

# HOME BUSINESS NEWSLETTER

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# The Crafty Fox



## INTRODUCTION

Whether you live in the city or out in the countryside, the chances are you've seen foxes around. You might think of them as cute ginger dogs, or you might think of them as vermin. You might lambast them for breaking into your bins and recycling, or tearing open bin bags, or you might leave food out for them. It could be that you deplore the rural country method of fox hunting (in its past sense or current state) or you may be a supporter. Wherever you sit in the great fox debate, there is one thing you cannot argue. The fox is one of the greatest animal success stories of our time.

Think about it, these animals were traditionally rural in their nature, they would live in forests and fields, eat local wildlife, or occasionally a chicken or similar poached from a nearby farm or manor, but as humans have encroached on their traditional environment, they have not died out or moved away, they have instead adapted, they've improvised, and overcome.

Now foxes are just as happy in big city centres as they are in wide open rural spaces, we have the city fox and the country fox, and they are both just as crafty.

We unfortunately are not as adaptable, neither in our lives nor our businesses, we react sluggishly to changes, try and fight against them rather than embrace those forthcoming changes and learn how to work within them. There is never just one way to live, or work. There is never just one market to compete in. Look at our little foxy friends, how they grow and expand into the changing areas rather than shrink away from them. There is an old saying that victory is for the bold.

When you see them out and about foxes are often very timid, but at the same time they are the same environment as you and I, not hiding away or running from the tides of change, rather they are embracing it and moving forward.

As our businesses evolve, and as the environments in which we work change- our choice is the same as the crafty fox: we can either hide timidly in our burrow, with what we have to hopefully sustain us, or we can be bold and march out into the new world and embrace the evolution.

A photograph of a middle-aged man with glasses and a goatee, wearing a white button-down shirt, sitting and reading a newspaper. The image has a warm, orange-toned overlay. The text 'Resources and news' is written in a bold, italicized, white font in the upper right corner.

# ***Resources and news***

## **Snapchat's new Dynamic Ads feature will streamline ad creation**

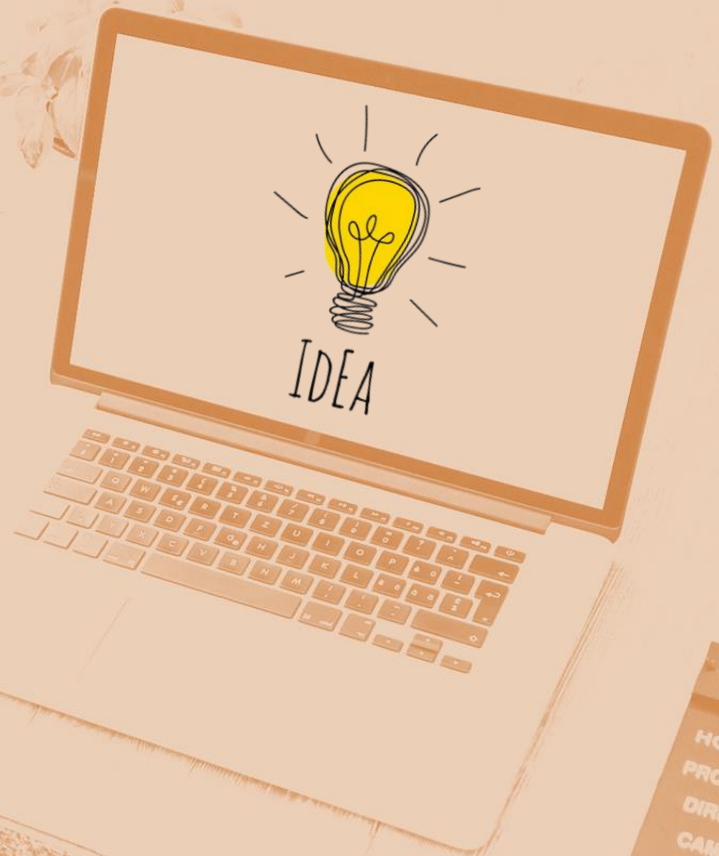
Late last week Snapchat introduced Dynamic Ads, which it claims is “one of the most impactful updates of the year for e-commerce.” The company explained that, over the past couple of years, it’s been focused heavily on creating smart solutions for marketers to really drive their business, and that this new addition will greatly increase what advertisers can accomplish on Snapchat.

<https://forbusiness.snapchat.com/blog/introducing-dynamic-ads>

## Google: When indexing pages, status code comes first

Google can be tricky; we never know what it's thinking or what changes it will make. Yet, as digital experts, we're constantly trying to please the search engine.

<https://moz.com/learn/seo/http-status-codes>



## China's New App is Spying on 100 Million Android Users

George Orwell was right.  
Again.

An app released by the Chinese Communist Party earlier this year has been found to have virtually unlimited access to the data on a user's Android smartphone—and the consequences are horrifying, reports the Washington Post.

The app, called “Study the Great Nation,” was released by the Chinese Communist Party back in January, and by April Chinese state media said it had become the most downloaded app in China, with over 100 million downloads.

The “Study the Great Nation” app has what's known as “superuser” access on Android devices. As the Washington Post explains, such status is essentially a free-for-all backdoor for the app's developers, in this case the Chinese Communist Party, to do and see anything they want to on the user's phone.

<https://www.fastcompany.com/90416911/chinas-horrifying-new-app-is-spying-on-100-million-android-users>



# Why Olympian Nastia Liukin Never Quits

“When I was a little girl, I learned that you can never quit on a bad day.

“I remember coming home from training some days and telling my mother that I wanted to quit.

“And because my parents never pushed me or made my do gymnastics, she would say, ‘That’s fine, you can quit, but not today.’

“And she would make me go back to the gym the next day, and the next day, and the next day, until I had one good day.

“And finally, after a good day – because moms always know when we have a good day – she would say, ‘Okay, great, now you can quit. We’ll enroll you back into public school and you can find another activity, you know, that you’re passionate about.’

“And I would always say, ‘I don’t know what you’re talking about. I never said I wanted to quit.’

“And this happened multiple times. And so basically, it saved me multiple times. Because at the end of the day, the most important thing is to find something that you love and you’re passionate about.

“And that, to me, was gymnastics for so many years.

“And so, what I realized from that simple message of never quit on a bad day, was that regardless of what career path you decide to take, whatever it is that your job is, we’re all going to have bad days.

“We’re going to have days where we wanna throw our hands up in the air and say I quit, I don’t wanna do this any longer. It’s too hard, I’m frustrated, I’m injured.

“And it’s okay to go in a different career path or on a different avenue, but not after a bad day.

“And so, I feel like that’s kind of what has helped me now, through business and through life in general, is that not every day is going to be easy, or exciting, or you’re gonna feel fulfilled.

“But getting through those hard days, and going back to, ‘What is my goal?’

“For me, that was always the Olympics and winning a gold medal. And so, on those bad days, I would visualize and look ahead.

“And now, being able to do the same thing in life, and also in business, that’s what helps me to get through those bad days.”



An illustration on the left side of the page shows a silhouette of a person sitting on a hill, reading a book. A beam of light from a flashlight illuminates the book. Above them is a large, dark silhouette of a tree. The background is a gradient of purple and orange, suggesting a sunset or sunrise, with a few stars visible in the upper left.

# How to Hack Your Brain for Success

How can we harness the power of our brains to push ourselves to accomplish things we don't think we're capable of doing?

1: Focus on enjoying the process. Most people can get better at anything if they are willing to put in the time and effort. Find ways to enjoy the process itself, so that it becomes more of a hobby or passion than a chore.

2: Detach yourself from the outcome. The way to enjoy the time and effort you put into learning a new skill – practice – is to detach yourself from the outcome and instead focus on the process.

3: Start small before going big. Practice in low stakes situations rather than trying to tackle something big first. For example, if your goal is to climb Mt. Everest, you're going to start on much smaller climbs and work your way up to the big one.

4: Use small steps to push your own boundaries. Starting small and working your way up is how you can gently push yourself out of your comfort zone. By taking a series of small steps instead of attempting one giant step, you can do almost anything.

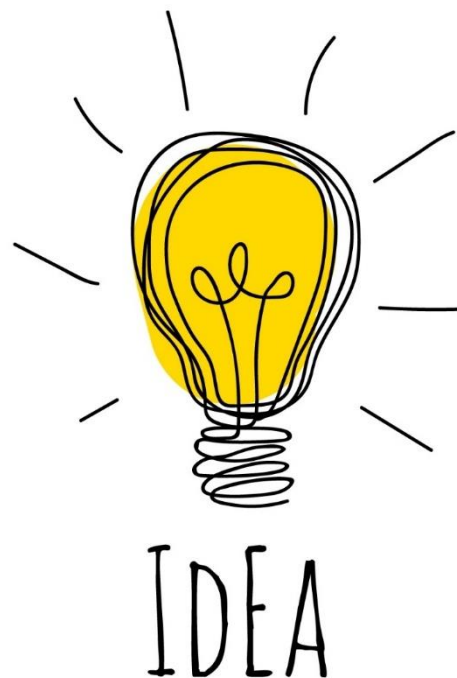
5: Give yourself no choice. Find ways to ensure you cannot back out. For some this might be telling everyone of your goal. For others it might be doing the difficult thing everyday at the same time, regardless of how you feel. For example, you exercise every day as soon as you wake up.

Or to get good at networking you've got to meet people. Decide you cannot go home until you've met 5 new people every single day, and in a year or less you will be a networking marvel.

## Google's Ads Data Hub to offer greater insight into YouTube ad performance

As we approach 15 years since YouTube launched on our screens, a big change is coming that will impact how we as marketers measure the value of advertising on YouTube. In an effort to offer greater accuracy in the analytics coming from YouTube ads, Google is putting its trust into its new Ads Data Hub.

<https://www.blog.google/products/ads/investing-next-generation-measurement-youtube/>



## Google update offers more insight into video performance

This week, Google rolled out an update to Search Console that allows access to two new reports focused on video in Search.

The update allows digital marketers to dig deeper into video performance in Search to pinpoint areas for improvements in video markup — the code that helps search engines read the content. This, in turn, can improve search rankings.

<https://webmasters.googleblog.com/2019/10/search-console-video-results-reports.html>



# Are Sneaky Advertorials Still Super Profitable Today?



Are they only for print mags and papers, or do they work online?

And what is an Advertorial, anyway?

Let's start with that last question first:

An advertorial is an advertisement in the form of editorial content. The term "advertorial" is a blend of the words, "advertisement" and "editorial."

It's also called a "native ad," "sponsored content" and even an "infomercial" if it's broadcast.

An advertorial is an ad that walks, talks and acts like an editorial.

And because this sponsored content takes the same qualities as original publisher content, everybody wins.

The reader is happy because they're benefitting from the copy, the sponsor wins because the reader has gained a positive perception of the brand, and the publisher is happy because his readers and sponsors are happy.

The term advertorial was first coined in 1946, when there were plenty of magazines and newspapers and of course no internet.

You might remember seeing advertorials: They look very much like a story or article, but once you start reading you realize you're being very sweetly led down the path towards making a purchase.

The writer might start out talking about the problem the product solves or extolling the virtues of this new product they just discovered. They might go on with examples and testimonials, let you know the manufacturer is offering an ironclad guarantee, and then directing you on what to do to get your hands on this amazing product.

The advertorial is 'sneaky' precisely because it flies under a reader's radar. If a reader KNOWS they are looking at an advertisement, their defences are up from the start. But if they think they're simply reading an article, their defences are down and it's much easier to sway their open mind into considering your product.

Advertorials, also known as sponsored content, do in fact work online. And they can take different forms.

For example, you can begin by discussing the problem and the various solutions, coming to the conclusion that the only real solution is the product you are promoting.





Or you might begin with ‘news’ of an innovation or discovery that leads directly into the product.

If you’re using advertorials on your website, then you can do any of the following:

1. Sell sponsorship, so that a company or brand is paying you to have the advertorial on your site. Essentially, they are buying advertising from you in the form of an advertorial.
2. Sell affiliate products using your advertorials.
3. If you have your own products or services, sell those using an advertorial.

The best places to publish advertorials?

Most likely as posts on your blog, articles on your website and in email spotlights.

If you have a large following on your site or a large email list in the right niche, you’ll find that selling sponsorship advertorials can be quite lucrative.

To have the greatest impact (and make the most sales) you’ll want to write the advertorials in your own voice, just as you might write a blogpost.

Do you remember how you sound when you’re enthusiastically telling a friend about a movie you just saw? That’s the tone to take when writing an advertorial.

You’re recommending, not selling. You’re speaking as a friend to your readers, a friend who stumbled on something awesome you want to tell them about.

If you prefer to not take a personal tone in advertorials and you don’t want your advertiser to write it for you, then the alternative is to write it as though it really is a news story.

This is how advertorials are classically done, and it can be as effective as writing it in your own voice.

Just look at how newspaper articles are structured, and you’ll get the idea of how it’s done.

Don’t get discouraged – most of these techniques take some practice to perfect.

Hang in there and you’ll get it right.

### **Contest Advertorials**

One of the easiest ways to create an advertorial that people will read is to GIVE AWAY the product.

Have the product sponsor agree to giving away one or more of their products.

They pay you to place the contest on your site. You (or they) write up a short advertorial for the product and giveaway, along with instructions on how to enter the contest.

You and the sponsor might couple the product with an ebook, too, as we’ll talk about in a moment. For example, if the product is a blender, then everyone who enters would get the ebook full of blender recipes, and one lucky person would get the actual blender.

This is so simple, and a great way for bloggers and list owners to make extra money or even promote their own products.

### **Sponsored Ebook Advertorials**

One more thing: Sponsored eBooks can be the ultimate advertorials.

This is something a little different from your regular advertorial, but completely doable because these books don’t have to be fancy, long or complicated.

For example, the American Egg Farmers sponsored, “Mr. Food Easter Celebration: 35 Excellent Easter Recipes Free eCookbook.”

Yes, the title was lousy and there were only 35 recipes, but it didn’t matter. The ebook was promoted on their website, in newsletters, as well by bloggers and through social media and even paid marketing.

Each recipe used – you guessed it – eggs. There were full page ads inside the book promoting eggs. And they also made accompanying videos in their test kitchens.

The book was distributed via Amazon (Kindle) and Apple (iPad) and in the first week alone they had 127,000 downloads.

Sure, you can create your own ebooks for yourself and your business.

But you can also create ebooks for other businesses as well and charge them a hefty fee.

A single ebook for Lion Brand Yarn cost approximately \$9,000, but it was worth it to the brand. They had over 100,000 downloads on their own website, as well as 75,000 via Apple and Amazon.

Whatever you call it – advertorials, sponsored content or native ads – it works as well now as it did some 75 years ago when the first advertorial was published.

# Beware of Pissing Off Your Loyal Followers

In the U.S., “pissing off” someone is to make them mad at you – sometimes REALLY mad. In the case of a customer, that’s mad enough to never buy your products again, and maybe even mad enough to say bad stuff about you in social media, too.

The more loyal your customers and followers are, the more pissed off at you they will become if you do something ‘wrong.’

Take the case of SoulCycle. Their customers are loyal almost to a level of being cultish. Or I should say, were so loyal.

Here’s what happened: The company was established in 2006 not just to sell spin classes, but also spiritual bliss. Instructors spoke of enlightenment, transcendence and higher purpose. And instructors even became deeply and emotionally involved with riders, giving them advice and guidance on their lives.

SoulCycle devotees purchased not only classes, but anything the company produced. The company created deeply personal connections with its customers, building irresistible ‘cult brand’ appeal. This army of spinning fanatics grew the company into a billion-dollar entity.

The company was sold to billionaire real estate tycoon Stephen Ross, who owns the \$60 billion empire, “Related Companies,” which controls 13,000 apartments, 5,500 condos, 60,000 housing units and 30 million square feet of commercial real estate.

Last summer Ross decided to host a fundraising lunch for Donald Trump, selling tickets at \$100,000 each. Yes, you read that right - one hundred thousand dollars per plate.

Almost immediately, SoulCycle devotees took to social media and the streets to publicly cut ties with the company. Remember, SoulCycle was built upon the message of inclusion and self-acceptance, antithetical to Trump’s policies.

Week by week attendance at SoulCycle dropped steadily in August, with 13% fewer purchases than in the year prior.



Customers felt betrayed, not unlike finding out your lover is cheating on you. And just like any relationship, the closer the ties, the more emotional and dramatic the reaction and subsequent breakup.

If the company were built solely upon ordinary spin classes, there might have been no backlash at all. Then again, the company likely would never have become a billion-dollar juggernaut, either.

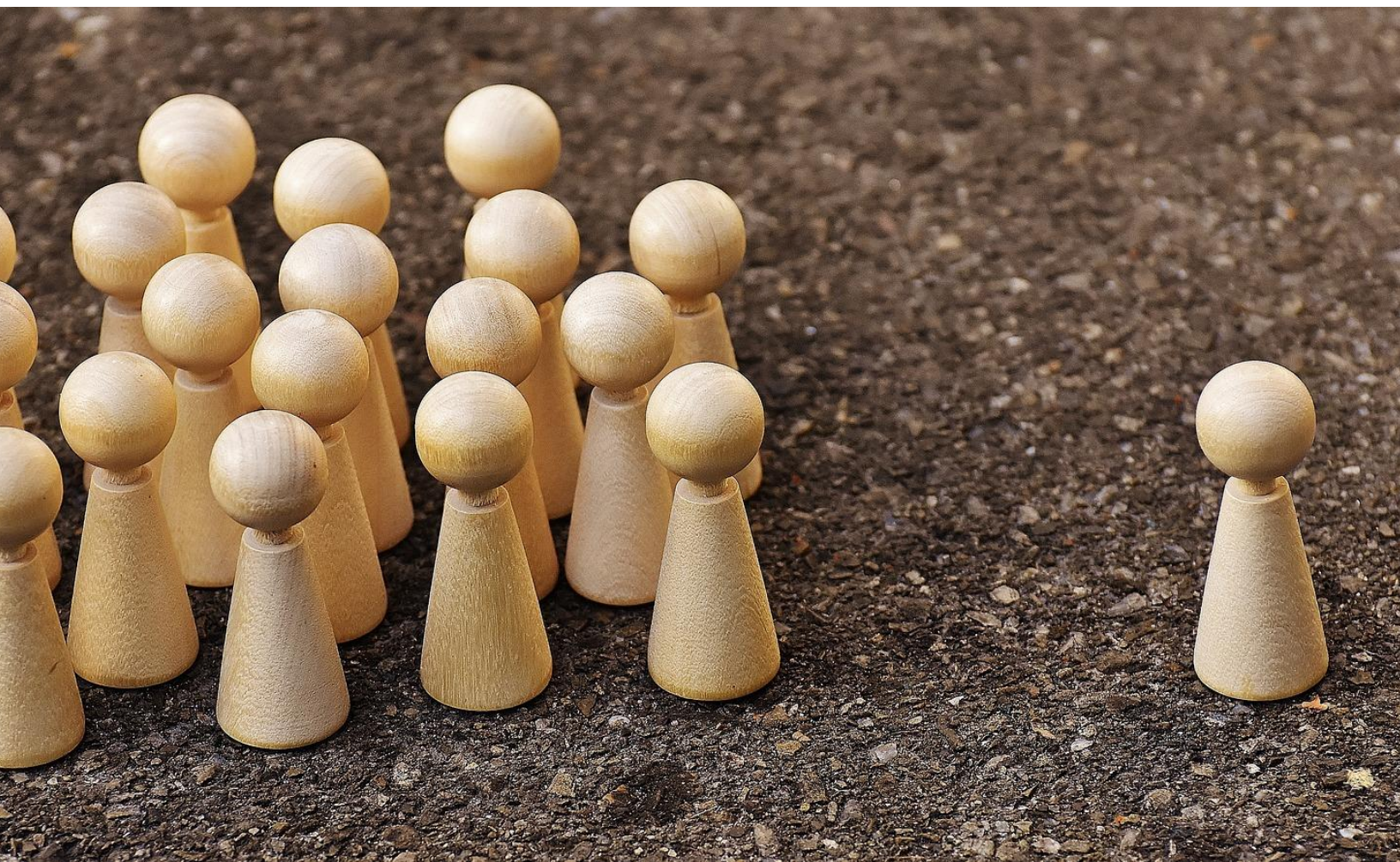
As a marketer, building a cult following is an almost unparalleled method for building a profitable business. Just look at what Airbnb and Apple have done with their cult like status.

But just like any relationship, it's important to be consistently consistent at all times. If you promise to be faithful to your wife, then you better do it or face the consequences.

And if you promise your loyal customers to be the person, brand or company with the values and ideals they love, then you better stay on that path at all times and never deviate.

This isn't hard or difficult – it's simply common sense. Decide from the very start what you and your brand stand for. You can make minor modifications in the beginning if you see that it's what your market wants.

But once you reach a tipping point and people are drawn to you for what you stand for, then you've got your manifesto. Stay in alignment with it and watch your business flourish.



# QUOTES



“People don’t buy what you do, they buy why you do it.”

–Simon Sinek, Bestselling Author, Motivational Speaker and Marketing Consultant

“Every email is a customer survey of your target market, by testing they vote on what resonates best with them.”

–Kath Pay, Founder and Senior Consultant at Holistic Email Marketing

“You can’t sell anything if you can’t tell anything.”

–Beth Comstock, Vice Chair of General Electric

“One of the best ways to sabotage your content is to not tie it to your goals. Know why you’re creating content.”

– Ellen Gomes, Senior Content Marketing Manager at Marketo

“Take a risk and keep testing, because what works today won’t work tomorrow, but what worked yesterday may work again.”

–Amrita Sahasrabudhe, Vice President Marketing at FastMed

“Mediocre marketers think in terms of campaigns. Great marketers think in terms of growth frameworks.”

–Neil Patel, New York Times Bestselling Author and Marketing Expert

# MATT BACAK

## interview



Host Gavin McCoy:

My guest on the Internet Marketing Newsletter today, the podcast, is Matt Bacak, from Atlanta, Georgia.

Hi, good afternoon Matt.

Matt Bacak:

Hey, thanks for having me.

Host Gavin McCoy:

Matt, you've had a fantastic career in internet marketing, and if we can start with just taking the clock back a few years as to what you did before you became an internet marketer.

Matt Bacak:

I'd have to go back more than few years. But what I did before I was an internet marketer, I was pretty much doing it in college. So back then, I was doing sales, I mean, I guess. I had my own company, so I had been running my own company since I was a kid.

When I got started, we called it the information superhighway. So everything that we know today wasn't existing, pretty much. There's really nothing that was around back then, maybe AOL, if that's even around. So there's not much. But before, initially what was I doing? I was just a kid that wanted to make a lot of money, I mean, really in my dorm room.

Host Gavin McCoy:

What was your first kind of interest in using the internet to market? How did you get that idea?

Matt Bacak:

So I was going out knocking on doors and trying to get people to buy stuff, and it was a pain in the butt. So instead of me chasing people down, I figured I wanted people just to come to me. And that kind of was the big thing. I was like, "If I could just get people to come to me instead of me, instead of me chasing them down, that would be a great scenario." And that kind of caused me to start looking at this internet thing and get started doing stuff.

Host Gavin McCoy:

Did you initially sell hard products or did you go straight away for information?

Matt Bacak:

Yeah, I did. I sold cassettes. Information, yes. But on cassette tapes, on VHS tapes, so all of that. That was before the DVD, and now actually DVDs are going obsolete, so I'm actually seeing the next wave of things being obsolete, the stuff we were selling with information. But I was selling other people's information, not my own. Actually it was Kiyosaki stuff, right, when he was getting started? So I sold the books, and I sold just hard stuff.

Host Gavin McCoy:

Everybody says the money is in the list. You've all got to start with one name and one small list.

Matt Bacak:

Well, I think for a lot of people that are listening, I mean, just to speak to them, I think there's really two ways we could do it. One, creating, giving somebody an ethical bribe or something for free is always a great way to get people on your list. But I will say over my years, I would always tell people that ... today, I would tell people, really, I think you have two choices.

Actually this latter, this new choice is a better choice I would believe for everybody is instead of giving something away for free, you might want to create it and make it a lower ticket product and have people opt-in with their credit card, so you can actually build a buyers list. And that's going to be the best list you can ever build.

You know, you could build 100,000 people or 10,000 people. From 10,000 people giving away stuff for free, or you can buy and get a thousand people that bought something from you, even if it's a dollar, that's going to be so much better than the 10,000. So my point to a lot of people is, you can go one of either route, just realise all subscribers aren't equal, but the best buyers you can ever get are the ones that opt-in with their credit card.

Now a lot of times today, you know, people will say, put an opt-in page up, drive traffic to the page, have people sign up, give them something for free. That's what I've taught forever. But today I tell people, "Well, you have two routes and it's which route do you want to go?" I prefer the newer route.

I didn't think about that before, but more and more I start utilising data, more and more I started looking at things, the more and more I realised the power of somebody opt-in with a credit card is so much bigger than the power of somebody just looking, because you get tyre kickers, plate lickens, you get all these.

The thing is, you get complaints, more complaints. Somebody that gave you their credit card, now you have more, even they have bare commitment, but also you have more backup to say, "Hey, look you did, you bought this." Instead of, "Hey you opted in." Because today, people do some crazy stuff with opt-ins, but buying is a good gate too or a good hurdle people can jump over to really prove, to show you that one, they're interested, and two, it's going to make your list more powerful and more responsive than anything else you could do.



Host Gavin McCoy:

So definitely the starting point for a new internet marketer is try and find something to catch people's attention?

Matt Bacak:

High value, and now it's just according to how you want to price that. I mean, because there are people who sell 2,000 odd products for a dollar. You know what I mean? You're going to get a lot of opt-ins if you do something like that. I'm not telling anybody to do it, but really, yeah, something of high quality, high value, because the first impression is the most important thing for everybody. If you do deliver something that they just pay \$7 for something that's worth 500 or a hundred dollars, they're like, "Oh my gosh," imagine what they're going to give me when I give them more money.

Host Gavin McCoy:

So the definite thing to remember is high value information, but low cost to get people hooked in. And, from that, I think you can kindle a sense of indebtedness because people think, "Wow, you're really generous in giving us all of this stuff for next to nothing." That sometimes opens the door for the next transaction.

Matt Bacak:

And the loyalty and the trust factor. I mean, that's a big thing too. That's one thing that's underlining with all the lists that we're ever going to build, the biggest thing is, when somebody comes in, especially the first time they meet you, people talk about building rapport, and that's great, but the best way to build the best rapport is to build trust.

Everybody's like, "Oh, you want to build these relationships?" The best way to build a relationship is do what the heck you say you're going to do, and do it better. You know, under promise and over deliver, you're going to build so much more trust, and so much more better relationship with that people.

The other thing too, for a lot of people, because you know, I made millions, multi-millions from email, and I will say everybody's like, "Oh, go out and build these ... once somebody signs up, send out these relationship things." It's great and that's a good idea, and it does make people all excited and feel good about it. But the point is, how you train your list at the beginning is how they're going to treat you in the end.

So my point is, if you do let them know, "Hey, I'm going to give you good value stuff. I'm here to give you good value stuff that's going to change your life or whatever feeling you have."



Host GavinMcCoy: In terms of once somebody gets onto a list of yours, email people often or not very often?

Matt Bacak: Well, that's really dependent on the individual, I think. So the most important thing for everybody listening is the decision you make at the beginning of the relationship. So if it's how you want to train them, like it's not just training them to give them good value and volume, but if you're going to be sending emails every single day, then you better do it from the beginning.

If you choose to send three times a week or once a week, you want to be careful with that, especially on once a week, be very careful with that. If you train people, and I've seen this happen before with clients where they're like, "You know what? I'm not going to mail everyday like you do, Matt. What I'm going to do is once a week I'm going to mail every Wednesday." If you miss a Wednesday, they're going to get upset with you. If you change your behaviour a little bit after they've been trained a certain way, it could cause some issues. So realise that when you are going on, it's what you choose to do.

Now, I will say this for everybody listening. I mean, there is such thing as an opportunity cost, right? There's also another thing, two things really is, opportunity costs and subscribers expire. My point is two-fold.

One, well let's go with expiration thing is, so most people don't realise, depending on the market that people are in. For example, if you're building a list of people that are looking for a quick fix on something. I usually tell people, "Look for bleeding necks." Like somebody who has a bleeding neck, they get it fixed, they don't need you anymore. So they're going to go away. I'm using that as an example, but they're going to go away.

So the life of that is very short. So every market ... people don't realise this, but there is an expiration date. The average subscriber is going to leave. Now, in for example, the internet marketing space, we have three months. That's all we have a lot of times.

Then there's going to be some people that stay around, but really people expire. People are like, "Oh, I want to go online. I want to go make money." Then within three months, after three months, those subscribers will start dropping off because it kind of like there's an expiration date...

***Note from the editor:***

*This is a bridged version of the full interview which is available to listen to separately.*



# 25 Red Hot Facebook Group Hacks

Do you know what gets 10 times the engagement of a Facebook Page?

A Facebook Group.

If you're still using Facebook Pages, welcome to 2020, where Facebook GROUPS are the way to win new customers and make sales.

I'm about to show you how to get people to automatically want to join your group, how to grow your email list and how to get your group members to tell you what they want to BUY from you, too.

Here are 25 rapid fire tips to help you master any Facebook group you're using for business.

## 1: Invite Them to Join Your Group Right Away

When someone comes to your website, send them to your 'start here' page. Give them a little bit of an introduction, and then immediately invite them to join your community on Facebook, a group of friendly members who are all there to help each other succeed.

Give them the link with the words, "Click here to request to join."

Or right after they subscribe to your email list, ask them to join your Facebook Group.

If you're doing a promotion of some kind, maybe step 1 is to share the promotion on Twitter or LinkedIn, and step 2 is to join the group.

You get the idea – make it easy, invite them early and often, and tell them why they want to join you group.

## 2: Invite Them Again

Place an invitation at the end of your emails in the signature section.

Place it in forum signatures and any and everywhere else that it's appropriate.

## 3: Create an Effective Link

Create a link that is [YourWebsite.com/community](#) to take people to your Facebook Group to join.

Why not use the word "Group" or "FBGroup" instead of "Community?"

Because a community implies a sense of connection and belonging – two things people crave.



#### 4: Sprinkle that Link EVERY Where

Do you have your own podcast? Mention the link. Are you a guest on someone else's podcast or webinar? Mention the link. Social media? Use the link.

Hand out your Group Link like a business card. Or like candy. Or both.

#### 5: Link Your Groups Together

If you have multiple Facebook Groups, link them together like this:

Go to a different group than the one you want to promote

Go to 'more'

Click on 'link existing group,'

Then type in the group your linking and hit 'link'

Now it will say that the Group Admin recommends this other Group

#### 6: Feature a Group Member Outside of the Group

Choose someone inside your Group to feature in a blogpost, podcast, video, social media, or wherever you like.

This lets people know that there's a community they can join, and that you're featuring people from there, giving them free publicity.

#### 7: Get Personal

Write personal messages to the top contributors in your group.

To find them, go to your Group and click on "Group Insights." Click on "members" and you'll see a list of the top contributors, how many posts they've created and even the comments they've made.

Send them a personal message THANKING them. In most cases you will totally make their day. They'll feel the warm fuzzies and they'll want to contribute even more to the Group.

#### 8: Share the Prestige

Choose some of your top contributors to be moderators.

By giving your top people authority to moderate, they can help you control the spam and police the trolls.

They can also remove and delete posts, as well as approving new members into the group.

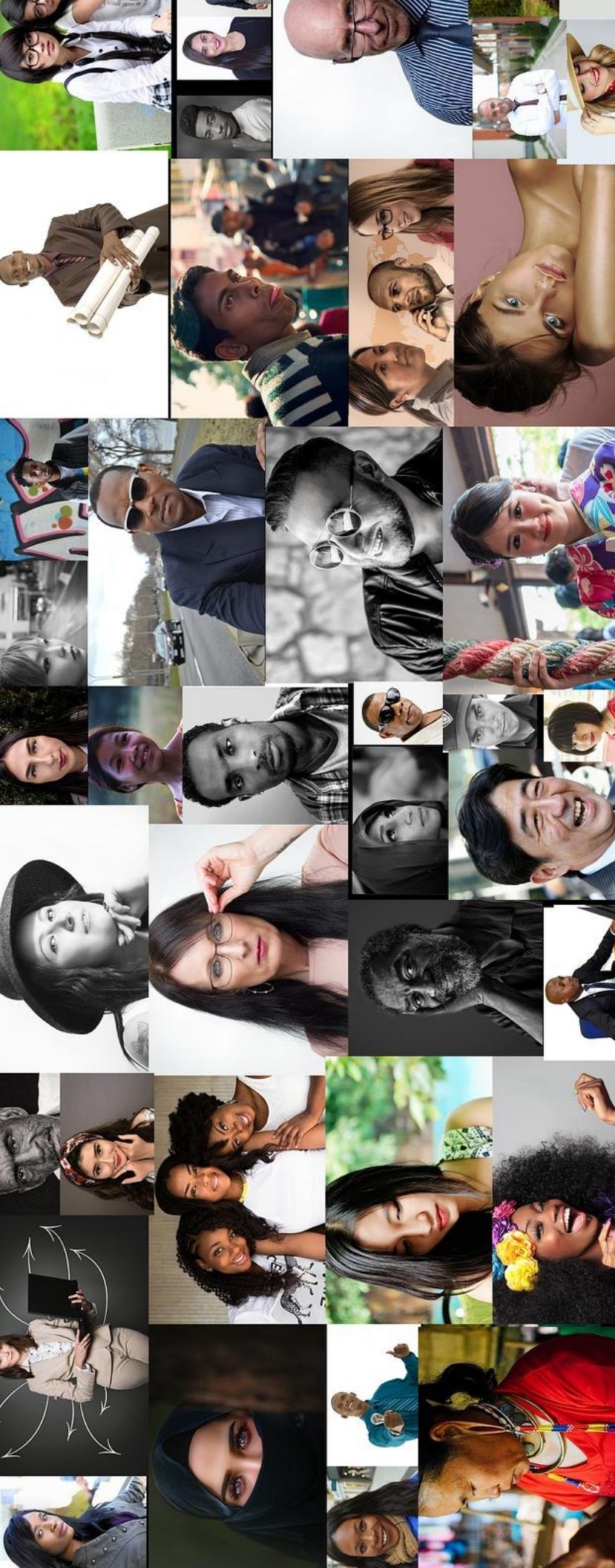
Perhaps best of all, it rewards your top contributors and allows them to feel chosen and special. This takes work off of your shoulders and creates 'superfans' who have your back and know they are part of your team.

#### 9: Share Exclusive Content

Show them stuff behind the scenes that no one else gets to see. Make them feel like they're a part of something special and exclusive.

You might show them your process, what you're working on, or give them info or stories that you share with no one else online.





Tell them what you're dealing with right now, and even go live and share something important about yourself or your business.

You might also give them first looks at a new product you have in development, and even get feedback on it, too.

If you're writing a book, share a chapter with them, or a first look at the cover. People want to feel like they are on the 'inside,' and they're interested in the processes that bring things to fruition, too.

And they even love hearing about the mistakes you've made and what you learned from them – maybe even more so than hearing about your triumphs.

#### **10: Ask for Their Help**

People love to be asked for their opinion and advice. Maybe you're working on something and you have multiple options - share those options with your group members and see what they think.

Are you designing a logo or book cover? Show them the options and ask which one they like, and why.

Are you debating between two courses of action? Let them know and ask for their advice.

These will likely be some of the most active posts you make, as people get involved and talking, weighing in with their own thoughts and ideas.

And they can be tremendously helpful for you, too, by providing insights and ideas you never even thought of before.

#### **11: Share Short, Highly Actionable Info**

Post things that can be consumed quite quickly but yield powerful results.

For example, the exact formula you use to create a winning product.

Or the 3 questions you ask every single outsourcer that guarantees great results.

Or the 8 words that reduce refunds by 50%.

Post something super quick and easy for people to take action on and get results that make them happy.

And by the way, this is a great way to turn your members into raving fans, too.

#### **12: Do a Monthly Survey**

Again, people love to give their opinion, so why not give them a poll or survey now and then?

This can help you to better understand your audience, who they are and what they want.

It's also a great way to inject some humor as well. Make a couple of your possible answers silly, funny or even ridiculous.

Stuck for questions?

How about...

What is the one thing that is driving you crazy about \_\_\_\_?

What is one small secret about your experience with \_\_\_\_ that you have never told anyone?

If you could choose any small superpower that would change your business for the better, what would it be?

What's the stupidest advice you've ever heard in this niche? What was the best advice?

To create a poll, under the status area click "poll." You can add different options, then click "post" and you're done.

### **13: Start a Discussion**

One of the reasons why groups are better than pages is because of the discussions. And if you choose something that has some controversy behind it, you can get a lot of people talking.

How controversial you want to get is entirely up to you.

I once saw a debate that raged on for three days on social media, about what was better: Smooth or chunky peanut butter.

I can't imagine anyone's feelings were hurt during this great debate, but there sure were a lot of opinions.

### **14: Pop a Quiz**

With a poll you're looking for opinions.

But with a quiz you're looking for specific answers.

Maybe you pose a riddle or a question, giving a scenario and asking what the answer is. Don't make it too easy, but don't make it so hard that nobody gets it, either.

People love to shout out the answers to those game shows on television, and a quiz in your Facebook Group should garner plenty of responses, too.

### **15: Go Live**

Have a regular schedule of going live. It will do wonders for connecting with your group and increasing your authority with your members. Pick a specific topic or maybe just go on to say hello and answer questions.

To go live, go into your group and click live video.

Start your live video by acknowledging the replay viewers, so they feel welcomed, too, when they see the video later. Then talk to your live viewers, say hi and just be yourself.

### **16: Spam Day**

This one is a little strange, but it works. You can go a long way towards controlling the spam in the group by letting it all happen in one post on one day.

Choose a day of the week where you give your members total permission to promote whatever they want to promote. You'll make a post just for this.

Once you have a lot of members, you'll find there are hundreds of comments in there. It gets people to talk and communicate, which is a wonderful thing because the more engagement there is, the more likely members are to see your posts in their newsfeed.

It gives your folks a chance to promote what they're working on, which makes them feel good and might even send them a little traffic.

And when they post on any other day, it's easy to give them a warning and let them know that you do allow them to do this on that one day you've chosen, which makes them more receptive to not posting spam the other six days of the week.

If you see certain kinds of spam in this weekly post – things that just don't belong in your group – get rid of those posts right away.

By training your audience to promote their own stuff only in a specific place and day, it makes it easy to clean up the rest of the group.





### **17: Automate**

Choose a tool to post automatically on Facebook and even Twitter and other places, too.

Meet Edgar and Buffer are both good, and there are dozens of others to choose from.

The more you can automate, the more time you have for other things.

Realize you can't automate everything, since social media is supposed to be social. You do need to respond and interact.

But there are posts you can plan for and have the software take care of it for you.

### **18: Educate on Notifications**

You want to show members how they can get notified when new posts are up in the group.

You might create a video for this or show a screenshot with an arrow. Have them click on the notifications box that's right under the cover art, and then click on highlights. They can choose if they want all posts or just ones from friends.

And they can even click the off button, too if they want to.

Adjusting notifications allows the posts they want from this group to be shown in their newsfeed.

On a mobile device they need to look for the blue checkmark to the left, underneath the cover art, or they can click on the information bar or icon at the top right and then hit notification settings from there.

### **19: Be Open and Honest**

This one is maybe so obvious, I don't have to spell it out, but I will anyway just in case.

You always want to be honest and authentic with your members. It's even okay to be vulnerable with them as well.

We all love to connect with other people in general, but we especially love to connect with people who are real.

Don't be afraid to be open, to talk about the tough times, to just be honest and authentic. Doing this is going to take you a very long way when it comes to them seeing you as a leader.

And of course, never speak down to your members. Speak on the same level and even ask them for help if needed.

They're going to respect you a lot more for that.

### **20: Use Group Insights**

Facebook collects a ton of data on our members and luckily, they share some of it with us.

To get access to this data, just go to your group and click "group insights" on the left-hand side.

It's going to tell you a few things such as how many new members you've gotten, how many posts and comments and reactions and so forth. But the most important thing here is the member details on the right-hand side.

Click on that and you'll see a list of the top contributors which you may recognize from earlier.

Scroll down and you're going to get some good demographic data such as age and gender, and also geographical data such as top countries and top cities.

This can be especially useful if you're doing Facebook advertising, since it is giving you a very good idea of who to target. You get key insight on who is actually interested in your group and how to find more of those people.

### **21: Content Polls**

You're going to create another poll, but this time it's not on a random topic. Your one goal with this poll is to understand more about what your audience needs and wants.

Give them a choice of topics for your next live training.

This will not only tell you what topics they're interested in – it will also tell you what topics they're NOT interested in.

You can use this information to help you choose which product to make next.

One time I was all set to create a new product on a certain topic, but when I did a poll to see what kinds of training my group wanted, that particular topic received almost no votes.

That little poll saved me from creating a product that my members simply weren't interested in, which was almost as valuable to me as finding out what they did want to learn.

### **22: Crowdsourcing Information**

You can collect information from your members that you can use elsewhere.

For example, you might ask for case studies, testimonials, success stories, tips and even resources they found especially helpful.

I once asked my group what was the best product they had purchased in the last six months. I was astonished to find that a large number of them said the same thing, and yet it was a product I had never taken notice of before.

I ordered a copy, loved it and started promoting it, banking an extra \$4,300 over the next month from that one product recommendation.

I've also gotten some of my very best testimonials from my Group, as well as hot tips that I've expanded upon and then posted back onto the Group, using them in a lead magnet and a product, too.

It's amazing what the collective minds of your group can offer you, if you only ask.

### **23: Create Events for Launches**

You've got a product coming out, or a book or some type of event.

To get your members to join you for this event and even help support it, create an event.

Go to events on the left-hand side of your group and then click on "create event." Fill out the information, include an image, and start creating buzz.

It will also send out a notification at the time at which this event is about to happen.





#### **24: Grow Your Email List**

While you can utilize your Facebook group to grow your email list, I realize that some folks might wonder why you should bother.

After all, you're getting fabulous interaction with your group. There's plenty of activity and communication and it's thriving which is fantastic.

But you still want the email for a couple of reasons.

Email is a great personal one to one way to communicate with somebody, especially if you're promoting something or sharing something important, because it goes directly into their inbox.

And while Groups are great, what happens if Facebook changes the rules for the groups? What if they throttle how often people see your messages, just like they did with pages?

And what if Facebook goes away altogether? Not likely, but definitely possible.

In that case, at least if you have your email list. You have a list of people who are interested in what it is that you're doing, and you could setup shop somewhere else.

This is why growing your email list is one of the most important things that you could do.

One more thing – the more people see your name, the more you are remembered, the easier it is to sell to them. If they have contact with you in your Facebook Group *and* in their inbox, you become someone even more familiar to them, and familiarity breeds trust.

#### **25: New Member Questions**

You can ask questions to members before you let them into your group.

You setup these questions ahead of time so that you can collect answers from people before they get access to the group.

To do this, go to your group, click on 'more' and then click "edit group settings."

Some sample questions you might ask are:

How did you find this group?

What's your biggest struggle when it comes to building your online business?

Which of the following best describes your situation?

I want to start an online business

I have an online business but I'm struggling to make it profitable

I have an online business and it's doing great, but I want to grow it even bigger

The first question tells you where your traffic is coming from, which also tells you where to focus your attention to get even more traffic.

The second question is important because that's how you find out what they need.

And the third question tells you if you should address your content mainly to brand new marketers, marketers with some experience or seasoned marketers who want to grow their business even bigger.

There you have it – 25 tips for growing, managing and scaling your Facebook Group to get more engagement and grow your business.

# 3 No B.S. Passive Online Income Methods

There are several different ways to generate passive income and make money online.

What is passive income?

It's building online businesses that allow you to generate income and grow and scale without a real-time presence.

In other words, you're not trading your time for money.

Instead, you build something up front that can continue to work for you over time. It's like when someone writes a hit song and collects royalties on it for the rest of their lives. They wrote the song once and they get paid as long as someone is singing that song.

You can build a passive income without investing a lot of money. Just remember, if it doesn't take much money, then it's probably going to take much work. Passive income isn't 'get rich easy,' but it is 'get rich smart.'

If you have the mindset that you are building assets that will continue to work for you later, then you'll do just fine.

You're doing work now to have flexibility and freedom (and money) later.

Here are three completely different legitimate strategies that you could choose from to build a passive income business of your own.

## 1: Freelancing to Problem Acquisition to Solution

Stick with me on this...

You're going to freelance by working for different companies or individuals and getting paid for your skills.

Yes, I know, this is indeed trading time for money, and it is NOT passive income.

Freelancing can be an AWESOME way to get started in building a business of your own.

You're going to acquire skills and discipline when you're running your own business as a freelancer. And you're going to get paid quickly, too.

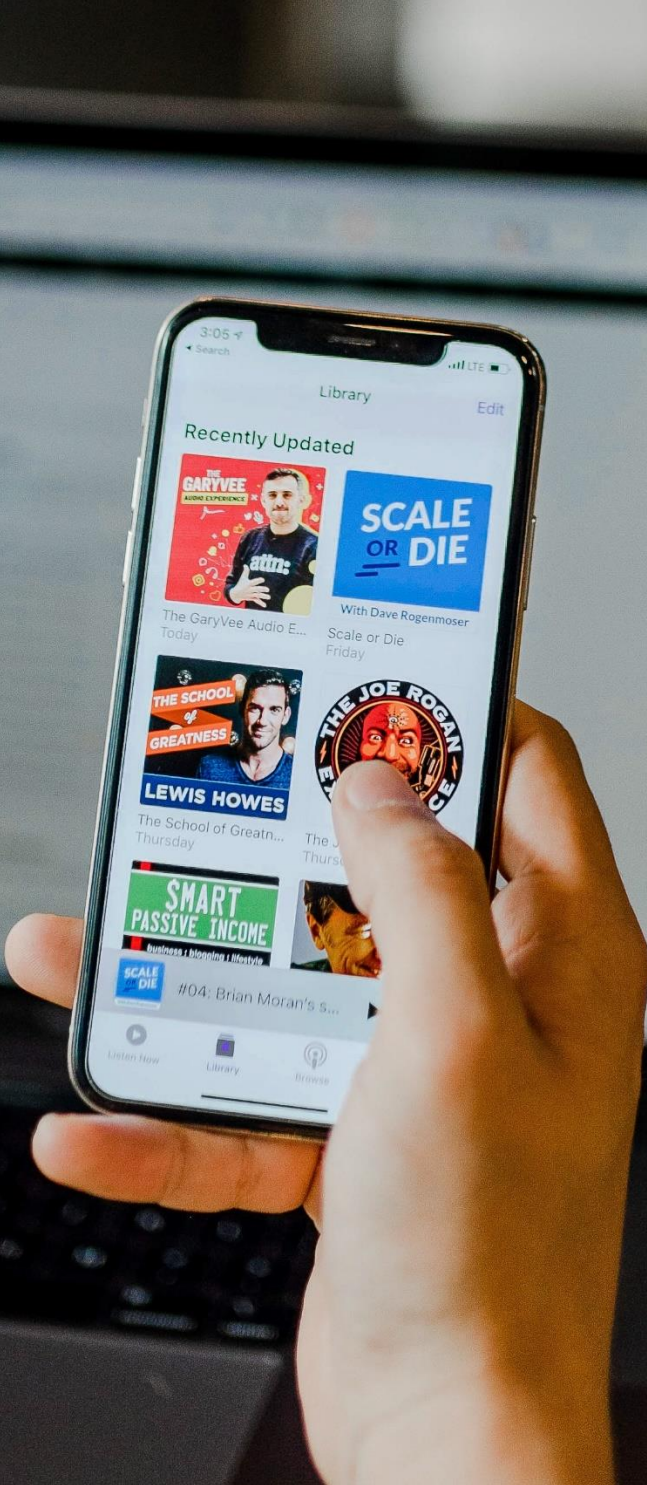
If you start out trying to make passive income, you're going to have a very steep learning curve that will involve spending money without making money, sometimes for months. Freelancing brings the money in and gives you an education at the same time.

As you're freelancing, you'll get to know the industry that you're in, and you can be on the lookout for the problems.

These are opportunities for you to create product-based passive income businesses.

You're freelancing in a niche that interests you, making money and observing what's missing, what people need and want, and where the money is made.

There's two basic ways this might work for you.



The first is you find a way to do what you're doing as a freelancer, only in a way where you do the work once and continue to sell it over and over again.

Let's say you build WordPress sites. Maybe you create a WordPress theme and software or videos that anyone can use to customize that theme to their particular business. You might even tailor it to a specific niche, like chiropractors, dentists, contractors, etc.

You might give customers the option of setting up the site themselves or paying extra to have it done for them. In that case, you would have an outsourcer do the actual work for you.

If you can create products that can be used out of the box by customers or businesses, then you've got a passive income business.

The second method is finding out what a niche needs as far as information and training. Perhaps you've worked in a niche long enough, you can now teach about it, and so you hold a live webinar series, record the calls and make a product you sell over and over again.

In the first case you're providing the businesses or customers with something they can use, such as a website, templates, private label rights items, etc. Essentially, you're turning your service-based business into a productized business.

In the second case you're providing recorded trainings, whether it's a course, video series, audio series, books, etc.

It can even be a case where you've ghostwritten so much material in a certain niche, you now know it front ways and back ways. You can now step out of the limelight and very easily create your own products in that niche.

Freelancing is very much tied to your time, but it gives you an income and the opportunity to find out what you can create that people need or want.

An active business can be shifted and turned into a more passive business by either having products that are already made, by having software do a lot of legwork for you, or even other human beings doing that work, too.

## 2: Audience to Advertising

This is one of the most popular forms of building a somewhat passive income online.

I say somewhat, because in most cases you will continue to do some work, or at least outsource some work to keep this going.

Essentially, you are building an audience and then generating income through advertising to that audience you built.





Someone on YouTube making money through AdSense, or a blogger with sponsors or ads, or a podcast with sponsors... you get the idea.

You generate content to bring in the audience, and businesses who want to reach that audience pay you (either directly or indirectly) to advertise.

Things you need to know:

- It can take months to build up your audience to a point where advertisers will pay you.
- You can go through a service such as Google AdSense, or deal with sponsors directly.
- You likely won't get rich off Google AdSense from your blog. But you might on YouTube – it just depends on how well you can generate an audience.
- This is not entirely passive. You usually have to keep creating content or pay someone else to create content for you.
- If you can become famous in your niche, you will do well at this.
- If you create super popular videos on YouTube, you can make a fortune through the advertising.
- Whether you're selling advertising or not, remember to build an email list. There are times when one email to your list will earn you as much as an entire month of paid advertising.
- If you hire people to create content for you, you can have several sites at once in several different niches, all selling advertising.
- If you're going to sell the ads yourself, first give away ads to some big names in your niche on a trial basis. Then let other potential advertisers know that these big names are advertising on your site (works wonders!)

### **3: Become an Expert to Sell Stuff**

Okay, first things first.

You don't have to be a WORLD CLASS expert.

Heck, you don't even have to be an expert – you can use the reporter model where you report on things in your niche.

And if you're going to be an expert, you just have to be enough of an expert to know a little bit more than your audience. It's like new teachers – they read ahead in the book by one chapter, and that way they always know more than their students.

Your goal is to become just expert enough to earn the trust from others, so they want to learn even more from you.

What do you know that others want to learn?

What can you learn that others want to know?

Create your own product, book, course, webinar, etc. Solve a problem for your audience, a problem they will PAY to make go away.

Promote that product through any and all means possible (there's enough there to write an entire book.)

This is just like writing a song, in that you do it once and get paid for it over and over again.

You wake up in the morning and there is more money in your bank account because people bought your book overnight.

By using tools and software and systems, you can automate the delivery process so that you literally don't have to do anything to serve your audience.

And if you get the sales funnel set up right, you can BUY traffic to send to the funnel that makes you money like clockwork.

Spend \$1, make \$1.50, or whatever. When you're able to profitably BUY traffic, the sky is the limit and you are making a truly passive income.

Now, here is my favorite way to make passive income: Promote other people's continuity programs.

Yes, I'm talking affiliate marketing. You are still selling products to your audience, but now you're selling memberships and software as a service, and you are receiving income for months and sometimes YEARS for a sale you made once.

You're the expert. You're recommending THIS software or THAT membership to your audience because you KNOW (for real, no joke) that it can help to solve their problem.

You are helping your audience to solve problems and get what they want. And in return, the membership or software as a service pays you for as long as your customer continues to subscribe.

And it gets even better, because you did not create the software or membership, which means you have nothing to maintain and no customer service issues to deal with.

All you have to do is figure out what to do with the money.

One caveat: Memberships and software as a service are generally things people don't subscribe to forever. Yes, they might stay with the hosting company you recommend, or the autoresponder you recommend, for years. But in most other cases, they will drop out after a month, a few months or a year.

But again, if you have a funnel that allows you to BUY advertising at a profit, then you're golden. You just keep filling the funnel, making the sales and watching your monthly income grow and grow.

A funnel that is tested and proven takes maybe a few minutes a day to care for, if that. You can train your virtual assistant to care for it for you, as well as answering any emails that might come in.

So, how do you get started?

Well first, you have to be an expert in the eyes of those who you are looking to serve.

And remember, you do not need all those qualifications and credibility.

Some people gain expertise and credibility just through sharing their experience.

And you can go out and start talking to people, asking them questions like, 'What are struggling with right now? What are your biggest pains? What's something that you wish existed, that doesn't?'

That will give you some ideas about where to start and what positions you might be able to take.

Remember, a successful business solves people's problems.

To earn passive income, you're going to have to do the work and put in the time. It's about building something now so you can reap the benefits later.

By using software, using tools, using automation, using other people that you hire, you can actually turn this business that helps solve people's problems to something that can be automated for you, for truly passive income.





## Simple Trick Triples Your Output

You've only got so many hours in the day to get stuff done.

Plus, you'd like to have a social life, too, right?

So how do you get the most stuff done – and done well – in the least amount of time?

With something called task grouping.

Grouping tasks simply means spending a majority of the day or a large chunk of time within a certain day to do a specific kind of task.

It could be creating several podcasts back to back.

Or answering all emails once per day, rather than throughout the day.

Or outlining or even writing several blogposts at once.

It doesn't matter what it is, as long as you can do several of it back to back.

This is beneficial because instead wasting time transitioning from one kind of task to another kind of task, and having to get back into the flow state each time you switch tasks, you can get into one groove and stay there until you have several tasks accomplished.

You can wake up knowing that today is the day you outline the next 3 months of blogposts, and so your head and your mental energy is in the right place for that.

It allows you to get a lot more done in a short period of time.

Let's say you're doing podcasting. You do 4 or 5 podcasts in one afternoon or one day, and then you can send them off together to be edited, and your podcasts are done for the month.

Think of how much more you could get done if the day to day stuff took maybe a third or a quarter of the time it takes now.

When you switch between tasks, your mind has to shift gear, too. You use different thinking to do different tasks in an optimal fashion. Think of a time when you were "in the zone." What happened when someone interrupted you? You lost the flow.

It's the same thing every time you switch between tasks – you lose the flow. Trying to pick up where you left off, you lose time figuring out where you were and what you were doing. And if you add all of this up at the end of the day, you've lost not only time and productivity, but also the quality of your work has suffered, too.

But don't get this confused with taking breaks. Your brain needs you to take a 5-minute break every hour so it can recoup and get ready for the next burst of work. And your body will really appreciate it if you use those 5 minutes to MOVE and get your heart beating a little faster, too.

To summarize, batch your work so that you are doing similar things in a bunch, like recording several podcasts in one day. Take short breaks to move and get your energy flowing, then get right back to work. Don't allow any other interruptions other than short breaks.

You'll be amazed at how much work you get done.

# How to Double Email Profits in 6 Weeks

...Or perhaps even triple it in 12 weeks.

There are essentially 2 ways to increase your email profits: Get more subscribers or sell more to the subscribers you already have.

Ideally, you want to do both. But for now, let's just concentrate on selling more to your current subscribers.

What I'm about to suggest could become one of the most productive uses of your time.

After all, what else can you do that DOUBLES or TRIPLES your email income, and with no expenses?

And yet, most marketers will never do what I'm about to suggest. I know this, because 90% of email marketers I talk to tell me they don't do it.

What am I talking about?

A/B testing.

Of all the metrics associated with your online business, one of the easiest to measure and improve is email revenue and performance.

Simply write two versions of your email message and send out each to half of your database.

Then measure the results.

Look for what works and what bombs. Whatever is working, test more of that.

Then place your highest converting emails and sequences into your autoresponder, so that future subscribers receive them as well.



# THE **BIG** SECTION



# How to Earn Multiple Income Streams from Today's Fastest Growing Social Media Platform - TikTok

TikTok began as a moderately successful video sharing tool, but now it's become one of the most downloaded apps in the world.

Marketers have begun to see the potential of the platform, and yet you still don't hear that much about how to monetize this new social media app.

That's why we're going to talk about what TikTok is and several strategies you might use to build your audience and even monetize this app.

Don't worry, you don't have to lip synch videos and put yourself out there on the app. In fact, you can stay completely behind the camera if you wish.

You can think of TikTok as Vine's strange cousin that originated from China. It's an app on which you can make 15-second funny/silly/weird videos and then add different effects and filters.

TikTok has over 500 million active monthly users and it's rapidly growing. Instagram's monthly active users' number 1 billion, which means TikTok is already halfway to equaling Instagram.

You might want to read that last sentence again because it spells massive OPPORTUNITY for early adopters... 😊

As you can see, this is a HUGE new emerging market of opportunity if you know how to use it to your own advantage.

Probably the most significant impediment to TikTok marketing success has been that most marketers (and business managers) older than 30 have never heard of the platform, leaving vast opportunities wide open for those who take action now.

This is our TikTok marketing guide, offering you multiple possibilities for your business to make the most of TikTok and its young and growing audience.

One note about age of users: While the audience is decidedly young now, I've already witnessed several instances of teens and twenty-somethings getting their parents and grandparents involved.

Unlike Facebook when young people left as older people came in, this platform might reverse that trend, with young people leading their elders onto the platform to see their latest escapades and creative endeavors. Time will tell.

## **How Does TikTok Work?**

TikTok has always been about uploading short videos. In the beginning when it was known as Musical.ly, users uploaded videos of themselves lip-synching to music videos. Yes, that surprisingly caught on.

But the more talented and technically proficient members uploaded videos of their own original content. Naturally, these are the people who became the early influencers on the platform.

Most TikTok videos are up to 15-seconds long, which is perfect for short attention spans and continual surfing. But you can create and share 60-second Stories-type videos, too.

Examples of what you might find on TikTok are new comedians performing stand-up routines, musicians playing, skateboarders doing tricks, people pulling pranks, fashion and makeup tips, crafters and their creations and just about anything you can think of that holds interest for 15 seconds.

And you will also see (HINT HINT) videos featuring people using their favorite products.

Just like YouTube, a vast number of TikTok users are much more interested in watching videos rather than making videos.

And like YouTube, TikTokers don't need to follow anybody. You can simply open your app, go to your Discover page and start playing videos. You can also search for videos on your preferred topics by using relevant hashtags.

When you discover a channel you like, you can check out the profile page and subscribe, much like YouTube.

### **Who Uses TikTok?**

We talked about this earlier and different sources vary somewhat on this. Typically, it's going to be Generation Z, with a female bias (60-68%) and overwhelmingly favored by younger people.

However, I've found estimates that say 30-35% of users are over the age of 30, and this number is increasing.

As we said, time will tell.

TikTok has a large number of users in the USA, India, and China, as well as other countries. And just so you know, the Chinese version is called Douyin, while the rest of the world knows it as TikTok.

### **How Can You or Your Brand Use TikTok?**

There are three main ways that brands can do traditional marketing on TikTok. (Note: We'll cover additional methods of monetizing TikTok later in this article.)

1. You can create your own channel and upload relevant videos through your channel. These videos could highlight your product, if done in an entertaining, somewhat non-salesy manner.
2. You can work with influencers, to spread your content to a broader audience. You might want to do a combination of running your own channel and working with influencers to spread content to a broader audience.
3. You can pay to advertise on TikTok. These are EARLY days for TikTok advertising, and things are changing and evolving as they roll out beta models and test them out.

As of now, here are the types of ads that are available, but keep in mind all of this is subject to change:

#### **Biddable Ads**

In April 2019, TikTok launched a beta of its "managed service platform" for biddable ads space.

There is only one ad unit: The standard in-feed video ad.

There are three action models: CPClick, CPM, CPView (6 seconds).

For targeting, TikTok offers age, gender, and state-level geotargeting, and the company is promising interest, behavioral, more granular demo targeting over time.

#### **Brand Takeover**

This ad appears instantly when a user opens the app, bringing your message front and center. You can then drive users to an internal or external destination. However, the use of this format is limited to one advertiser per day.

#### **Branded Lenses**

Similar to lenses offered by Snapchat and Instagram, TikTok's branded lenses bring face filters, 3D objects, and augmented reality (AR) to users. This brings an incredibly deep level of user engagement.

#### **Hashtag Challenge**

This ad campaign heavily encourages user-generated content (UGC) by asking users to participate in a challenge, which are immensely popular on TikTok.

This capitalizes on the users' natural tendency to create and share content on the platform and has a high potential for virality. The rep partners with the brand for six days during the length of the campaign.

For example, US talk show host Jimmy Fallon issued a #tumbleweedchallenge. Users were challenged to upload videos showing themselves rolling around like a tumbleweed, complete with western music. This simple and silly challenge garnered over 8,000 submissions and more than 10.4 million engagements.

Until your brand builds up a popular TikTok channel of its own, you might want to work with influencers to kickstart your #hashtag challenge.

Best of all, once a #hashtag challenge is launched on TikTok, it's super easy for people to participate and share.

### **User-Generated Content**

You can create your own content to place on your own channel, or work with influencers to encourage their followers to create user-generated content that supports your brand.

Keep in mind that TikTok users tend to be young. They love participating, rather than simply being passive. That's why if you can find a way to encourage your TikTok users to create videos of themselves with your products, you're likely to get a high buy-in.

A great example is the Chinese restaurant Haidilao and a do it yourself option on their menu. Customers who selected the DIY menu item created their own unique off-menu dish and then filmed the experience.

Once a few patrons uploaded their culinary attempts, others flocked to the restaurant so that they could also create their meal and video.

Ultimately, more than 15,000 people requested the DIY option; 2,000 ultimately uploaded videos of their creations, and 50 million people viewed the videos.

Your goal in making content on the app is to try and get big with it, just like any other social media platform. It's a fairly new app so there's not a lot of seasoned creators that you have to compete with yet.

But TikTok millionaires have already been minted on TikTok, mainly in China, since the app got its start there.

Now this is key: As you gain a following on TikTok, transfer that following to Instagram, YouTube and your email list.

Just to be safe, do NOT put all of your eggs in one basket. Remember Vine? There were marketers who concentrated exclusively on Vine, and when it disappeared, so did their followers.

Transfer your audience to different platforms, and that way if one platform disappears, you're still fine. Of course, it's highly unlikely that YouTube is going to disappear, or even Instagram for that matter. But TikTok is still too new to say for certain that it will still be around in 5 or 10 years.

Plus, it can be easier to monetize your following on YouTube, Instagram, Facebook Groups and your own email list, too.

There are some folks who started on Vine because it was easier to build an audience there. Then they transferred their audiences to YouTube and are now millionaires. Something to think about 🤔.

### **Influencer Marketing**

The influence marketing techniques you see on YouTube work on TikTok, too. Choose influencers who have audiences that are suited for your product.

And if possible, consider letting your influencer create the content their way, because they know what their followers like.

One of the best things about TikTok is you or your influencer do NOT need to be the next Steven Spielberg. TikTok's young clientele aren't interested in high video production values, but rather originality and fun.

It's best to trust your influencers to produce their videos their way – even if it looks amateurish to you.

Let's say you start a drop shipping store. Maybe you sell t-shirts or apparel or anything people 35 and younger might like. This could be a golden marketing opportunity to get the right influencers to promote your stuff.

Since TikTok is new, odds are these influencers aren't getting too many brand deals, so they probably won't charge too much for a shout out. The return on investment you could get with these influencers could be huge.

## **Compilation Videos**

Here's a money-making method that simply involves hunting and editing videos.

People right now are creating TikTok compilation videos that are making tremendous money on YouTube. In fact, it's kind of mind-blowing how much people are making using this little method.

Here's how it works: When you upload videos to YouTube, your goal is to get a certain amount of views and subscribers that allow you to connect your channel to Google AdSense, which then starts playing advertisements at the beginning of your videos. You earn a percentage of the advertisement that's being played.

People are taking a bunch of TikTok Videos and compiling them into one video, and then uploading that new video to YouTube.

People used to do this with Vine, and they were doing extremely well. Of course, the problem with that is Vine no longer exists so those channels ran out of content to post. TikTok is the new version of that.

If you go to YouTube and search TikTok compilation, and then filter it by view count, you'll see videos with over 200 million views in six months.

If you do the math and figure out how much money they're making, it gets insane. On YouTube you get paid per 1,000 views, and how much you get paid depends on the type of content you have.

But even being super conservative with our figuring, these top TikTok compilation videos most likely are earning well over a hundred thousand dollars in 6 months. In fact, it might be three times that much for the top viewed videos.

How much you earn will vary and I make no promises, but you can certainly see the potential in this. Keep in mind that throwing up just one video might not get you the YouTube traffic you seek. But being consistent and continuing to put up videos will bring the traffic.

Why do people love these videos? I think it's because people want a quick laugh and they have short attention spans. Each clip inside the video is going to be maybe 5 to 10 seconds, and then it's on to the next clip.

And when the video is over, most times the viewer then wants to watch another compilation, and another and so on.

How to Make the Compilations?

This isn't going to be a whole primer on making video compilations, because frankly it's pretty darn easy.

You choose a topic or theme for your video, and then search TikTok for appropriate videos.

Use SaveFrom.net or a service like it to download the videos.

And then use WeVideo.com or any software you choose to make the videos.

Both SaveFrom and WeVideo are drop dead easy to use, and if you do have questions, they have help sections. You can also look on YouTube for help as well, but I don't think you're going to need it.

Make it a practice to create and post at least one video a week. Make the videos 5 to 10 minutes long and no longer.

It's better to have many shorter videos than a few long ones, because you'll get more views and make more money.

If I were to convey one thing about TikTok, it's this: Because it's new AND it's growing like wildfire, get in now and just DO something with it. Experiment and find out what works for you and your business.

There are going to be many more ways to monetize TikTok that haven't even been thought of yet. You don't always get the chance to be in on something new and hot, but when you do get the chance, it just makes good sense to DO something about it.

Enjoy, have fun, and watch for the possibilities and opportunities.

They're everywhere!

# EPILOGUE

## A Better Mousetrap

How many times have you encountered the phrase “a better mousetrap”? You may have used it yourself, or been told to go and build one. As entrepreneurs we’re always looking for that next golden product, the next big thing; basically a better mousetrap.

Quite a few years ago, a very smart man realised that in many ways we have already invented most things that we’re capable of inventing, but that doesn’t mean to say these inventions are perfect, far from it in fact, he realised that there were and are fortunes to be made not in developing new never before seen products but in taking an existing product or concept and perfecting it.

I am of course referring to Steve Jobs (may he rest in peace) and the iPhone. Mobile phones and indeed smartphones had existed for years before the iPhone stormed the world in 2007. In its first iteration, it was far from perfect when compared to some of the other smartphones on the market at the time. But what Steve Job achieved was perfect packaging, perfect marketing. He looked at the most popular features on smartphones at the time and took those features and tweaked them, made them easier to use for the masses, packaged it all up in an easy to use interface and premium hardware (and materials) and created a product that everyone wanted.

When we talk about smartphones now, you can truly say that Apple created a better mousetrap conceptually, but it wasn’t and isn’t perfect, it still has issues even today over ten years later. But it still has the marketing and luxury feel that keep us going back for the new versions time and time again.



As entrepreneurs we tend to do the same, we tend to stick to what we know, our comfort zones. We may try and push the envelope, but we'll often stay within an industry we know, or a product set we're comfortable with. That's all well and good and will get you half way to the success you seek, but look at it this way, in all these things the potential markets are split 50/50 (sometimes more if there are more players in the market) and playing only to your strengths will only ever get you that particular potential percentage market share.

Do you want 100% of potential Pepsi market? Or would you like 75% of the whole cola Samsung have achieved something similar with their Galaxy range but while in some markets those products sell better, they are certainly now as well marketed as their Apple rivals.

In our world as online marketeers we're always looking at for the next big hit, we often forget that if we've been running for a while, we could have a vast back catalogue of past products, that might have a new lease of life if given "the better mousetrap" treatment. Could your latest product be a lynchpin to drive interest to your back-catalogue? Do you have old products that still have a lot of worth and life left in them and actually just need a fresh coat of paint to make them useful and pertinent in the marketplace once more?

It's not always about having the newest product or pushing the boundaries and doing something that no one has done before, sometimes the way to get noticed is to simply perfect an existing product that hadn't quite reached its stride yet.? After you've read this: stop, look at what you are doing now, and seriously look at how (by making some small changes, taking a few steps out of your comfort zone), you could get some of those customers you had previously been denied by only looking at half the equation.

If you're a business that just sells bolts, you'll only ever get half the market, start selling nuts too and see what happens.

## See you next month!

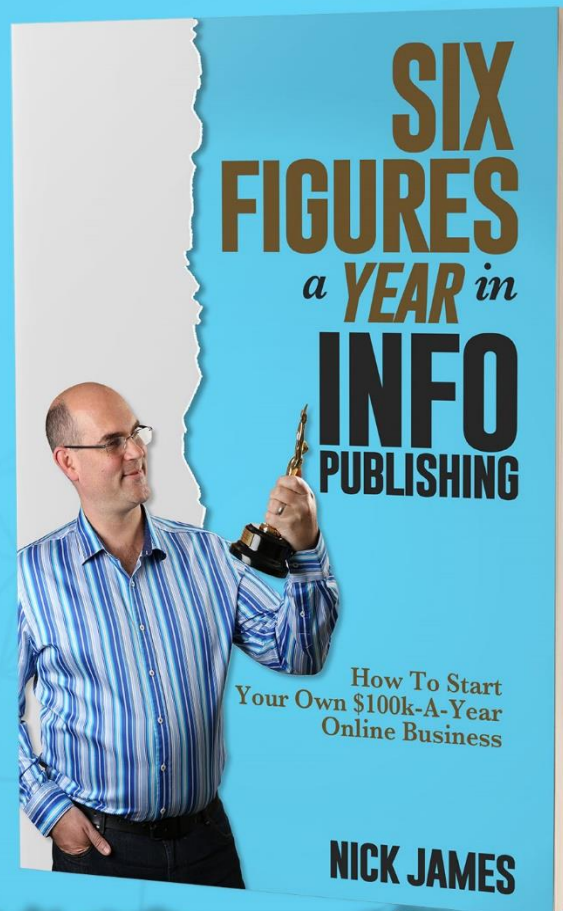


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