

And if the little fish don’t click the ad, so much the better, since it’s money wasted on their Adwords campaign when people who can’t afford their services click their ad.

Bottom line: Don’t be afraid to use filters in the very beginning of your sales funnel to weed out poor candidates for your product.

You’ll save time and money, while being able to focus all your resources on the people and businesses who are a good fit for what you offer.



## The Weird Form Style That Increases Conversions 25 – 40%

Do you remember Mad Libs - those funny things where you fill in blanks and then see what silly story you just made?

Jeremy Keith of Huffduffer changed his registration form to a narrative format, with blanks within sentences, much like Mad Libs.

It looked something like this...

"I would like to use Huffduffer. I want **my username** to be \_\_\_\_\_ and I want my password to be \_\_\_\_\_. **My email address** is \_\_\_\_\_.

By the way, **my name** is \_\_\_\_\_ and **my website** is \_\_\_\_\_."

Ron Kurti and the team at Vast.com ran some A/B testing, and conversions increased 25-40% across the board using this method. Wow!

<https://www.lukew.com/ff/entry.asp?1007>



## Free Social Media Marketing Industry Report

Social Media Examiner is offering a 49-page study of social media in which they polled 5700 marketers. Find out what's working for your peers and what's not.

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



# Dear Rich Bastard...

There is an urban legend that says customers on a mailing list received letters greeting them with, "Dear Rich Bastard."

Funny thing is... it's actually true.

Naturally, it was unintentional, but it did happen.

The company in question was trying to figure out exactly what salutation to use to address several thousand of its richest customers. In the mean time, a programmer had to insert something in the field to act as a place holder until they decided what to actually use as the generic salutation.

Most letters started out with the recipient's actual name. But for those on the mailing list that had a corrupted name or no name at all, the placeholder name would be inserted instead.

Funny thing though... they forgot to change the temporary, "Dear Rich Bastard" to something more appropriate.

It wasn't all bad, though. One customer who received a "Dear Rich Bastard" letter actually framed it and put it on the wall. Another customer who didn't receive the "Rich Bastard" letter but felt he should have complained.

Imagine that complaint: "Excuse me, but I am rich and yet you didn't call me a Rich Bastard – what's a guy gotta do to get called names around here?"

The moral of the story might be this: When you're sending out emails, be extra, EXTRA careful what you put in them. Never use a 'placeholder' that you would not want your recipients to see.

And do consider doing things out of the ordinary, if you dare. It was considered a source of pride by some to be called a "Rich Bastard," so maybe doing something as off the wall as this might – and I emphasize MIGHT – be a good call, depending on you, your tribe and your message.

One last note, just for the fun of it: Wells Fargo EquityLine statements once made what might be an even more embarrassing mistake.

At the bottom of each statement this message was found:

"You owe your soul to the company store. Why not owe your home to Wells Fargo? An equity advantage loan can help you spend what would have been your children's inheritance."

Nine days later, Wells Fargo sent out apology letters to everyone on the list, stating the message did not convey the opinion of Wells Fargo Bank or its employees (even though it was clearly written by a Wells Fargo employee.)



# EPILOGUE

## The Tale Of Two Beggars

As each new day begins in most bustling cities across the globe, you'll find a familiar pattern of repetition emerging, people will get up and go to work, children will go to school, shops and markets will open and close. All the regular day to day things that we expect and need to happen to carry out our daily lives. But just beneath that familiar veneer lies a darker world that many of us choose not to see as we go about our days. I'm talking of course, about the people on our streets.

There were once two beggars, they both existed on the same intersection, but on diagonally opposite corners. The first of the men sat on the corner, looking dishevelled, dressed in ragged clothes and with an old threadbare blanket covering his legs. He barely moved, begging courteously for anything he could get, he always tried to give a smile to those that helped him. On the opposite corner, the other beggar would beg in the morning, then go and use his takings to buy cheap and flashy goods that he could resell in the afternoon to the kids and impatient parents, as they were trying to herd their wards home after school.





Of the two you would think at first glance that the second of our beggars would be the more inspirational, the one trying to work himself to something better, the one you would want to help. But at the end of each day that beggar walks away from his corner, with his pockets full of cash, and is seen walking straight to the nearby multi storey car park, where he shucks his beggars uniform, before getting into his car to drive home with his days earnings.

Our first beggar stays till the streets become dark, till there are barely any people around before he pulls away his blanket and struggles to his foot, the only one he has left, the other left in some distant sandy desert or forest, lost while protecting the freedoms and privileges we take for granted. He limps, sometimes drags himself to the nearby shelter for a meal, and if he is lucky a warm bed for the night, failing that it is to a nearby park for a not uncommon bed under the stars. He barely remembers his life before, his command of platoons of soldiers of a team that lived and breathed for each other, they are all gone now. He catches glimpses of them in his dreams sometimes, he thinks he sees them on the streets as he's begging for enough for a cup of coffee. But then those comrades disappear again, before he can even recall their names.

At first glance two characters can seem much the same, but just by digging a little deeper you can find a completely different story. Which would you rather have helped now? The beggar who is just making extra money for himself but actually has a home, or the war veteran who has been forgotten?

This is a true story and the same is true in our businesses, often we will just see what's on the surface, in our Internet Marketing campaigns we want to get everything across in that first glance. But people are evolving, and they are starting to look deeper, and the internet too is evolving, before a few keywords and some flashy graphics were all it took, but now the substance has to be in the content as well.

Don't judge a book by its cover and don't think others won't eventually see what's under yours.

## 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)