

Home Business Newsletter

Issue 84



Subject Line Troubles? Go Negative

How To Use Empathy And Emotion To Double Your Sales Overnight

3 Reasons You're Failing Online

...and more!



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automatically by nature in due time with an interest.

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INTRODUCTION

The Same Box

Most board games are not about co-operation, but competition, it's the players facing off against each other to find a winner, be it Chess or Monopoly, the aim of the game is to win. Ultimately pretty much all board games are about strategy, you are not playing the game itself, but you are playing the opponents you are facing in the game.

The same is true in warfare, you are facing an opponent or opponents, and again the same is true in our businesses. This is partly what gave rise to the popularity of books like Sun Tzu's The Art of War as training tools in business.

The Art of War was originally penned in the 5th century, but even today is still actively used to teach business strategies the world over. But across all these board games, and texts, there is one startling omission. In none of them does it actually tell you that at the end of the game, all the pieces go back into the same box, there is an old Tuscan proverb which is where the phrase comes from, that said:

At the end of the game, the King and the Pawn go into the same bag.

It basically tells us that even though the pieces have a perceived different value on the board, when all is done everything is equal. Both the King and the Pawn exist in the same space, with the same rights. This is very true of all of us, in our lives and in our businesses, we seek to get ahead of our competitors, to grow our businesses, to provide better support for the lives we aspire to have. But we often don't spend the same amount of time considering the benefits that may be gained by working in cooperation with those competitors. What heights would we reach if we made them our partners and worked together to grow all our businesses? How much further could we reach? How many more customers in how many countries would be opened up to us? We're always thinking about our next move in our business, how we grow it to that next level, but often we don't think about how we could work with our partners to do this, or our suppliers, even with our customers. All of these are assets, that tactically speaking can be turned to not only our advantage but also to their advantage as well.

In Chess, the players team is always at its strongest when they still have the most pieces on the board, for each piece that is removed the effectiveness and strength of the team is reduced. Strangely this is a tactic that is often not recognised in businesses.

But as I have already said, at the end of the game all the pieces go amicably into the same box. So why not make your opponents players work for you too, after all, we're all on the same planet at the end of the game as well.





Google AdWords Bans Ads For Cryptocurrency

If you're offering information about trading cryptocurrency, your AdWords days are numbered.

Starting June, 2018, Google will ban all AdWords ads for crypto exchanges, ICOs, and pretty much anything crypto.

The reason? Cryptocurrency scams. Here's more info:

<https://www.searchenginejournal.com/google-adwords-bans-ads-cytocurrency/242819/>

Fun And Useful Tool For Content Ideas And SEO Phrases

Type in a term – any term, and you'll get a plethora of ideas and keyword phrases to set your mind in motion. Get ideas for your next article, blogpost, social media post and even your next product or book.

<https://answerthepublic.com/>

4 Concrete Ways To Use Images To Build Links

Every picture tells a story and also may help you build links. Here are four ways you can use images and visual content to build links and drive traffic.

<https://searchengineland.com/4-concrete-ways-use-images-build-links-293871>



Reach Consumers Who Searched On Google...On Youtube

Soon you'll be able to reach people on YouTube who recently searched for your products or services on Google.

For example, an airline could reach people on YouTube who recently searched Google.com for "flights to Hawaii."

We call this custom intent audiences. Custom intent audiences can be an effective way to move undecided customers to action using the persuasive power of video.

To get started, all you have to do is create a keyword list for your video campaign in the new AdWords experience.

More info here:

<https://adwords.googleblog.com/2018/03/youtube-and-search-innovations-smx2018.html>



Best Email Tip Ever

How do you make more sales from your email list? The answer is so diabolically simple, most marketers poo-poo it and look for a harder answer.

If you want to connect more with your list, get them to open more of your emails and click more of your links...

...and if you want them to BUY your stuff, here's what you do:

Email them once a day, every day.

That's it.

They need to hear from you once a day or they're going to forget who you are. True, they won't open every email, but that's okay. As long as they're opening some of them, then you're doing your job.

Did you know that emailers who email once per week or even once per month tend to get more spam complaints than those who email every day? That's because their readers have forgotten who they are or how they got on their list.

The more your readers hear from you, the more chances they have to get to know you, like you and feel like they are part of your tribe.

And yes, there will be some sorting. As people get to know you better, some of them won't like you or what you say. They'll unsubscribe. And that's okay.

You only want to talk to YOUR tribe. Just remember to email them every day. I've seen marketer's sales double and triple simply by sending out more emails.



Subject Line Troubles? Go Negative

This may or may not work for your list, but...

It can be effective for most marketers.

If you're not getting the open rates you seek, try using a negative headline.

For example, instead of...

You're going to love this product

This works amazing and even does the dishes

Having an awesome day, here's why

Try something more like these:

You're going to hate this product, here why...

This SEO product sucks (it won't even do the dishes)

She was having a REALLY bad day (and then it got worse)

Of course, they're going to 'hate the product' because it does a lot of the work for them, and now they have nothing to do

The SEO product sucks because 'it said it does EVERYTHING,' but all it does it get your site to Page 1.

And she's having a really bad day, and it's not even her fault, because... (You fill in the blank.)

Try using a negative headline of your choosing in 10% of your emails, and then compare open rates and clickthrough rates.

You might get some very positive results.

7 Super Quick Blogging Tips

1: Use images. People are more likely to read your post if there is an eye-catching image to go along with it.

2: Break your content up. Use a big headline, sub-headlines and short paragraphs to make it easy to read.

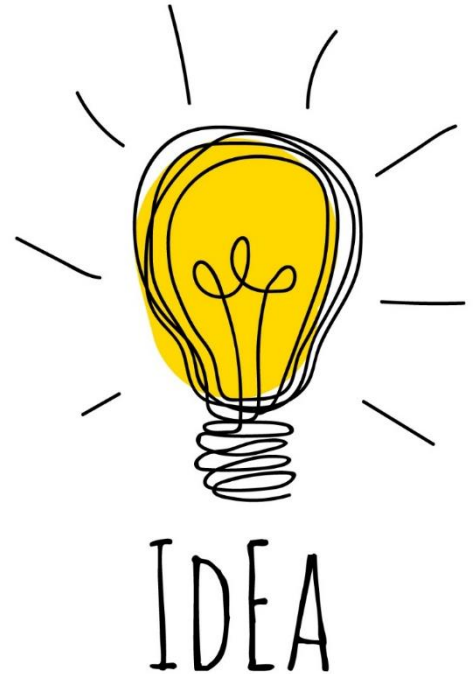
3: Reply to comments. It shows you're paying attention and you care, which will get more people to comment. Plus, it's the right thing to do.

4: Comment on other people's blogs that are in your niche. This can drive traffic back to your blog.

5: Use a P.S. as a call to action. Sometimes when you sell within a post, it annoys people. But no one is upset at a P.S. at the end that says, "Hey, go check out my related product here." In fact, most people appreciate that.

6: Link to relevant posts. You can do this within your post or at the end. This is a great technique for keeping people on your site longer.

7: Share your blog content. Let your list know you just put up a post, and share it with social media, too.



Elon Musk Launches Satire Site: Watch This Space

Elon Musk has hired former Onion writers and staffers to launch his own satirical site.

"It's pretty obvious that comedy is the next frontier after electric vehicles, space exploration and brain-computer interfaces," Musk said in a tongue-in-cheek quote to The Daily Beast. "Don't know how anyone's not seeing this."

Musk, the billionaire CEO of SpaceX and Tesla, seemed to joke on Twitter that the name of his "new intergalactic media empire" would be "Thud!" — "exclamation point optional."

<https://www.mediapost.com/publications/article/316074/elon-musk-launches-satire-site-watch-this-space.html>

How To Use Empathy And Emotion To Double Your Sales Overnight

“

What if you could get 5%, 10% and maybe even 15% conversions with mediocre sales copy?

You can, but there's something you've got to do first – you've got to build trust, likeability, credibility and loyalty with your prospects.

People buy on emotion. In fact, if you ask someone a day after they read your sales letter what it said, they might have trouble telling you. But if you ask them how it made them FEEL, they'll have no problem remembering.

When you build a personal connection with your prospects, you're simultaneously building trust and likeability with them, too.

Imagine someone is standing next to two people; a stranger and a friend. Who are they going to listen to? The friend, of course, because they don't know this stranger and don't know if they like them or trust them.

The first thing you want to do is give people room. Imagine they're physically walking into your website to look around, and you POUNCE on them with your latest, greatest offer.

What are they going to do? Most likely run right back out the door.

But what if you tell them to look around, feel at home and browse at their leisure?

They relax. And they browse.

They read your latest article, and they're impressed. You know what you're talking about AND you come across as being friendly, personable and approachable (Hint: Think of those three adjectives next time you write ANYTHING for your readers.)

They go to an article on traffic.

Ah-ha! Now you know they're interested in traffic.

Why not offer them a report or email series on getting more traffic? It's free, and it will be a tremendous help to them.

What are you doing here? Building rapport while being helpful. You're still not selling anything.





You don't build rapport with someone by bragging about your product the moment you meet them. Instead, you want to focus on making a positive emotional connection or bond with your prospect.

And you can do this by:

- Empathizing with their problem
- Showing you understand their problem or challenge before you ever talk about solutions or product
- Showing some of your own personality
- Validating their thoughts and emotions
- Making a commitment to help them, regardless of whether or not they buy

If your presentation makes your prospects feel good, respected, listened too, validated and intelligent, then they will buy from you.

Heck, you won't be able to stop them from buying from you.

This is easier done in person than over the internet, but we still have tactics we can use to make people feel understood and right at home.

For example, let's say you're on my website. You've already read my article on generating traffic, and you gained some good tips and the feeling that I know your frustrations and challenges.

Then you see is this:

"What if I show you exactly how to do double your traffic and triple your sales this month, even if you don't buy my course today?"

Gee, would you be interested? It's hard to imagine someone interested in generating traffic and making sales wouldn't be interested in that offer.

Other things you might say to your prospects to build rapport and build that connection...

- "Wouldn't it be nice if..." (Insert their dream here. For example, "Wouldn't it be nice if you could turn on traffic as easily as you turn on the water in your kitchen sink?")
- "Have you ever dreamed of a world where..." (insert their fantasy here.)
- "Are you tired of false promises? Me too..." (insert personal experience here.)

You can also empathize with them and validate their feelings...

- "If you have trouble with ____, you're not alone."
- "If you've failed in the past at ____, it's not your fault."
- "Are you tired of guys who act like jerks getting all the dates?"
- "Are you tired of people dumber than you, getting richer than you?"

Open ended questions are super powerful at completely bypassing a person's skepticism.

For example, if we say, "This course shows you how to quadruple your traffic and sales in 30 days," the prospect is likely to be highly skeptical of that claim.

Wouldn't you be?





But if you say, “Wouldn’t it be nice if there was a simple way to quadruple your traffic and sales in 30 days?”

Now the prospect is imagining what that would be like, instead of thinking it’s not possible. They are becoming emotionally invested in what you’re saying and in the offer itself.

Another way to connect with your readers is to see how many times you can use the word, “you,” within reason.

Instead of saying, “This keyboard makes typing so much faster and easier,” you might say, “With this keyboard you’ll be typing much faster, with fewer embarrassing mistakes that would otherwise make you look bad to your readers.”

Instead of saying, “With this product, people can achieve this and this benefit,” you’ll say, “With this product, you will be doing ___ and you’ll even be enjoying ___.”

Look through your text, and anyplace you see words like, “it,” “this” or “the,” try replacing them with words like, “you,” “your” and even “I.”

Yes, it’s okay to talk about yourself.

“The first time I used this product, I immediately saw a big difference in how ladies responded to me, and you will, too. Just imagine when you walk into a bar and every lady there turns to look at you...”

Finally, you can persuade readers simply by restating their own opinions and feelings.

Again, this is easier to do if you’re speaking to someone in person, but it’s still possible to do it online, too.

You simply need to know your customers. Why are they interested in a product like yours? What do they think is important? What are they trying to achieve? How do they feel about this issue? What are their passions? What are their pains? And so forth.

Then echo what you know about them back to them.

By validating your readers’ pet peeves, concerns, challenges, feelings and so forth, you’re creating a strong bond of likeability and trustworthiness that your competition won’t have.

“If you still haven’t lost the weight yet, it’s not your fault. Overworked and chronically tired mother of three discovers the scientific secret to automatically losing a pound a week with no restrictive diet and no stupid exercise regimens.”

The first sentence is validation – of course it’s not their fault, and they’re thrilled you’re saying that. The second sentence is relatable and believable – overworked, tired mother, losing one pound a week, with no stupid dieting or exercise.

No doubt, you can do better.

The point is, rather than slapping your readers upside the head with your latest greatest product – why not build rapport first?

Show them you understand them, you’re on their side, and your motivation is to help them first and make a profit second.

This alone should see a big jump in your conversions.



Online Learning

Need mad new skills to take your business to the next level?

Check out these course websites:

Coursera has consistently been a good resource for all things university.

<https://www.coursera.org/>

Like Coursera, EDX has partnered with both universities and non-academic institutions to provide you with self-paced courses that target business areas you might want to dive into. <https://www.edx.org>

If your business is going to achieve what you envisioned for it, you need skills and knowledge. Udemy a ton of courses on a wide range of topics.

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



How To Write For SEO Without Going Crazy

When you're struggling to write your latest blogpost, you probably don't want to have to worry about SEO, too.

There is one theory that says you shouldn't. After all, if you start focusing on SEO, then you won't be writing the best content possible for your audience.

But is it really and either/or type of situation? It would be nice to get free Google traffic from your articles and blogposts without going crazy about how to structure your writing, what to add and what to leave out.

With that in mind, here are a few tips from the pros on how to do exactly that:

1: Your Writing Needs to Be Excellent

The content should be unique, high quality and written to professional standards.

Do this, and Google will likely reward you.

If any part of you is interested in buying those spun articles that were prevalent years ago – don't even think about it. Don't even consider using them simply to pad out your website – Google will look for them, Google will find them, and Google will penalize you for them.

(This sounds like a Liam Neeson movie...)

2: Longer is Not Necessarily Better

One popular strategy is to write a longer, more in-depth piece than anyone else. But it's never that simple.

If you look at the webpages that have you beat in the SERPs right now, you can see for yourself how good they are and how long they are. But are they well-written? Do they answer the questions that customers are having? And do they understand what searchers are looking for?

You might be able to beat them by being more succinct and to the point. If you can convey the information in fewer words without losing anything, then do it. Any searcher will tell you they're after the info, not a super long article because they have nothing better to do with their day.

That said, don't write short just for the sake of fitting onto a mobile screen. Shortchanging your reader isn't going to cut it, so remember to tell the whole story.

3: Write for People, Not Bots

True, your grammar and style should be the best. If it's not, get yourself an editor who knows what s/he's doing – it will pay dividends in the long run.

When you're writing, ask yourself who your audience is and what is their pain. If you can put yourself in their shoes, you can write a better piece that your audience loves.

4: Use Good Copywriting Principles

For example, write an attention-grabbing headline that is based on your best keyword phrase.

Use subheads to keep your reader involved.

Write in short paragraphs and short sentences.

Do your editing days after you do your writing – you'll be surprised how much better you can make your writing if you wait awhile.

And get someone else to read your work – they'll spot mistakes you missed.

5: Key Phrases 2018

Yes, these are still alive and well, thank you. But their use in digital marketing today has changed somewhat.

When you're doing your keyword research, focus on your audience. How big is your audience, where are they, what do you know about their demographics and what should your content be about?

Get the answers right and you'll know how to write your copy.

Don't write according to something Yoast SEO tells you. Millions of people are already doing this.

Instead, write according to the rules and advice here. And write for PEOPLE, not SEO plugins. You should start seeing better results.

6: User Experience Still Counts

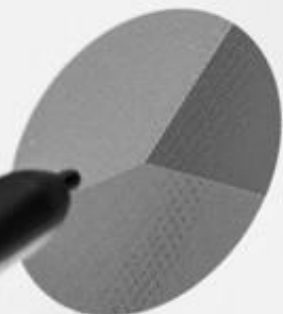
An enjoyable read is a much better experience for your audience than some dry as dirt academic paper.

Likewise, having a page that's easy to read and understand is crucial, too.

Make your headline big, your sub-headlines clear and easy to understand, and make sure your content is easy to navigate.

Bottom Line: Write with your READER in mind, not the search bots, and you'll likely do fine.

Traffic Sources Overview



Visitors Overview





This Bugger IM Mistake Keeps You Broke

I've seen this time and again.

Someone builds a nice little site, or product, or some sort of residual income stream.

Then they spend their time tweaking it and trying to increase the income from it. They're good at SEO and so they tweak and tweak and tweak to make the most money possible from that asset.

Good so far, right?

But there comes a point of diminishing returns. The site or product or whatever is making \$1,000 a month.

And after hours and days and weeks of tweaking, the site is now making \$1,100.

But here come the monthly bills (mortgage, car, insurance, etc.) and the bills are far more than \$1,100. So, what's a marketer to do?

Sell the asset, of course. You might get \$3,000 to \$5,000 for this asset, depending on what it is and so forth.

Now they have the bills paid and maybe go on a bit of a spending spree, but no asset and no residual monthly income.

Of course now they have to do it all again – build an asset, tweak it and wind up having to sell it to pay bills.

Did you spot the mistake? It's hard to miss.

If the marketer had spent just enough time testing and tweaking...

...And then moved on and REPLICATED the process...

She would then have TWO assets each creating \$1,000 a month in residual income.

Then rinse and repeat. Building one asset a month, that's \$6,000 a month in residual income after six months, along with

Then rinse and repeat. Building one asset a month, that's \$6,000 a month in residual income after six months, along with assets totaling maybe \$18,000 or a lot more.

As you've already guessed, the point is that while you do want to test and tweak whatever it is that you're doing online, you don't want to make a career out of it.

Optimize it the best you can as quickly as you can, and then replicate the process and build another one, and another one, and another one...

In the above example, our marketer could have started selling one asset (product, site, etc.) per month after six months or a year, to again greatly increase their monthly income.

Selling these assets before their life cycle ends can be a great idea. After all, it's hard to sell a product or site once it's no longer making money.

Do what you need to do, but don't make a career out of making a few extra dollars while leaving scads of money on the table.

I've noticed marketers who are moving the free line all the way to, 'never.'

They no longer give away anything for free and might even go so far as to actively discourage freebie seekers.

While I understand the sentiment behind this, I'm not sure I agree. True, it can get discouraging if it seems like your lists are only interested in what they can get for free.

You work hard to create your products – why in the world would you give away your best stuff?

The answer is, you wouldn't, of course. Not unless it leads to a bigger upsell of some kind.

But removing all the freebies from your funnels is, in my opinion, a big mistake.

Take a look at the marketers you follow – aren't these the same ones you purchase products from, with or without a fancy sales letter?

So why do you follow these people and buy their recommendations? Odds are it's because you discovered them through a free offer of some sort, like the kind you get in exchange for your email address.

You read their free report or watched their video or listened to their podcast, and you found out you like and trust them. You wanted to see what else they offer, and so you opened their emails, read their blogposts, and started buying their products.

Frankly, I think your freebies are your best sales letters. They tell your future customers what to expect from you and give them a reason to keep coming back for more, whether it's free or paid.


Take a cold customer who doesn't know me, give them my very best sales letter, and it's really questionable whether they will buy or not.

But give me a customer who has read my free reports and come back, and I'll show you a sale – with or without the fancy sales letter.

Furthermore, because I do offer free products first as a way of introducing myself and my business, and offer paid products afterwards, my retention rates are higher and my refund rates are lower.

In my opinion, the freebies we offer our prospects can be our very best selling tools.

YOUR PERSONAL SALES LETTERS



How To Make [SERIOUS] Money Giving Away Courses

Can you earn \$5,000 to \$10,000 a month giving away what other marketers sell? Actually, yes!

I love this because it's simple and will work in a variety of niches.

There's this gal in the investment market who gives away her course. Mind you, it's a great course, complete with videos, pdf's, and a ton of actionable information.

People would pay good money for the course, but she advertises it everywhere for free.

She uses very professional looking ads, banners and landing pages to give away this free system.

All people need to do is hand over their name, email address and physical mailing address.

I suspect she sells her customers' info to mail order businesses as well, but that's not where she's making the money mentioned above.

And of course she's building her mailing list so she can promote other products, as well.

But again, that's not where she's making the money mentioned above.

In order to start investing, people need a trading account. And the trading account she recommends in the course pays her a commission for every person who signs-up... a fairly hefty commission, at that.

This business model could be expanded to many other niches as well. Simply find something that people need – preferably something they pay for on a monthly basis – and then create a product that leads them straight into buying that product or service, and give the product away for free.

No real selling is involved, and you can make not one, but three different income streams simultaneously.

3 Reasons You're Failing Online

There might be a dozen or more reasons why you're having troubles in your online business, but for my coaching clients, I've noticed these three problems coming up time and time again.

The good news is, once you know what they are, they're easy to remedy.

1: Not knowing the right things

You don't have to know everything to succeed online. In fact, you never will know everything, so don't try.

But you do need to know the stuff you need to know.

Let me illustrate: Marketer Joe is building a sales funnel. In fact, he's been building this funnel for months now, because Joe is stuck on one thing – writing the sales letter for his product.

Joe could fix this easily enough in a couple of different ways.

He could Google, *"How to write a sales letter"* and learn how it's done.

He could get a sales letter template and work from that.

Or he could outsource the sales letter to a copywriting professional.

Instead, he laments that he doesn't know what to do, and instead does nothing.

I know how silly this sounds, but it's shocking how often I see this exact thing happening with just about every online marketing facet possible: How to build a website, how to get traffic, how to create a product, how to build a funnel, how to hook an autoresponder up to a website and so forth.

Beyond a specific item here and there, you also need to know the basics of online marketing, like how to build a funnel, how to use certain hardware or software, how to do all the little things that go into building an online business.



If you don't know some of this stuff, your first step is to get a basic course in online selling. Make a list of everything you need to do.

Your second step is to decide which of these things you're going to do, and which you're going to outsource to professionals.

Your third step is to do it.

I know a guy who took three months to place his JVZoo button on his website. Why? Because he didn't know how.

I had him go to YouTube and search for, "Put JVZoo button on site," and in 30 minutes he had it done.

Crazy but true. If you don't know something, either find out how to do it, or find someone to do it for you.

2: Not focusing on marketing

Building a website, adding a plugin, tinkering with this and that... none of that is marketing. It's important, but it's not where you make your money.

If you're always focused on the technical, internet aspect of your business, you'll never make money. Driving traffic, writing sales letters, building funnels... all of that is the internet. It's not marketing.

Marketing is selling stuff to real people. Internet marketing is all the background stuff that enables you to do that.

You want to put energy into finding out what your customers want, how they want to buy it, and the psychology that will get them to make the purchase. That is marketing.

The key is to focus on your business, and not the internet side of things. I know guys who spend weeks building the perfect website or creating the perfect product.

That's cool and it's fun, but it's not marketing. You haven't sold a thing.

Maybe some of the best training you can get for how to market online is to learn how marketing is done offline.

The only difference is whether you have a brick and mortar store, a mail order business or an online business.

Otherwise, it's all marketing – finding out what people want, and then finding the absolute BEST way to sell it to them.


Your number one priority is marketing. The internet is only priority number 2 at best.

3: Fear of investing

Many people are drawn to internet marketing with promises of, "Build a million-dollar business without spending a dime."

If you look at the comments on Warrior Special Offer products, you'll find people who are incensed that they might have to SPEND something to make money.





“You mean not only do I have to buy this \$7 WSO, but then I have to spend \$50 on advertising?! What a scam!”

No... ‘what an idiot’ would be more like it.

Sorry, I don’t mean to offend.

But who really thinks you can build a 4, 5 or 6 figure business for free?

Probably the same people who buy lottery tickets. No wait, those cost money... Maybe they’re the folks walking the beaches looking for the magic genie lamp.

Okay, that’s the end of my rant for now. The point is, if you want a REAL business that makes money, you’ll need to invest some money to make it happen.

And by spending that money correctly, you’ll save years of anguish and failed attempts and wasted time, too.

You’ll need to invest in resources, software, hosting, traffic, outsourcing and maybe some type of coaching - or at least a blueprint that tells you how to get started.

You can start small - you don’t need to invest your life savings on day 1, or ever, for that matter.

Take your profits and reinvest them to grow your business bigger and faster.

For example, take the profits from your first sales to buy more traffic.

Take the profits from your first product to outsource more products, and so forth.

Being afraid to invest money in your business not only stunts your business’ growth to the point of possibly killing it... it also does damage to YOU.

When you don’t even think enough of your venture to put a little money behind it, you are essentially telling your subconscious that it’s not worth it, that’s it’s going to fail anyway, and why waste the money on something that won’t work? And you know what your subconscious will do then - it will self-sabotage to make your thoughts a reality.

Even if you do get lucky and manage to build your business for almost free, there are three major hidden costs you haven’t thought of:

Time - If you’re doing everything yourself, then you are investing a tremendous amount of time into learning how to do things and then getting good at doing them. Time during which you could already have been in profit.

Effectiveness - Yes, there might a free version of that plugin you need, but is it as effective as the \$39 version? If you’re losing subscribers or sales because you’re using an inferior version, then you’re actually spending a great deal more than the thirty-nine bucks you ‘saved.’

Slow growth - For example, if you can buy all the traffic you need to earn, say, \$5,000 a week, or you can work 40 hours a week to drive enough traffic earn, say, \$1,000 a week - not spending money for traffic gets pretty darn expensive.

There are some things you can do online for free. There are others that will cost money. Invest the money and grow your business or pay the price.



Teaching “Buy and Sell” For Easy Profit

I met a guy who is running a little club online, teaching people how to buy and sell websites.

He has a product, a continuity program and a newsletter.

But here’s the surprising bit: The product is inside his continuity program, and he seldom has to update it or add to it.

So how does he continue to charge monthly fees for a program the members receive in its entirety from day 1?

By giving them a monthly member’s bulletin that just about writes itself.

To do this, you need to know how to make a profit buying and selling something.

It could be...

- Websites
- Domain names
- Real estate
- Cars, boats, trucks, planes
- Farm equipment
- Artwork
- Or anything that can be bought and sold for quick profits.

The centerpiece of your membership is a bulletin in which you point out good deals and bad deals and why you have the opinions you do.

You’re basically teaching something you already know by example.

Show your readers how to find the deals, how to know it’s a good deal, how to bargain, when to walk away, and how to flip it for fast profits.

Real life examples are so much more helpful than just theory - your members will love it.

And if you’re already buying and selling, then writing the monthly bulletin will be really easy for you.

Add a forum or Facebook page to the mix, so your members can talk amongst themselves and discuss deals.

This is a winner on so many levels. And once you have the how-to instructional materials in place, the rest of it is easy.

Are You Listening? The 20 Best Social Media Monitoring Tools

How do you know if your customers (and potential customers) are talking about you on social media?

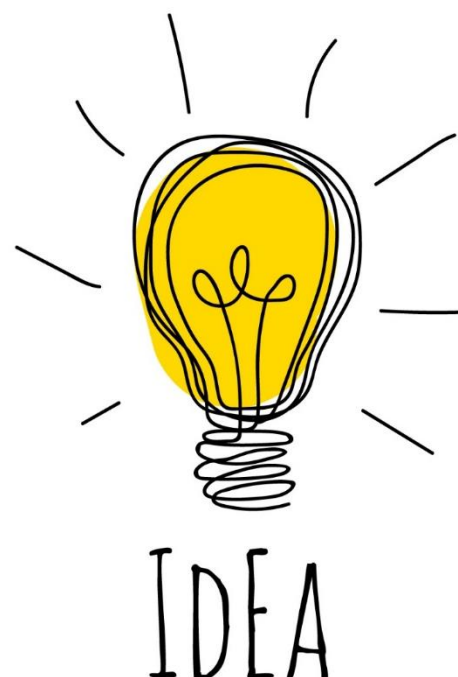
If they tagged your social media profile in their posts, you could check your notifications.

If they didn't, maybe you could search on each social media platform every time you want to find out.

Sounds tedious? Here's a better way:

Use social media monitoring tools.

<https://blog.bufferapp.com/social-media-monitoring-tools>



WordPress Now Powers 30%...

...of the Top 10 Million Sites on the Web.

Not bad, considering it started in 2003 with just a single bit of code to enhance the typography of everyday writing. And at that time, it had fewer than 20 users.

Makes you think about what YOU might start, doesn't it?

<https://www.searchenginejournal.com/wordpress-powers-30-top-10-million-sites-web/242613/>

5 Uses for Website Popups You've Never Considered

Read on for the coolest things you can do with website popups. Ever. Including augmented reality. Yup.

<https://unbounce.com/product-marketing/mindblowing-use-cases-for-website-popups/>

Case Study:

\$5,000/MO And A FREE List Of Buyers

A friend of mine has been doing this for years, yet he's the only one I've heard of doing it.

Frankly, I think there is a ton of room here for more people to do the same thing, and maybe even in different niches, too.

In my friend's case, he noticed a lot of these online memberships in the IM niche all had one thing in common: Regardless of what they were teaching, they all had to teach the basics, as well.

So if they were teaching how to do newsletters, or set up sales funnels, or how to blog, or whatever... they also had to teach how to setup a website, get hosting, use an autoresponder and so forth.

And it's a real pain for these membership site owners to do this.

Not only do they have to make a big set of videos, but then they have to keep them updated as well.

Each time something changed - like Aweber added more features, or Hostgator changed things - the videos need to be updated. If they're not, the members will flood the help desk with questions and frankly be unhappy.

My friend thought, 'Why not help all of these membership site owners?' So he created a membership FOR membership sites.

Yeah, pretty ingenious, I thought.

He creates all of these videos on how to do the basics of online marketing, and he keeps them up to date, too.

Then he sells access to his site to IM membership site owners. He charges a flat fee based on the number of subscribers, but he could also charge per member.

I think the flat fee might be easier to calculate each month, though, since it won't always be radically changing.

He charges one price for 50 members or less, a bigger price for 50 to 100 members, a bigger price for 100 to 200 members, and the largest price for any amount of members over 200.

Of course, you can charge whatever you like, or make it flat fee for every membership site owner.

Now when someone joins any of those sites, they also get access to my friend's site, too.

From the first month on, my friend was pulling in over \$5,000 a month doing this. And once it's set up, it's simply a matter of updating videos when needed.

I think this model could work in a lot of other areas, as well.

For example, in the online marketing niche, memberships sites for social media, driving traffic and building funnels could all work.

You could also build sites in the health and self-improvements arenas, as well.

The membership site owners feature this extra membership they give to their members as a bonus, and it really helps with their sales, too.





Imagine someone is selling a diet program, and as a bonus they give a free membership to a comprehensive health site or exercise site or recipe site.

Or imagine someone is selling a meditation program, and as a bonus they give a free membership to a self-improvement site.

The possibilities are huge.

The membership site owners LOVE this because they don't need to create nearly as much content, and they get higher conversion rates.

Their customers love this, because they get memberships for the price of one.

And I haven't even covered the best part yet... to access my friend's basic online marketing site, every member has to register their email address to get the passcode.

This means my friend is automatically building a list of BUYERS for free. This alone is probably making him MORE money than selling the memberships to membership site owners.

Of course, my friend is very careful not to abuse the trust of his main customers, the membership site owners.

That's why he sends out only great info to his lists, as well as promoting his customers other products to his lists, too.

For example, he gets new subscribers from Alex's membership program, and then promotes Bob's product to Alex's customers, and Alex's product to Bob's customers. Not the membership sites, but related products.

He's very up front about this, and his membership site owners love it because they get more sales, too. This is a truly win, win, win idea that can be used in many different niches. And as far as I know, very few people are doing it yet.

How To Earn \$100 An Hour For Saying YES



People think coaching must be something terribly difficult that only a super master brain can do.

Nope. At least, not in the online marketing realm.

People are funny. They already KNOW what to do, but they won't do it until someone tells them it's okay to do it.

They want permission from a 'higher power' to tell them that what they're about to do is what they SHOULD do.

And they also want someone to hold them accountable because they're lousy at doing it themselves.

Most people who want an online mentor or coach already know that they need to build a list, sell products, create their own product, build a funnel and so forth.

They KNOW this. But they're not DOING this. And they think if they just had someone – a higher power, so to speak – tell them that it's okay to move ahead, well then, they'd be successful.

And the odd thing is, they're right.

They hire you as their coach. You talk to them over Skype, the phone, through email or however you want to work it.

You ask them what they want to do. "I want to build a list in this niche and sell affiliate products," they say.

You ask them what they think is their first step. "Get an autoresponder and a website," they say.

You tell them that this week you want them to get an autoresponder and learn how to use it, and to either put up a Wordpress blog or hire someone to do it for them.

Presto! You've just earned your first \$100, or \$200, or whatever you charge per hour.

And by an hour, we usually mean 45 minutes. You need a break, after all.

The rest of the call is mainly them telling you their dreams, what they want, WHY they want it and so forth.

Because later, when they haven't completed their weekly tasks, you're going to hold them accountable and remind them of why they're doing this.

That's the other half of what you'll be doing – holding them accountable and keeping them moving in the right direction.

If the two of you agree that they should do "X" and "Y" prior to your next call with them, then they better do it or they're going to look foolish to you, their mentor.

And 9 times out of 10 that's all the motivation they need.

Now they know they've got to get it done and they will. And because they are now making progress, they think you're a terrific coach.

Which you are, by the way!

Do you see how easy this can be?

True, you do need to know something about online marketing and hopefully have some experience and profits to show for your efforts.

But the real value you bring to your coaching clients isn't so much the 'know-how,' which is readily available online, but the ability to tell them to go ahead with their plans and to hold them accountable.

It's a great side business that can potentially pay you more than your regular business, and you'll never run out of clients.





Are These 15 Mistakes Keeping You Poor?

There are things chronically poor people and the middle class do...

...that the self-made rich seldom if ever do.

These are habits that – if embraced – can guarantee your own mediocrity.

Or, if you choose to change these habits, you'll find that accumulating wealth becomes easier.

No doubt, you'll see yourself somewhere in this list. Please don't take offense.

These are simply to point out places in your own life where you might be able to make adjustments and improvements to better yourself and your chances for success.

1: Fitness – When you exercise, you get a huge range of health benefits that include more energy and better thinking.

Yet most poor people don't get enough exercise, which might explain why they never have the energy to get out of their situation.

When someone says they don't have time to exercise, the truth is they don't have the time NOT to exercise.

Someone who is physically fit can often get more work done – physical or mental work – in far less time than it takes someone who is fatigued and whose brain isn't working properly.

Make fitness a daily habit and you will save time and get more done with less effort.

2: TV - Poor people watch a lot of television, play video games and so forth.

These activities might be fun and relaxing, but they do nothing to increase your bottom line or make you more successful.

3: Sports – Poor people love their sports, and they spend time, money and emotional energy on 'their team.'

But what is a professional team? It's a corporate entity, no different than Coke and General Motors.

Would you scream at the TV to tell Coke to make more sales? Not likely.

Yet the poor have been brainwashed into thinking one particular corporate entity or another is 'their tribe,' fighting all the other corporate tribes, and must be watched and rooted for.

Your time might be better spent elsewhere.

4: Fast Food – Poor people eat more processed foods, junk foods and fast foods than the wealthy. You are what you eat, and if you're eating high calorie junk, then your mind and your body are not operating at their highest level.

When you're not healthy, all aspects of your life are directly affected.

It's hard to be successful when you're tired and suffering from brain fog.



5: Lousy Clothes – Poor people don't pay as much attention to their wardrobe.

People want to do business with people who already look successful, and a big part of that is how you dress.

It's better to buy one quality outfit that you look amazing in, than it is to purchase 5 low quality outfits that don't make you look good at all.

This tip depends on your career and generally doesn't apply to online marketers, with the exception of networking events and appearing on videos.

In those cases, look your best - even if others are wearing jeans and t-shirts - and you'll stand out, get noticed and be taken seriously.

6: Help – This one is paradoxical. On the one hand, many poor people believe someone should help them to be successful, and so they wait around for that person to show up.

Of course, they never do.

But to be successful, you do need the help of others. Nothing great is ever achieved alone.

The key is to look for partners, not charity. Make your business plan, figure out what you're good at, and then outsource the rest.

Or take on a partner who fills the gaps.

Don't be afraid to ask for help. Just don't expect it to come for free.

7: Friends – Poor people tend to hang out with other poor people.

Yes, they might be perfectly nice, but what do they talk about? Not having enough money, which perpetuates your own thinking that you will never have enough money, either.

In tennis it's recommended that you always strive to play with a partner that is just a little bit better than you, so that your game improves every time you play.

It works the same way with the friends you surround yourself with.

Find friends who are doing better than you, and you'll find their prosperity thinking and methods rubbing off on you.

8: Early Children – Poor people tend to have more children, and they tend to have them earlier in life.

It's difficult to finish school, launch a career or start a business venture when you have small children.

But if you do these things before you have children, then you will have more time as well as money for your children, more success for your family, and less stress for you.

9: Poor Hygiene – We don't know if you've thought about this, but studies show that poor people tend to shower less often than the wealthy.

If you think about it, do you want to be around and partner with someone who doesn't care enough about themselves to even shower?

10: Finish – Everyone gets great ideas now and then, but the poor never follow through on those ideas. If they did, odds are they wouldn't be poor.

If you've got potential, put it to use. If you start something, finish it.

There is no good that will come from starting a business and abandoning it halfway through.

You decided it's not the right business for you? Finish it up, get it in profit and sell it.

Then and only then do you move on to the next thing.

11: Wake Up – Poor people tend to sleep in more.

If you're already rich, you can sleep as late as you like.

But during your wealth building years, it's best to set a schedule that has you up and working as early as possible.

There is something about accomplishing a lot before 9am that sets the stage for a productive, successful day.

12: Blame Game – Poor people blame other people and circumstances for their misfortunes.

True, sometimes fate is out of your hands. But if a person takes responsibility for their life, then no matter what happens, they work to find a way up and out to be successful.

You are in charge of your life, your relationships, your health and your finances.

Life is not about what happens to us, but rather how we react to what happens to us.

When something bad happens to the rich, they look at it, study it, find out how to protect themselves from it in the future, and even how they can turn it around and profit from it.

15: Timely Maintenance – Poor people tend to put things off like going to the doctor, getting the car maintained, or fixing that old roof.

But by putting these things off, you wind up incurring a higher cost.

The cancer goes undetected longer, threatening your life and racking up huge medical bills.

What would have been a \$100 maintenance issue on your car turns into a \$1200 repair bill.

And that roof? Now it's leaking and you've got water damage to contend with.

Set aside money for things like this, so you can take care of them on a regular basis rather than waiting until things get bad.

And there you have it – 15 things that might be making you poor. Which one are you going to change, starting today?



The Faceless Businessman

In 1964, the Belgian surrealist René Magritte painted the Son of Man.

The painting features a man in a business suit and overcoat and bowler hat. Standing in front of a low sea wall, the man's features are obscured by an apple. The painting is also known as 'the faceless businessman'.

Of his painting, Magritte said: "The apple at least hides his face well, so you can see an apparent face, with an apple hiding it, making it visible but hidden, that is something that constantly happens. All that we see hides something else. We always want to see beyond what we see on the surface. We are inexplicably drawn to that which is hidden."

In our business as Internet Marketers, parts of us are hidden, the only representation we have is our website, our campaigns, we are the faceless businessmen and women hidden behind the apple.

Our businesses are a mask that we present to the world, it's a representation that helps us build our livelihood, our business, to take it to greater heights. In building that, we create a persona, the apple becomes the face that we present to the world, it's what drives our sales and our campaigns. We use it on social media, in forums, in podcasts, and articles. In some ways, what you read and feel here is an interpretation of my own internet persona. It differs in many ways to who I actually am, you get most of it but some parts remain the same, some parts come across differently.

In many ways we Internet Marketers are the faceless businessmen and women of the internet age. You see us and interact with us, but you could sit next to us in a café or on a train and never come close to recognising us. It's the business facets of the crystal that each of us is. Our friends and family see other sides. Some those with more regular nine to five jobs wouldn't be able to resolve the real persona with the internet marketer persona. You could liken it to a person with a split personality. Each of us have many different sides to our personalities, different aspects that we show or hide to the world at different times, in different moments. But none is more apparent than those of people in Internet based professions because those people more than those in any other profession bar acting, present two distinct personas so the world.

The closer you can be to your real self may not bring more sales, even though it often does, but it will certainly mean you are happier in what you are selling, because you are really being you.



EPILOGUE

Laces

There once lived a pair of twin brothers, they did everything together. They grew up together, played together, went to school together, graduated and went to the same university together. Eventually they started a business together and became very successful. They were alike in almost every way, in every way but one, one brother always wore slip-on shoes, the other always wore lace-up ones.

It was this one quirk that had always allowed their friends and family and lecturers to tell them apart. No one really ever questioned it or found it odd, it was just one little difference between them. The brothers shared an estate and one day as they were preparing to depart on a business trip that would move their company up into the next level of success, the slightly younger brother, the one that always wore lace-up shoes called to his sibling asking if he had any spare laces as one of his had just broken.

The older brother laughed out loud at this, and replied "You know I always wear slip-ons, why would I have spare laces they have no purpose for me! Why don't you just come here and borrow a pair of my shoes?"



The younger brother thought about this, looking at himself in his brown suit, he knew his brother was wearing a grey suit for this meeting, he would certainly have a pair of shoes that would match his brown suit that he wouldn't be using. But he was bothered that he couldn't find laces, he always wore lace-up shoes, that was part of who he was. Not wanting to be late for the meeting in the end he went and borrowed his brother's shoes, but on the way home that night stopped and bought replacement laces for his own.

If you are wearing slip-on shoes, you don't really find any value in a pair of laces, but if you have lace-up shoes (with either no laces or a broken lace), then that pair of laces is highly valuable to you. It's all about how your circumstances and your perceptions define the value of something.

In our businesses we'll often see a product or an idea that we think would be perfect for us to sell, but we have to take our own personal perception out of the equation and apply our niche and market base to it. Will our customers find the same value that we do? Or will that product just be a pair of laces to customers with slip-ons?

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
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