

HOME BUSINESS NEWSLETTER



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Through The Door Or The Window

I'm sure we've all heard that quote "when life closes a door, it opens a window". It's such an old and often quoted (and misquoted) phrase that I cannot even find the original author of this bit of wisdom.

It's not entirely true of course, there are innumerable instances where closing a door doesn't open a window of any sort, it just leads you through a better door. The premise however is more that when one thing ends, that ending also serves as a new beginning. We can simplify this even further, and take every decision or occurrence down to a simple binary equation, there are actually only ever two answers, a zero or a one, a true or a false, a yes or a no.

Humans don't really like absolutes, we like the grey areas, the wriggle room, the opportunity to change our minds and try something else. But that is all an illusion. It still resolves back to a two-choice system.

I'm sure many of us have seen Star Wars: The Empire Strikes Back. In it our heroes ship is stuck in a swamp and the wizened old Jedi Master Yoda, tells our young hero that the force will allow him to free the ship. Our hero doesn't believe but says he will try. Yoda replies "Try not, do or do not there is no try..." and our hero tries and fails to free his ship. Defeated, the hero tells his master that he asks for the impossible. The master simply goes and performs the feat our hero just failed at and tells the hero that he failed because he didn't believe he could succeed. What they never allude to in the film is the fact that the hero gave up and failed because to succeed all he had to do was re-evaluate and try again. Belief is not often needed in practical tasks, just do it again differently.

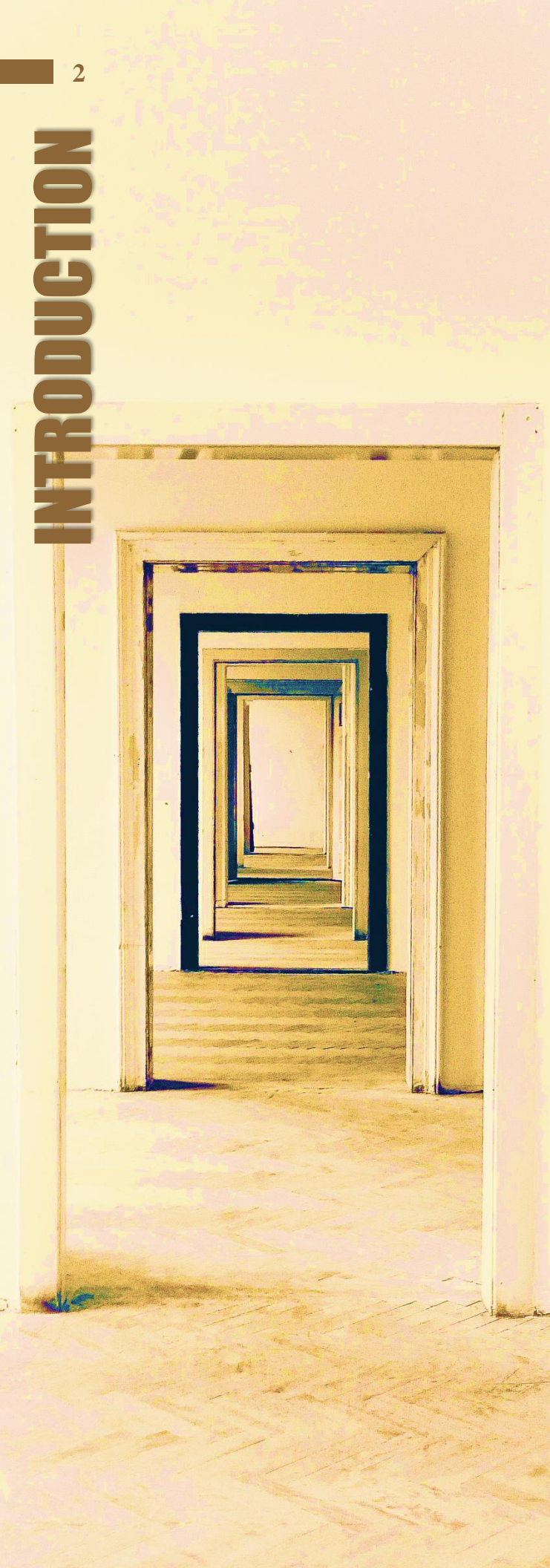
The master's words of "do or do not, there is no try" were actually a test, a lesson that we all sometimes need to learn.

We too can try and complicate life by adding windows and doors and speeches and beliefs, and give the illusion of more choices. But it still comes down to a two-choice system, to act or not to act.

If you choose to act, you again have two-choices, within that action, and so on.

In our businesses, overcomplicating scenarios for ourselves, is to overcomplicate our minds and make it feel a big mountain than it is. Instead, look at it from a decision tree point of view, yes or no, leads to the next yes or no, and the next and the next.

Just make a decision, and stick with it.





Resources and news

Facebook Launches New Monetization Tools to Attract Top Content Creators

A snapshot of the announcement:

Ad Revenue: More options for monetizing different types of videos with ads.

Brand Collaborations: New ways for creators and brands to reach audiences and understand the performance of their branded content.

Fan Support: The option to offer supporter-only Groups in fan subscriptions and testing the expansion of Facebook Stars.

Creator Studio: A dedicated Monetization Overview section, a range of new insights, and the ability to manage Instagram posts via Creator Studio, in addition to Facebook.

<https://www.facebook.com/facebookmedia/blog/more-ways-for-creators-to-monetize-and-manage-their-presence>

Twitter Launches ArtHouse

The goal is to help brands product better content for the platform.

https://blog.twitter.com/marketing/en_us/topics/product-news/2019/Introducing-Twitter-ArtHouse.html



After 2 Years, Amazon Spark Is No More

Amazon Spark, the app that was meant to compete with Instagram and really highlight influencer marketing, has shut down.

<https://techcrunch.com/2019/06/14/amazon-spark-the-retailers-two-year-old-instagram-competitor-has-shut-down/>

New Video Editing App "Trash" Uses AI to Simplify Video Creation

Trash is a new startup that uses AI to help people make high-quality videos quickly and easily.

<https://trash.app/>



How to Get Rich Selling \$9 Products

If you run a WSO and sell 2,000 copies of a \$9 product, how much have you made?

Odds are, you've made \$0.

Even if you have upsells, you're still probably walking away with a few hundred dollars at best.

Why didn't you make money on the \$9 product?

Because you gave away all or nearly all of the \$9 to encourage affiliates to promote the product in the first place.

Then... what's the sense in even selling the \$9 product?

One word – buyers.

You now have a list of **BUYERS**, people who are **PROVEN** to spend **MONEY** on products in your niche.

And if your product is good, then you've proven to them that you can deliver on your promises.

Now you can sell them your \$297 course, your \$500 coaching, or recommend affiliate products.

Sell 10 \$297 courses, and you've made \$2,970.

Sell 100 \$297 courses, and you've made \$29,700.

Selling 10 coaching spots at \$500 a month, and you're making another \$5,000 a month.

You get the point.

The money is still in the list.

And if you have a list of **BUYERS**, then your list is gold.

Treat it with care, and the list you build will continue to pay you for months and even years to come.



Become a Software Mogul, No Experience Needed

I've seen fortunes made with this exact business model, yet most marketers are too scared to try it.

Here's what you do:

Get an idea for a Wordpress plugin. You can either find a need and fill it, come up with a great idea on your own, or look at what's available and figure out how to improve upon it.

Once you've got an idea for your plugin, you might run it past a few people to make sure you're not the only one who thinks it's a winner. Or you can do some research and find out how well similar plugins are selling.

When you've finalized your idea, get a coder to create the plugin for you.

Yes, you'll need to PAY the coder, or partner with them.

Once you've got the plugin, test it to make sure it works smoothly. Create your marketing for it and then sell it. You can package it with various rights, PLR, multi-site and so forth so that you have 2 or 3 different price points.

I know of at least 5 different marketers who consistently make 6 figures a year doing this, releasing a new plugin every month or two.

And at the right moment after they've made plenty of sales, they sell the rights to the plugin for 4 or 5 figures to another marketer, who often repackages it and re-releases it.

There's a ton of money to be made this way. All you need is the right idea with good marketing+ and you can make a fortune.

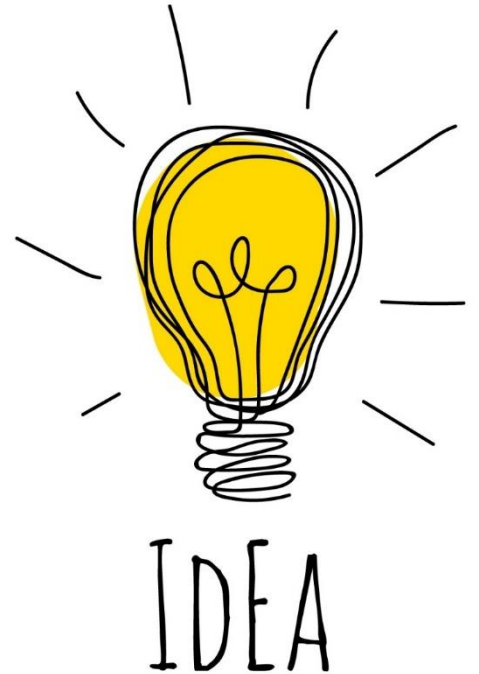
July 17th Was World Emoji Day

Did you get your emoji celebration on?
Scroll down here for a highlight video of the day:

<https://worldemojiday.com/>

And check out the World Emoji Award winners here, including the most popular new emoji of 2019:

<https://blog.emojipedia.org/world-emoji-award-winners-for-2019/>



Google is Testing a New Social Network: 'Shoelace'

This is Google's sixth attempt to succeed in the social networking spacing after failing with Orkut, Google Buzz, Google Friend Connect, Allo, and the infamous Google+.

<https://shoelace.nyc/>



What's the Best Time to Post on Social Media?

Sprout Social's report uses data from over 25,000 customer interactions in its social media software and compiles the findings into generic breakdowns by platform.

<https://sproutsocial.com/insights/best-times-to-post-on-social-media/>

Journaling To Become A Millionaire?

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Patrick Grove has built not just one, but several million dollar businesses, including 5 that he took public.

And he attributes his success to the oddest of things... journaling.

When he first started, he wrote down everything that was bothering him, like how his business wasn't big enough, why he didn't live in a cool city and so forth.

Once he got all the negative stuff out, he started journaling about what he wanted in his life. He wanted a better home, an amazing relationship with family members and friends, the ability travel and of course a large income. He was journaling his vision for what he wanted to get out of his life.

But his real breakthrough came when he started writing down how he was going to accomplish the things he wanted to do. Instead of asking why he didn't have the things he wanted, he asked how he was going to get them.

How do I go on more inspirational holidays?

How do I have a closer relationship with my friends?

How do I have a better body?

And then one day he went to a Starbucks he'd never been to before, with a brand new notebook, and wrote down the following question:

“How do I make \$100 million in 12 months?”

At the time, he thought it was a crazy, CRAZY thing to try and do, but he did it anyway.

By doing 3 or 4 journaling sessions on how to make a \$100 million in 12 months, he actually figured out a way to do it, and then ended up doing it.

Patrick says to journal consistently. When he's trying to solve a problem like how to make a certain amount of money in a certain time frame, he will do several one hour sessions where he is totally focused on this one question, without interruption.

He says that because he has ADD (attention deficit disorder) he's got to write things down or he will forget them. He keeps his journals and writes down every thought and idea that he has concerning reaching his goal. If he doesn't write it down, it doesn't happen, which is why he writes down everything. EVERYTHING.



He forms the plan, perfects the plan, and then gets out there and DOES the plan. He's all about taking action once he knows how he's going to get his goal accomplished.

His next goal was to reach \$1 Billion in 12 months. Sad to say, he didn't reach his goal. He only reached \$500 – 600 million in 24 months when he started iFlix.

That's right – he built a company to half a billion dollars in 2 years, all because he kept journaling. As they say, if you reach for the stars, you may get to the moon.

Would you say he failed to reach his goal? Technically, yes he did. But building a \$500 million dollar company in 24 months is anything but failure.

Patrick says to set such a crazy high goal, and then try to reach that goal, and if you only attain half that much, it will still be a pretty great achievement.

Before you think that it's been all sunshine and roses for Patrick, know that he lost nearly everything during the first dot com crash in 1999. He was 24 years old and had raised \$20 million from investors, including his mother's lifetime savings.

When the market crashed, his 23 year old CFO told him they had \$2 million in the bank and owed \$6 million. His staff of 300 went down to 30 in one afternoon. He told his mom that her money was gone. And when he went to bed at night, he hoped the building he was in would blow up as he was sleeping, so that he wouldn't have to face the world the next morning.

Then he read *Unlimited Power* by Anthony Robbins. Reading that book gave him the mindset and mental clarity to become more effective in communicating with himself. He learned how to train his brain to be better, stronger and do what he needed to do to turn things around.



He's now built 5 companies that he's taken public, including one he sold to Rupert Murdoch for \$700 million. His mother has all of her money back and he has 3,000 employees. And he's the chairman of 4 public companies, collectively worth over a billion dollars.

What can we take away from his example?

First, that no matter how dark things might be, we have the power to turn it around.

Second, find your inspiration from those who have gone before. Reading the Anthony Robbins book was all it took for Patrick to begin climbing back out of the hole he was in and going on to start 5 different highly successful public companies.

Third, journal your goals. Don't ask "why," as in "why don't you have what you want." Instead, ask "how?" "How can you reach your goal?"

Ask yourself – if you only accomplish 1/100th of what Patrick has done, what will that mean for you?

And most of all – "What can you do it?"



Make Extra Cash on Etsy

This is a sweet little money maker that will put some extra mad money in your pocket, if you're game.

The interesting thing about Etsy is price isn't as important as on Ebay and Amazon. People are willing to pay more for something they really want on this site – or at least that's been my experience. Whereas with Ebay and Amazon, people are much more price conscious.

Here's what you do:

Find a local engraver. This could be a jeweler or a trophy shop. You're looking for someone who engraves things like flasks, plates, cake servers and knives (for weddings) and so forth.

Strike a deal with her and get a price list of what she charges for each item. Odds are she already has the blank items. If she has professional photos of each item, use those. Otherwise, take your own photos.

Advertise the items on Etsy with personal engraving. Remember to mark up the prices for your own profit, and charge for shipping (or raise the price to cover shipping.) Put in your listing that items take a few days to engrave.

Take the orders and forward them to your engraver. Stop by the engraver's shop once a week to pick up the items and mail them to your customers.

Pocket the difference.

This is so simple and obvious, but it's a great way to make extra money. If you have a teenager or retired parent, you might even suggest this business to them.

Then be on the lookout for other items you can resell on Etsy. For example, watch for local craftspeople at fairs and such, and see if you can strike a deal with them as well.

You might assume they're already on Etsy, but oftentimes they just don't want to bother to open their own shop.



How To Make Money Online With NO History or Reputation

This isn't for everyone because frankly, it either takes work or money to get started.

But it is a great way to break into online marketing and start making money money, even if you have no list, no history online and no one knows you.

It's not a new method by any means. It's not glamorous or sophisticated. But it is a proven money maker.

Quite simply, you either have a PLR product created, or you create one yourself, and you sell it as a WSO or JVZoo product.

Done correctly, you will make money from this.

Forget health, dog training, dating or any of those other niches. You want to create a product in the make money online niche because that's what's going to sell the best.

And you want to sell your PLR product on either Warrior or JVZoo because that's where you'll find your best buyers.

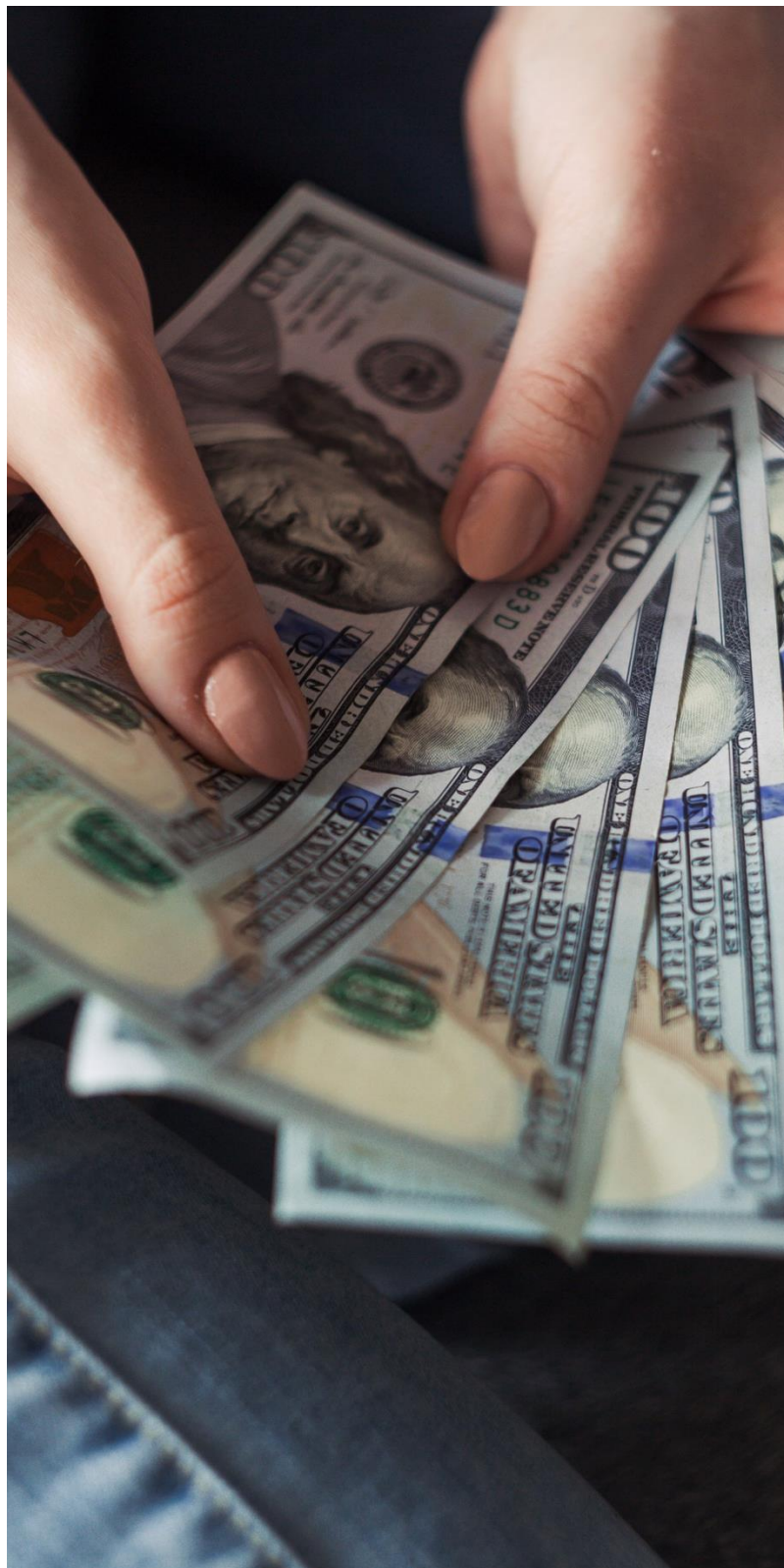
Many 'how to make money online' products recommend buying and using high quality PLR, which is exactly what you're going to provide.

Pay attention to what is selling really well right now. Online marketing products go in streaks – for awhile anything related to a certain social media will be hot, and then something else will take its place and so forth. Look for trends and choose hot selling topics for your PLR products. JVZoo and Warrior are your places to do your research to see what's selling.

Anything new in offline marketing is typically a hot seller, as is Facebook and Amazon.

Don't create an ebook, since they don't sell as well as they used to. Call your PLR something else, such as a blueprint or strategy.

Break the content into sections using big, bold fonts for the headings.



Ideally, your content can be broken into blogposts or emails, or used together as a dynamite lead magnet or blueprint.

Add in images to break up big blocks of text.

If you're outsourcing, you can get everything, including sales page and graphics done for about \$500.

You could create PLR videos if that's your thing, or even PLR software.

If you purchase software creation software, which is software that allows you to produce your own software, you can produce new PLR software every week if you like. All you need are good ideas for what kind of PLR software you want to create, and your first WSO should pay for the initial software.

PLR is the perfect way to get involved in the make money online market because you need no prior experience or track record.

And if you like, the PLR rights can actually be the upsell to the product. For example, you might sell the end product with personal use only for \$9, and then offer the PLR rights as an upsell for \$17.

If you're stuck for ideas, just see what's selling well and then find a way to re-invent it or come to it from another angle.

You can certainly make a \$1,000 each time you do this if you pick the right topic and have a good sales letter. Be sure to place a sample within the sales letter, so that people can see the great quality of the product.

And do you know who will become your best customers? The people who already purchased a PLR package from you.

Each month you'll be building your list of buyers. And each time you release a new PLR package, you can email your list of buyers first to let them know, and also encourage them to become affiliates for you, too.

That's why if you consistently put out at least one PLR package per month, your income should grow larger with each subsequent month.

Yes, it's an old school method of making money, and it does take work to make the PLR or resources to get it done for you. And it's not glamorous, either. But it can be really good money.



How to Make An Extra \$196 Per Week With ONE Email

If you have a continuity program, then you'll want to pay attention to this.

No doubt you're offering your continuity or membership program to your subscribers.

But there is a certain segment of those subscribers who simply aren't taking the bait. After repeated emails promoting your membership, they still haven't joined.

Here's what you can do with these folks.

After you've exhausted all means of getting them to sign up for your monthly program, make them this offer:

They can get a FULL YEAR for just \$97 (or whatever price you deem appropriate.)

These are folks who weren't going to join anyway, so everyone you get to join is a bonus \$97 to you.

I've seen other marketers do this, and it often results in an extra 2-3 sign-ups per week.

Simply write an email making the offer and insert it in your autoresponder sequence at the end of all your other emails asking them to join the membership.

Put a time limit on it – such as 24 hours – so they have to make up their minds right away.

It's extra money you wouldn't have made otherwise.

Bonus: Approach other membership site owners and offer to show them how to make an extra \$200 a week, if you can get a cut. I haven't tried this, but I don't see why some of them wouldn't go for it and put some easy money in your pocket.

How to Make Money Giving Away Free Stuff

It took Gmail just 3 years to become the world's most popular email service, and it did this by giving a gigabyte of storage away for free.

Do you know how much Google makes as a result of Gmail?

Billions of dollars per quarter.

Free works.

So how can you use free in your business?

The free reports model can work wonders. For example, I've seen one very successful marketer package 10 free reports into a bundle. Each report has a KILLER headline with a benefit and curiosity factor.

And he offers this bundle EVERYWHERE.

One of his favorite things to do is get his free offer bundle placed on the download pages of products by offering to promote those products to his list.

What product seller is going to say no to that offer? Of course, he carefully chooses products he knows his list will love.

This way he builds lists of buyers, not just tire kickers.

You might think that promising to promote so many products will burn out his lists, but he's careful. He seldom promotes a product to all of his lists, but instead only promotes a particular product to the lists he knows will likely be interested.

That's right – he has his lists segmented based on where he got his subscribers. This way he promotes traffic products to people interested in traffic and blogging products to people who purchase a blogging product and so forth.

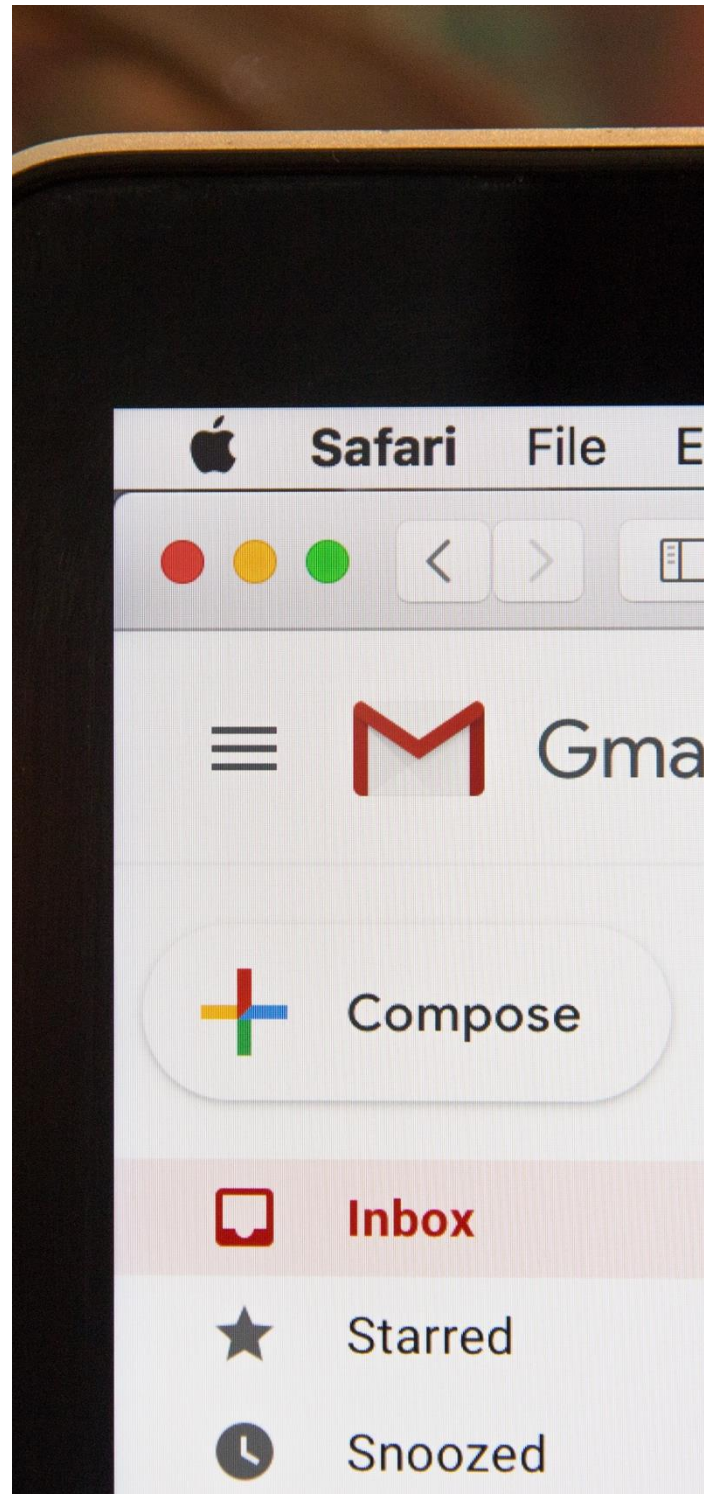
And he continues to write free reports and sends them out to his lists for free. No new sign up required.

His subscribers LOVE this. He gets more email opens because of it, and when he promotes a new product of his own, sales are fantastic.

Free works. Have you ever been in a store when they were giving out samples? Sales for that product shoot up dramatically. Have you ever seen a new dentist offer free exams and xrays? In 6 months they have a full load of patients.

Think about how you can use freebies to create stellar impressions and lifelong customers.

Free is still as powerful as when Google launched Gmail. You just have to figure out how to make it work for you.



No matter what you sell, how good your product is or how well you target your advertising to the right buyers, you're going to get refund requests.

However, there are ways to dramatically reduce those requests.

For example, don't make claims that aren't backed by your product. I recently purchased a product on ClickBank that made BOLD claims in the sales copy that simply were not backed up by the product. And yes, I wasn't at all happy and I did get a refund.

But if your product fulfills all of the promises made in your sales copy and you're still getting refund requests, it's possible your customers are forgetting why they bought the product.

To overcome this hurdle, send out a follow up email that again highlights the product benefits and reminds them of how incredibly smart and lucky they are to have your product in their hands.

Another possibility is they have a question about the product and they don't know how to get an answer.

To prevent a refund simply because of customer confusion, I recommend sending out another follow up email that goes something like this:

NOTE: The underlined portions are links.

Hey {NAME}, congrats on claiming the biggest {TOPIC} deal of 2019: {PRODUCT NAME}.

I want to share a few things with you today:

First and foremost, I want to hear from you!

Please click here to review your {PRODUCT NAME} purchase.

I want to know if you positively love this product, and I need your help. Thank you in advance for your honest review.

Second, I want to answer your most burning questions.

Below you will find the "Most Frequently Asked Questions."

Please read through these and if you still need help with anything, just email my support team and we'll get you squared away (more on this below).

QUESTION #1. How do I access my purchase?

To access your purchase, follow these steps:

Step 1. Log into your account {LINK}

Step 2: Click on {LOCATION} inside your account area

Step 3: You will see {TITLE}. Click on {INSERT PERTINENT INFO}

How to Reduce Refund Requests With One Email



QUESTION #2. What if I didn't get my password (or what if I'm having trouble logging in)?

If you did NOT receive a confirmation email with your password, or you're having trouble logging in, or if you lost your password, or whatever - here's what you can do:

{INSERT STEPS}

p.s. If you have trouble with this, clear your browser cache, remove popup blocker craziness, and use an incognito browser if everything else fails (99% of the time login issues are these user related issues).

QUESTION #3. I still have issues! I can't download X / I can't redeem Y / I'm just confused in general, what do I do?

Please email {SUPPORT EMAIL ADDRESS} with the name and email address associated with your account + your question in as much detail as possible.

Our support team works {INSERT DAYS, SUCH AS: Monday – Friday} {INSERT TIME, SUCH AS 9am - 3pm EST} and our turnaround time on support tickets is typically less than one business day.

Have more questions?

Just hit reply and let us know.

And once again, we appreciate you being a part of the {INSERT PRODUCT OR COMPANY NAME} family and look forward to serving and supporting you in your creative, personal, and professional growth.

Cheers!

{YOUR NAME, COMPANY NAME}

P.S. We'd love to hear from you. What do you think of {INSERT PRODUCT NAME}? [Click here to leave a rating and review \(takes about 30 seconds.\)](#)

P.P.S. {USE THIS AREA TO BUILD ANTICIPATION FOR SOMETHING ELSE HEADED THEIR WAY IN THE NEXT WEEK OR SO, SUCH AS A SPECIAL SURPRISE.}

Notice that as a bonus for you, this email also asks for their feedback, providing a wonderful opportunity to collect some juicy testimonials.

Often, all it takes to reduce refunds is to:

1: Be available to your customers. Don't disappear on them as soon as the sale is made. If they have questions, answer them quickly in a friendly, helpful manner.

2: Continue to send out helpful tips and advice. If you can indicate that there is even more great stuff to come via email because of their purchase, they're more likely to stick around to see what else is headed their way.

3: Don't slam them with offers. They just bought from you, and anyone who buys is ripe to buy again. BUT... if all you send is offers, they're going to feel you're only in it for the money and not to help them. You've got to find the right balance of being there for them, offering useful tips, stories, case studies and so forth, and making new offers.

4: Let them know about the stellar results fellow product purchasers are getting. When you can show them that the product is working for others, they'll be more excited to keep and use the product for themselves.



Should You Fake it 'till You Make It?

I was on the Warrior Forum the other day, looking at a thread started by someone who needed advice. It seems they wanted to know how to make their first \$1,000 online.

Good question, right? A lot of people want to know that, and there are plenty of marketers out there willing to give advice on how to do it – marketers who have already DONE it, by the way.

But here's the rub – this particular individual had an ad in his footer.

And his ad read, "How to make \$10,000 a month."

Ouch!

Here's someone selling a program on how to earn \$10k when he needs advice on how to earn \$1k. His FIRST \$1k.

Busted.

Naturally, the responses he was getting were not polite, nor should they have been.

Here's what he could have done instead, and what I recommend anyone do who is just starting out in the Internet Marketing niche:

Become a reporter. Not a teach, a REPORTER.

Find out what is working for others, and then report on it to your own readers.

Don't try to fake it until you make it. Don't pretend to be the expert. Instead, simply be a fellow student of internet marketing, walking side by side with your readers and pointing them to the real EXPERTS who are making the real money.

This is actually a spectacular way to develop rapport with your readers. You are essentially saying, "I'm just like you, and you are not alone. Let's take this trip together and side by side, we'll build our successes."

I would join with ANYONE who gives me that message.

As to the bloke who wants to teach me how to make \$10k per month when he hasn't made his first \$1k, he can go jump in the river. I'll never join his list and I'll never buy a product from him, either.

Be honest. By yourself. And don't try to fake it until you make it – people will see right through you, even if you're smarter than this guy (and I know you are.)

There was a guy – or probably a lot of guys, but I have a particular one in mind – who crept onto people's property to take photos of himself standing in front of their expensive homes and cars.

He used these photos to boast how much money he was making, so he could sell his programs to unsuspecting students.

And he got arrested for it.

In a nutshell, he tried too hard. He pretended to be something he wasn't, and naturally he got found out.

You don't need to do this.

If you're just starting out on your online journey, blog about it. Be yourself. Check out products from people who are really making money online, find the best ones, and tell your readers about them.

Interview people who are one or two levels above you. After all, your readers would like to know how to make their first \$1,000. And if you find a school teacher with a neat little system for doing just that, you've got a winner. You don't need to make promises of earning a gazillion dollars a month with no work. You can and should keep it real.

And your readers will respect you for your honesty.

In fact, if you build a reputation for nothing else BUT honesty, I guarantee you can be successful.

So here's the recipe for NOT faking it until you make it:

- 1: Always be yourself.
- 2: Don't lie. Do. Not. Lie.
- 3: Find people who are a little more successful than you. Interview them, promote their products or even team up with them to create a product.
- 4: As you move up the ladder, continue to find people who are a little more successful than you are – people one or two rungs up the ladder from you.
- 5: Continue to promote their products, interview them and team up with them to create products based on their successful methods.
- 6: Take as many of your readers with you on your success journey as possible. You are walking with them hand in hand, not lecturing them from on high. You are one of them, so talk to them like they are your partners in success and that's what they will become.
- 7: Watch as your readers stick to you like glue, because they feel you are like they are. They like you and they TRUST you. They feel your respect for them, and they know you will not lie to them or let them down.
- 8: Don't forget to have fun. If you're having fun, then the experts you work with and your readers will have fun, too. Enjoy the journey up the ladder.

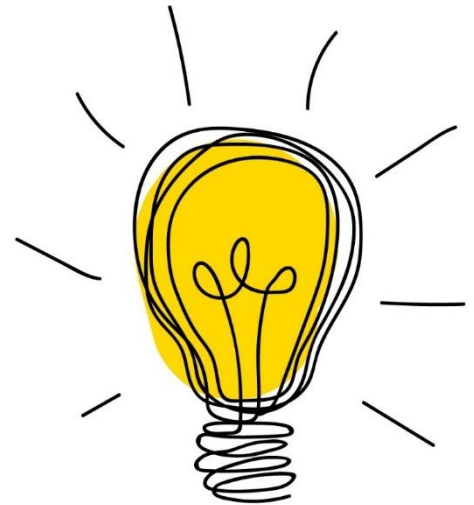
I know I said it before, but I'll leave you with one final thought:
Be yourself and never, ever fake it until you make it.



Stay Focused

Websites like Facebook that distract you from your work are costing you time and money. If you're on Chrome, you might want to install StayFocused to increase your productivity.

<https://chrome.google.com/webstore/detail/stayfocused/laankejkbhbdhmpimgcngdelahlfoji>



Best Online Word Processors

If you don't have a Word type of program installed on your computer, it's no problem. Just use one of these online apps:

Microsoft Word Online – all you need is a free Microsoft account to use this version.

Google Docs – works anywhere for anyone and makes it super easy to share documents.

Zoho Writer – the tools you need for each stage are the only tools you'll see, creating a minimalist interface.

Pages for iCloud – the perfect solution for Mac users, since it's a cloud-synced version of Pages. It's part of iWork, Apple's native office suite.

Quip – works best if you start with one of the built-in templates to save time.

Dropbox Paper – tight integration with Dropbox, and Paper docs don't count towards your Dropbox storage.

Only Office Document Editor – open source, powerful and reminiscent of Microsoft Word.

Writer – this is a plain text writing software which gives you a distraction free setup.

Choose green font with black background for a go's feel.



A black and white photograph showing a person's legs in ripped jeans and a hand pointing at a laptop screen. The person is wearing a fuzzy, striped sweater. The laptop is open, and the hand is pointing at the screen. The background is a solid orange color.

Case Study: How to Make \$6,000 a Month in Simple Ad Sales

I can't reveal the niche where I found this case study, but with a little tweaking this could work in any of the larger niche markets.

And best of all, you get paid UP FRONT, before you even place the ads.

Here's how it works:

I'll call our case study entrepreneur Bob.

Bob puts out an email newsletter for free. And it's a really good one, too, with plenty of great information. He doesn't actually write most of the info, though. He uses PLR and he gets permission to reprint articles and blogposts.

His subscriber base is over 25,000 people. And because he puts out such great content, his open rates are high, which means he can offer paid advertising inside his newsletter.

Bob's content is presented as the main part of the newsletter, and then after the content he runs one ad per newsletter, which is a simple matter of copying and pasting the ads he receives from advertisers. And because it's an email newsletter, he allows ads to be a full page, or even longer if it's presented as an advertorial type of format.

Because Bob only allows one ad per newsletter, he can charge \$300 per ad.

And get this: His newsletter goes out as often as he has paid ads, which tends to be 20-25 times per month.

To keep readers engaged and opening his newsletters, he makes sure to always send out at least 20 newsletters per month, even if it's a rare month where he doesn't have paid ads for all of them.

20 ads times \$300 per ad is \$6,000 per month.

Bob gets paid the fees up front. He doesn't create any products, other than the newsletter.

And because of the niche Bob is in, he can promote the ad slots within the newsletter itself. For some niches, you might need to promote the ad space outside of the newsletter.

How To Make Money By 'Giving Away' Your Profits

No doubt you already know that if you give away 75-100% of your profits to affiliates, you'll get more affiliates to promote for you.

And because you have more affiliates promoting, and promoting harder, you get more sales and a larger list of BUYERS that you can continue to sell to time and time again.

But did you also know that you can still make handsome profits from those products for which you're giving away the commissions?

For example, let's say you create a course on how to do something within the realm of online marketing. You sell the course for \$10, or \$50 or whatever, and you give away all your profits to the affiliates who promote for you.

The only profits you make up front are on the sales you personally make.

But inside the course, you've got affiliate links for the tools that you recommend.

For example, website hosting, autoresponders, software and so forth.

Pat Flynn has made fortune doing exactly this. His Bluehost commissions alone were over \$50,000 a month the last time I checked. He promotes commissions from Leadpages, ConvertKit, Demio, BuzzSprout, a WordPress theme, Teachable, Right Message and more.

He teaches how to do online marketing gets to promote all these programs that give him commission and ongoing residual income.

So the next time you're creating a new product, remember to insert the affiliate links inside where appropriate. Be sure to only recommend products and services you firmly believe in, because your reputation will be on the line.

One more thing: It might be tempting to simply GIVE AWAY your product, since you've got those gorgeous affiliate links inside. The problem is, most people will never use free products because they don't appear to have value.

But if people shell out their own money for a product, they are much more likely to use it. And when they do, they'll be clicking on your links and earning you that sweet passive income.





How to Instantly Reduce Your Customer Service Queries

It doesn't matter if you're selling a \$7 product or a \$7,000 product – you're going to get queries from customers asking you how to do something.

For example, if you're in the make money online niche, people are going to ask you how to set up a website, or set up an autoresponder, or add a plugin to their site, or whatever.

And maybe 20 years ago or more, this was understandable.

But today we have two things called...

GOOGLE and YOUTUBE.

And anything you, I or your customers want to know how to do is found by doing a quick search on either one of these sites.

The problem is, people either forget they can do a search, or they're lazy, or... well, I don't know why they don't go straight to Google or Youtube for answers, but the fact is they don't.

So here's what I do:

At the beginning of EVERY product I put out, I write something like this:

"While I have tried to cover everything you need to know to do XYZ, the fact is there might be a gap or two in your current knowledge that isn't covered in this report/video/course.

If you find you need to learn how to do something – for example, set up a WordPress site – then I urge you be a self-starter and search Google or YouTube for answers.

YouTube is especially helpful, since you'll likely find several videos that show you step by step how to do that thing that is perplexing you.

And this way you'll get your answer immediately.

If that fails, you are of course welcome to fill out a help request and we will get back to you within 48 hours with an answer.

But remember, Google and YouTube are often your best source for getting a quick answer to any pesky little question that might pop up along the way.

And by the way, I've found that folks who immediately search out their own answer rather than getting derailed by tiny obstacles are twice as likely to succeed."

Word this however you want.

I've found that my service requests have been cut in HALF by inserting this type of language into my products. And I suspect my buyers are happier, since they are finding answers to their questions right away, rather than having to wait.

And by the way, I often answer generic questions such as, "How do I install WordPress" by sending them to a YouTube video, which again saves me the time of having to explain the process.

A Market's Guide To Pop Ups

You've seen pop ups, and you might even be using them in your business.

But just in case you're not sure what they are, think back to the last time you went to a webpage and a form suddenly appeared, asking for your info in exchange for a free treat.

That's a pop up.

No doubt you've heard a friend complain about them, or perhaps you've even cursed a time or two when you were trying to read a page and a form suddenly blocked your view.

Certainly, you don't want to do that to your readers, do you? It could cheapen your brand and annoy your visitors.

But... not so fast.

If you haven't tested using pop ups on your website to help build your list, I highly encourage you to try it. A well optimized and targeted optin pop up that triggers at the right time can multiply your email sign ups 10 fold.

And you already know how important it is to build your list.

Pop up benefits

If you test pop ups against sidebar forms and end of post forms, you're likely to find the pop ups do far better.

Pop ups force your visitors to make a decision on whether or not to get your lead magnet, and in the process, join your list.

They can increase your email subscription rate 10 fold.

It's easy to A/B test them for increased conversions.

And they work on autopilot. Just set them up and forget about them.

Pop up problems

However, there is a downside to pop ups, too.

They can appear pushy, but you can fix this by loading the pop up after a certain number of page views, or a longer length of time on site.

They can annoy repeat visitors, but you can fix this with cookie based triggers.

And they can interrupt people when they are consuming your content, but you can fix this by using exit intent technology.





Modern Subscribe Popup (Slide In Right)



The pop up strategy

Here's the thought process behind using pop ups:

- You write great stuff that brings in traffic.
- Your visitors are impressed with your content, see the pop up, and opt in to get your free lead magnet (report, video, email course, etc.)
- Your visitors are automatically put on your email list, where you send out messages building rapport and transforming them into regular readers who know you, like you and trust you.
- You send them offers to buy solutions to their problems and you earn money when they purchase.

Things to consider:

If your pop up appears too soon, your visitor won't know yet if your content is great or not and will be less likely to opt in.

People subscribe for content, especially the content of your lead magnet. That's why your freebie has got to be targeted to your reader and valuable to them. If it's something they would consider paying for, then you're on the right track.

Follow up with more great content via email that builds on the initial lead magnet. You can tack offers on to the end of your emails, but initially you don't want to send JUST offers, since your readers need time to learn to trust you and your recommendations.

What to look for in a pop up solution

I wish I could point to free pop up software that does everything you need, but so far I haven't found it.

But if you don't mind investing a little money, there are some excellent tools available.

When you look for a pop up solution, things to consider are:

Is it easy to design the pop ups? You don't want to waste a lot of time on this.

Can you set cookie rules so the pop up doesn't appear on every single page of your site and annoy your visitors into leaving?

Can you A/B test designs to improve your conversion rate?

Can you segment pop ups, choosing when and where they appear?

Can you use exit intent to capture readers as they are leaving your page?

Is there basic analytics to tell you what's working?

And is the solution affordable?



Gadgets Subscribe Popup (Slide In Up)



Pop Up Solutions to consider:

Here are the best WordPress Pop up plugins:

- Bloom Email Opt-Ins
- Elementor Popups
- HubSpot WordPress Plugin
- Icegram
- Ninja Popups
- OptinMonster
- Popup Builder
- PopUp Domination
- Popup Maker
- Popups
- Sumo List Builder

I encourage you to do your own research and find the one that is right for you.

Pop Up Tips:

A/B test your visuals – this is the second most important thing on your pop up after your headline.

Choose newsletter optin or bribe. You can offer a generic opt in for your newsletter, or you can offer a bribe (free report, videos, email series, etc.) Well thought out, targeted bribes tend to do 2 to 3 times better than generic newsletters.

Target your freebie offer to what's on the page. For example, if the page contains a chocolate cake recipe, offer a book of chocolate recipes or cake recipes. If the page contains an article on controlling garden pests, offer a book of natural gardening remedies. Tailoring your freebie to the page's content nearly always increases conversions.

If possible, offer a higher grade, paid version of your freebie. For example, if your freebie offers to teach them how to do something, offer to sell them the software that makes the process easier. By having an upsell after your freebie, you can convert some of your initial subscribers into paying customers. Make the offer low cost and tightly aligned with the freebie offer.

Test your pop up timing to see what works best. You could have your pop up appear when the page loads, after a certain interval, or upon exit. Generally having the pop up appear when the page loads works better than having it appear after a certain interval or upon exit, but you've got to test this out for yourself.

Bottom Line: Pop ups work at increasing the number of subscribers you get from your website.

While you're thinking of it, do some simple math and figure out what it would mean to your bottom line annually if you doubled or tripled the number of new subscribers you get.

It's well worth the effort of installing pop ups on your site.



(Left)



Sunny Subscribe Popup (SL)



(Once Out)



Futurism Subscribe Popup



Is This Why You're Not Making \$10K/mo?

This is huge, yet few marketers even think about it until they're months into their business and wondering why they're not making the big money.

Yet it's pretty darn obvious to anyone else on the outside looking in at the business.

Here's what you need to ask yourself right now:

"Is your business actually CAPABLE of making \$10k per month?"

And the advanced question:

"Can your business be scaled up to \$50k a month, or more?"

Here's what I mean:

If your only product is a \$7 ebook, odds are you are NOT going to crack \$10k per month unless you sell the heck out of affiliate programs.

To earn \$10k a month, you need 1428 buyers each month purchasing that \$7 ebook.

Then there's your traffic: Are you getting enough people to your sales page(s) each month to earn \$10k per month?

Even if you have high ticket items to sell, you still need people who can find and buy those items.

If your basic structure isn't in place to earn the kind of money you want to earn, then it won't matter what your product is, how great your sales copy might be or how ingenious your sales funnel is.

It has to be physically possible for you to make 5 figures in your business, or it simply won't happen.

Think about a car: If you want to go 100 miles per hour, but you've got an old jalopy that tops out at 50 miles per hour, you will never, ever get to 100 mph in that car no matter how long you drive it.

It's the same in your business. You have to set it up to make the kind of money you want to earn.

You need enough products and services to sell to people each month to make your target.

This is why you see marketers selling coaching, membership programs, creating high ticket products and so forth.

You need different price points for different people. Give them options to upgrade and spend more money – LOTS more money – with you.





Or focus on building a responsive list that pays attention to you and buys your affiliate offers. That can work, too. Know that you'll have to continually add fresh blood to your list each and every month and deliver tons of value that makes them trust you when you send them to affiliate offers.

Think of it this way – you have to be IN the game and playing it for all it's worth to WIN the game.

To earn \$10k a month, you've got to offer \$10k worth of stuff to the right audience (targeted and big enough) to BUY it.

Always be creating new offers. Always be creating new BUY buttons. And always be selling something.

When you send out your next email tomorrow with the awesome info, put a link in there to buy something.

When you post on social media, send them to a page where they can join your list so you can then sell them something.

When you create your next sales funnel, put an upsell or two in there.

When you write your next blogpost on how to do something, tell them about the shortcut you offer, or the done for you solution you have available.

Structure your business so that it is possible to earn 10k per month.

And then grow it some more.

Never rest on your laurels.

The best selling product you have today is the forgotten product of tomorrow. You need to always be adding products, adding links to sales pages, and always selling.

Build a business that can bring you the money you seek, and then you can stop asking why you're not earning \$10k per month.

Because then, you'll be asking why you're not earning \$50k per month.

And when you hit that mark, why you're not earning 100k per month.

Keep growing and expanding, and pretty soon your days of earning only a few hundred or thousand per month will be nothing more than a distant memory.

Got an Email List?

How to Make \$1,000 in One Hour

If you already have one or more email lists, and either a Skype or Facebook account, then this might be a way for you to make some quick cash.

You need the ability to see when people are online, hence the need for Skype or Facebook.

Before you do this, build a quick webpage where buyers can pay you. It should be a private page that search engines can't index because you don't want it to be found. The key is that your customers think time is limited – not that they can grab this offer whenever they get around to it.

See who is online and send them a private message with your offer. Tell them you're right in the middle of booking your promo emails for the next week or month, and that you have an opening for an advertising slot in your newsletter's P.S. section.

Let them know how many subscribers you have and the price for the slot: For example, \$97 or \$197, depending on the size of your list.

Don't be high pressure. Tell them if you don't hear back from them, it's all good, because you know you will sell out.

If your list is especially targeted or especially responsive, let your prospects know this, too, and adjust your pricing accordingly.

I know someone who does this routinely, and every time he does it, he instantly puts \$500 to \$2,000 in his account within the hour. It's almost like magic.

And he's not burning his lists doing this, either. He still delivers great content in the body of the email, with the 'ad' appearing only in the P.S.

In his case, nearly all of his advertisers are offering a free lead magnet (report, video, ecourse, etc.) to build their own list. That's why the P.S. actually looks like bonus content, rather than a sales pitch.

On your payment page, have a contact form where your advertisers can submit their ad. Remember to tell them that you expect to have the whole week (or month) booked out within the hour.

Contact your advertisers a day or two after their ad runs to see how they did. This is the time to gather testimonials to put on that payment page you set up and also to sell more ads to the same advertisers., such as promoted posts on social media and paid ads on search.



The image shows a close-up of a white sheet of paper with a grid of multiplication problems. An orange pencil is positioned diagonally across the bottom left corner. The problems are arranged in a grid, with some numbers crossed out or corrected. The pencil is sharp and has a pink eraser.

The multiplication problems visible on the page are as follows:

$\frac{16}{x \ 2}$	$\frac{24}{x \ 4}$	$\frac{27}{x \ 3}$	$\frac{56}{x \ 8}$
$\frac{12}{x \ 6}$	$\frac{1}{x \ 0}$	$\frac{72}{x \ 9}$	$\frac{0}{x \ 2}$
$\frac{9}{4}$	$\frac{36}{x \ 6}$	$\frac{15}{x \ 3}$	$\frac{9}{x \ 3}$
$\frac{63}{x \ 7}$	$\frac{36}{x \ 9}$	$\frac{12}{x \ 4}$	$\frac{42}{x \ 6}$
$\frac{3}{6}$	$\frac{0}{x \ 4}$	$\frac{7}{x \ 1}$	$\frac{5}{x \ 1}$
$\frac{9}{x \ 9}$	$\frac{2}{x \ 2}$	$\frac{6}{x \ 2}$	$\frac{7}{8}$

Some problems have been crossed out with a pencil, including $\frac{1}{x \ 0}$, $\frac{0}{x \ 2}$, $\frac{9}{x \ 3}$, $\frac{0}{x \ 4}$, and $\frac{9}{x \ 9}$.

So, let me ask you... are you building your email list yet?



How To Make Money Selling Other People's Junk

Here is a nice little side business that can yield you some extra spending money.

I saw an ad the other day that read: "Do you have unwanted items you'd like to sell on Ebay, but you don't want the hassle of listing and shipping? We can do it for you and turn your unwanted items into cash."

Guaranteed there are plenty of people out there who would love to have you sell their stuff. You can either split the profits with them 50/50, or simply buy their items outright and sell them on Ebay.

Either way, it's a way you can turn quick profits while you're building your online business.

EPILOGUE

Shelley's Ozymandias

Percy Bysshe Shelley was an English poet who lived in the dawn of the 1800s, and is regarded by some as one of the finest and most influential poets of the period. Probably his most well-known work is the poem Ozymandias.

It basically tells us that no matter how great an empire we build, eventually time will catch up to us. The basic premise is of a traveller that finds a ruined statue in the desert, that was once obviously part of a mighty kingdom, yet all that is left now is sand and ruins, and the immortal words still legible on the statues pedestal: "My name is Ozymandias, King of kings. Look on my works yea mighty and despair."

Yet nothing remains, just ruin and sand, Ozymandias may have been a mighty king, but what is his kingdom now?

We all started our own businesses, our own journey down the entrepreneurial path of Internet Marketing because we wanted something different, we wanted our own lives, whatever our reasons. I like to keep this poem close as a reminder that yes, I'm working for myself and building my own business, but the meaning I take from it (and that I encourage you to take too) is simple.



Our businesses are not us, we started them not to define our lives, but to enrich them, don't get so caught up in building an Internet Marketing empire that you forget to achieve the reasons you started your own business in the first place.

I'm not saying that running your own business is easy, even with the convenience of today's technologies, it's tempting to just open that laptop, or check your statistics on your phone. But I suspect that like me, we all started our businesses because we wanted a work/life balance that supported our lives more than our work, and then fell into the same trap that we were in before, but often we don't notice because rather than working for a faceless corporation we're working for ourselves and still spending equally as much time doing it, forgetting the balance.

Empires are all well and good, but they aren't life, and lives are what we lead each day. At the end of ours, do we just want a ruined statue and an ironic sentiment? Or do we want a lifetime of experiences and adventures that our business supported, but didn't eclipse. That is the trick.

See you next month!



AFFILIATE COMMISSION GAME PLAN

The Absolute Best Way To
Get A **Successful Affiliate
Business** Up And Running
Fast – **No Special Skills** Or
Experience **Required!**



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