

# HOME BUSINESS NEWSLETTER

*Issue 105*

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Copying the content of this newsletter is a sin paid back in full automatically by nature in due time with an interest.

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# Is Every Client Experience Unique?



Back in the day, I did some work in the client/customer experience arena. What actually is 'customer experience'? You might be asking yourself. In a nutshell, it's the concept behind managing customer expectations vs. actual experience. This can be achieved through many ways, it could be processes and methodologies, it could be technology, it could be a more physical approach so your customer has an entry point to your products and services that they can physically see or touch. It's about what products you sell and how you sell them, how you market and advertise, how you reach out in the first instance, and how you support after a sale.

Every business feels that they are unique, and their particular set of circumstances are completely different to every other. Often, they think they need customer products or solutions to suitably fit their particular circumstance and requirements, and because of that, often smaller business will shy away from moving into new or corresponding areas because they think the start-up investment required to "on board" these new areas will be too expensive. But that's simply not true, in terms of technology for example, you are dealing with data, (be it customer or client data, product data, sales data etc.)

To a software platform it's all zeros and ones, to the processes and methodologies handling a customer support call for a faulty product or a presales enquiry is not really different to a GP or hospital diagnosing a patient or logging a new condition.

In technology or more specifically software there are many products that are built for specific marketplaces, so the terminology you see is tailored to those, but the underlying workflows are exactly the same as those for other marketplaces. A name change or a few more options in a list has the capability to use exactly the same systems you already have in place to sell completely new products and services.

Often as we grow our business, we'll look for opportunities for expansion within our current arena or product set. But just look at Amazon, they started out selling books, but that exact same sales model allowed them to sell absolutely anything they choose. Strangely you cannot yet buy a car on Amazon, but you can buy a prefabricated house and yes it uses exactly the same technology and selling model that they use to sell a book just like when they first started out.

Use Amazon as your inspiration here. Yes, it's comforting to work from the box we're most familiar with, but there are so many more boxes available to us, and they are available with what we already have in place. It's all well and good to extol your uniqueness, but at the same time don't let it be the anchor that keeps you down as well.

A photograph of a middle-aged man with glasses and a goatee, wearing a light-colored button-down shirt, sitting and reading a newspaper. The image has a reddish-pink tint. The text 'Resources and news' is overlaid in the top right corner in a bold, italicized, white font with a black outline.

# ***Resources and news***

## **Twitter's 2020 Marketing Calendar**

Twitter published a marketing calendar for 2020 which shows all the major events for the year. Twitter's goal is to help marketers align their strategies and approaches with whatever event will happen (e.g. NFL Super Bowl, NBA Finals, National Selfie Day, etc).

<https://business.twitter.com/en/resources/twitter-marketing-calendar.html>



## Canva Will Soon Have Video Editing Capabilities

Browser-based graphic editor Canva will soon launch Canva Video. As the name suggests, Canva Video is a new video editing software which is expected to just be as intuitive as their renowned photo editor.

<https://www.businessinsider.com.au/canva-new-products-canva-video-apps-2019-12>



## Reddit Reports 30% Increase in Monthly Active Users...

...eclipsing Twitter and Pinterest. Last year, Reddit reported 330 million monthly active users (MAU) on its platform. This year, Reddit's 2019 trend roundup reveals that number has grown by 30% – adding an additional 100 million monthly users since 2018.

This significant growth means Reddit now claims more monthly users than Twitter (321 million) and Pinterest (322 million). After undergoing a massive site redesign last year, Reddit has reported an increase in page views and time spent on its website and app, along with user engagement growth.

<https://marketingland.com/reddit-reports-30-increase-in-monthly-active-users-eclipsing-twitter-and-pinterest-272295>







# 5 ways to Get New Members for Your Site FAST

Here are 5 tricks membership site owners use to quickly get members for their new membership sites:

## **1: Offer Charter Pricing**

You might offer the first 100 or so members who join your membership a special low price for life. Even when you raise the price in the future, charter members will always pay the same low rate.

This generates sales quickly and allows you to say that you already have 100+ members and growing. Social proof is a great influencer, because when people see how popular your site is, they'll want to join.

Plus, the charter members are made to feel special when they carry the title, "charter member." This makes them more loyal and less likely to cancel their membership.

## **2: Create a Low or No Cost Trial Price**

You might offer a 7-day trial for \$1, for example, or even a free 30 days to try out the membership. In either case new members sign up with their credit card. If they cancel before the trial period is over, they're not charged the regular price when it comes due.

This should bring a flood of customers. And when they're happy with what they see inside the membership, they'll stay. It's a great way to overcome objections and make people feel safe when joining.

## **3: Splinter and Tripwire**

Take one month of content and sell it for a low price.

Then offer the full membership on the backend of the offer. This gives prospects a taste of what you offer without making the monthly commitment up front.

## **4: Time-Sensitive Offers**

Offer special bonuses or discounts if they join within the next "X" number of days. These bonuses could be extra content, support and mentoring groups, group coaching or whatever works.

## **5: Make it Hurt not to Join**

Let's say you put out a monthly newsletter as your membership. Each newsletter is hopefully chock full of killer info that any subscriber would count themselves lucky to have.

A few days prior to releasing the next issue, let non-subscribers know what's in the upcoming issue and what they're about to miss if they don't join in time to receive that issue.





## Instant Lead Magnets and TripWires

Do you need a lead magnet or TripWire to give your prospects a free or low-cost way to try your product?

Pull out one chapter or one video of your full product and use that.

If they like what they read or see in the excerpt, they will be much more likely to purchase the full product.

For example: If you're selling a 15-module video training course, pull out one video and offer it for free to get people to join your list. Follow up with offering them the rest of the course, possibly at a discount for new subscribers.

Or offer that one video for an especially low price such as \$9 and follow up by offering the entire course at a special price for an extremely limited time.

## Forget Free, Try \$0

Without giving away any names, I just saw a squeeze page (landing page) offering, "The 3 Secrets to \_\_\_\_" for just \$0.

I don't know why we don't see \$0 more often because it's an interesting way to present the free concept. But does it work?

You might want to test it on your squeeze page and see if \$0 converts better than 'free' – I know I'm going to try it.



## Snapchatters are Using Snapchat While Shopping

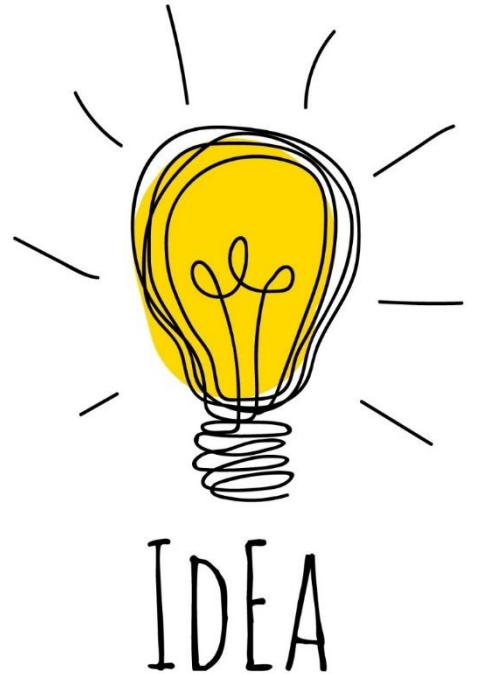
Today's consumers are turning to their phones at every touch point of the purchase process. Smartphones are the most used tool for sharing and gathering information on the path to purchase.

And Snapchatters are coming back over 30x a day, on average.

Snapchatters are using Snapchat while shopping...

- 35% more than Twitter
- 46% more than Instagram
- 58% more than Facebook
- 137% more than Youtube

<https://forbusiness.snapchat.com/blog/snapchatters-and-the-path-to-purchase-shopping-behaviors-on-snapchat>



## Pinterest Publishes Top 100 Trends for 2020

Aptly called Pinterest 100, the list has its own dedicated mini website covering ten major categories.

<https://www.pinterest100.com/en-us/>



## Google Announces Top Searches for 2019

Search this year's trends for clues on what will still be hot in the coming months.

<https://trends.google.com/trends/yis/2019/GLOBAL/>



# How to Create Million View YouTube Videos



Would you like your  
videos to hit a million views?  
Or maybe 10 million  
or more?

While there is no exact science to creating a video that will be viewed millions of times, there is a method that greatly increases your odds.

No doubt you've heard that if you want to do something, you should find someone else who has already done it, and then do what they did.

This method works a lot like that, except of course we're never going to duplicate content.

But we will investigate to find out what videos have insanely high spikes in viewership, and why it's happening so that we might be able to do the same thing ourselves.

Here's how it works:

Let's say you're in the dog training niche. You have your own YouTube dog training channel where you pump out dog training videos and promote your own dog training products.

You're creating a video a week and each of your videos typically gets 10K views in the first week.

But then you get a spike. A BIG spike. Your latest video gets 100K views in its first week, which is a 1,000% spike.

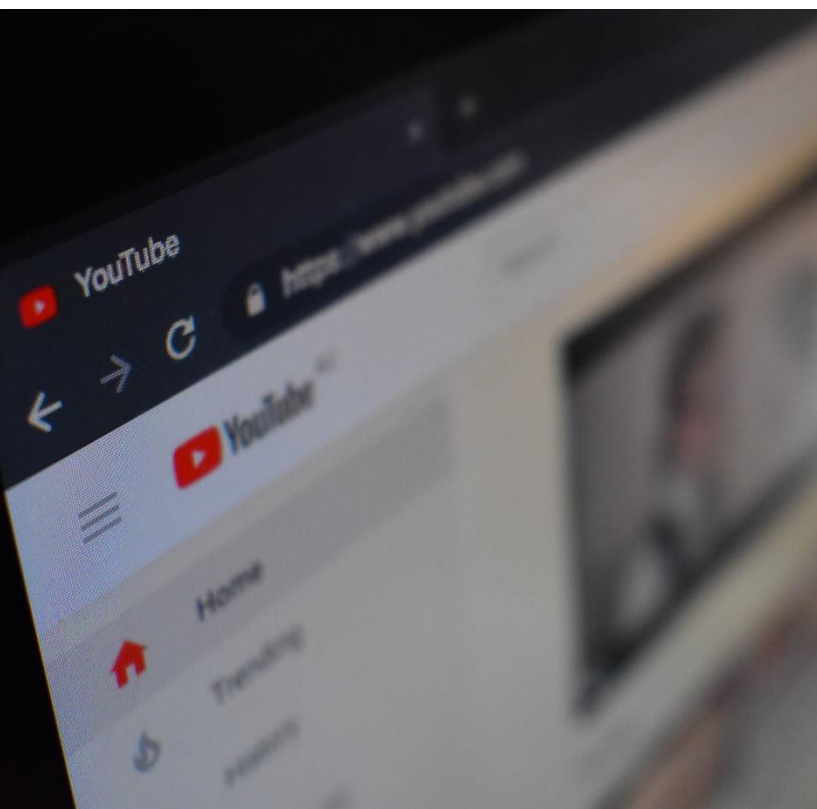
At the same time, you also monitor your competition, watching other dog training channels to see how their videos perform.

Every week or so you check these channels and look for spikes in viewership.

For example, dog training channel X gets an average view count of 5K or 7K views in the first week. But then you notice their latest video has 150K views, even though they only have 10K subscribers. Obviously, something notable is going on with that video.

Your job is to figure out the reason these videos (yours and your competitor's) have spiked. When you discover this, you're going to use this information on your future videos to increase the chances that they will spike as well.

What makes a video spike?







It could be any of the following, a combination of these, or even another variable:

- Primary keyword(s) or topic
- The secondary keyword(s) or topics
- The title itself
- The thumbnail image
- Piggybacking on a successful video (it's acting like a sequel to a super successful video which may or may not be from the same channel)
- Something within the video, such as content, structure, a surprising element, etc.

In the case of a video viewing spike on a channel with low subscribers, the answer is usually that the topic is something YouTube wishes to promote, and this particular video is chosen by YouTube to be a good representation of that topic.

If the video has a good impression to view ratio, watch time, retention and so forth (viewing metrics) that can be enough to convince YouTube to send plenty of traffic to the video.

Take as much time as you need to really pour over the videos that spike and figure out what's happening.

Is it the topic?

A tag?

The title, or a particular word in the title?

Did it get shared someplace with lots of traffic? (Such as Reddit)

Is it piggybacking a popular video? Which one?

Is this a micro-niche that needs to be filled?

How is the video structured?

What happens in the first few seconds?

What grabs the viewer?

What keeps them watching?

Do the comments provide a clue?

Your job is to learn why these videos spike and then try to replicate the spikes by emulating, not copying.

Because we don't know exactly how YouTube makes decisions on what videos to feature, and because you never know exactly what people will want, this is not an exact science (not even close.)

But as you spend more and more time dissecting spiking videos, you'll learn what elements to use in your own videos to increase (sometimes GREATLY increase) the odds that they, too, receive huge spikes of traffic.

One last thing for people who don't use videos in their marketing (yet): It's entirely possible to sell \$10K - \$50K of a product – such as a course – from a single video with a huge viewership spike.

Food for thought.





# Men Wanted for Hazardous Journey

Urban legend has it that Ernest Shackleton placed an advertisement in the London Times that garnered 5,000 applications.

That's not the weird part.

What is strange is that anyone – much less 5,000 people - would answer this December 29, 1913 ad which read:

“MEN WANTED for hazardous journey, small wages, bitter cold, long months of complete darkness, constant danger, safe return doubtful, honour and recognition in case of success.”

There's something seductive about the unvarnished truth. It pulls you in and makes you a co-conspirator of the positive side, or the silver lining.

Let's say you just saw a movie, and I say to you, “Wasn't that the greatest movie you ever saw in your entire life? Aren't you just over the moon thrilled that you saw it?”

It's doubtful you will agree. In fact, you'll probably tell me everything you found wrong with the movie, even if you did like it.

But if instead I say, “Wasn't that movie horrible? Wasn't it just the worst movie ever?”

Now you're likely to tell me what you LIKED about it.

It's human nature.

When you read an ad that says, “This is the greatest, easiest, simplest and safest make money online program ever in the history of the internet,” what's your reaction?

I can almost guarantee you're going to doubt every word of it and immediately begin figuring out why it won't work.

But if instead I say, “This is a proven program that works time and time again, but only if you follow the steps, only if you're prepared to do the work and put in the time, and only if you're committed to learning as you go and sticking with it despite setbacks.”

What would you think about that? I'm not blowing smoke up your skirt with this second ad, and in fact I'm telling you this takes WORK and TIME and might not even be all that easy or fast.

Which of the two are you more inclined to believe, and why?





And do you think your customers are any different than you?

Forget the hype and go with honesty.

Just try it. Test it out.

Maybe I'm wrong. Maybe your market is the one market that thrives on hype. (It's possible.)

Or maybe your customers are so sick of false promises, they will follow anyone who does the opposite and simply tells them the truth. (It's more likely.)

You won't know for sure until you test it out, but I think you already know the answer.

~ ~ ~ ~

One last thought to mull over: A cough syrup called W.K. Buckley brags that, "Canadians have hated it for 100 years."

In fact, their slogan is, "Buckley's Mixture: It tastes awful. And it works."

It's a household name in Canada. It contains no sugar and no alcohol, ingredients used in other cough syrups to mask the lousy taste.

A quick search on Amazon finds this original formula with 670 reviews and a 4.5 star rating.

The first review states, "Tastes Like a Horror, Works Like a Wonder." They give it 5 stars.

The second review advises that if you don't like the taste, you should, "SUCK IT UP BUTTERCUP!!!!" Also 5 stars.

And the third review states, "Ever Drink Drain Cleaner? ...after one taste, my body decided it would rather never cough again than to have to taste this again. SO, I GUESS IT WORKS!!!"

Imagine what their review rating would have been if they had said nothing about the bad taste, or worse yet, claimed it tasted good. By admitting up front that this stuff tastes horrible, they immediately overcame their biggest objection and cemented their claim that this stuff WORKS.

Before researching this article, I'd never heard of Buckley's Cough Syrup, but I just ordered my first bottle, because I do believe it works.

Why? Because they also told me it tastes awful, and if they're telling me the truth about that, then I figure they must be telling me the truth about how well it works.

Tell me what's wrong with your product, and I might buy that, too.





# Free Image Optimizers



Compressor.io: Optimize and compress your images online.

<https://compressor.io/>

ImageOptim: Makes images take up less disk space & load faster.

<https://imageoptim.com/api>

ImageOptimizer: Resize, compress and optimize your image files.

<http://www.imageoptimizer.net/Pages/Home.aspx>

Kraken: Optimize your images & accelerate your websites.

<https://kraken.io/web-interface>

Smush.it: Image optimizer WordPress plugin.

<https://wordpress.org/plugins/wp-smushit>

TinyJPG | TinyPNG Compress images.

<https://tinyjpg.com/>



# Paul Counts interview



Editor:

Joining us for today's session is Paul Counts, who describes himself as a father, an Internet entrepreneur, a movie producer, a speaker, a podcaster, and so much more. So, I'm really excited to find out more about all of this. Paul Counts, welcome.

**Paul Counts:**

Hey, thank you. So glad to be here. Excited to be a part of this programme and thanks for reaching out.

Editor:

Well, you've been doing this for a long, long time. So, first of all, congratulations on all your successes.

**Paul Counts:**

Oh, thank you very much. Yeah, I've been doing it for over 21 years now. So, this is my 21st year. Started in my parents' house at the age of 13. Started with actually email marketing of all things for people that were trying to buy t-shirts, custom screen print and embroidery. And then, one thing just kind of led to the other and we ended up being in a spot where we needed to have the actual website. And at that point, the owner of the company said, "Hey, you wanted the website, you need to learn how to market it." And from there, my Internet career was born, if you will, and haven't looked back, loved every minute of it and just thrilled to still be doing this 20 some years later.

Editor:

Sounds like an amazing story, Paul, and, for anybody who's not heard of Paul Counts before, maybe you could just tell us a little bit more about the man, the way you got started, and so on.

**Paul Counts:**

Yeah, yeah. So, the way I got started, so a little bit more about that side story. When I was 13 years old, I was selling t-shirts for a custom screen print and embroidery company, and to do that, we had to actually send proofs out to local schools and high schools. And I was hired just to be a junior sales representative. So, I was in junior high and I was hired just to sell t-shirts to my local school. And, of course, me being the entrepreneur that I am decided, "Hey, there's a lot more schools out there." So, a good friend of the family and the athletic director at the school gave me a manual that had all the athletic directors in the state with their email addresses. And so, he said, "Hey, you could reach out to different schools."





Editor:

So, I started doing email marketing, emailing to them direct through a Hotmail email address, and way back when, when I was doing this, you could not send an attachment that was larger than 500 kilobytes. So, I could not send proofs. So, I told the owner of the company, I said, "Look," I said, "I'm trying to do my best, but I can't send proofs. We need to get a website so we can have a proper email." And so, at that point, he actually told me, he said, "Hey, you got the website. We did get the website as you wanted. Now, you learn to market it." And I started to research backlinking. I started doing search engine optimization way back when, and started reaching out, doing press release marketing.

He came back to me later, and said, "Hey, you're really good at this. Why don't I refer you to a few friends of mine." And, like I said, that's when things just really started to take off. And then, a few years after that, I decided, "Okay, I can only serve one or two clients at a time." So, I realised that there's a lot of to be made if you create and launch your own products. And from there I started creating my own courses, my own video trainings, teaching people SEO, teaching people marketing online.

Through the years, in order to stay relevant, I've had to make a lot of changes. Some people probably recognise me from the Real Guys brand, Real Guys Real Money. We've had some great successes over at ClickBank, over on JVZoo, Platinum Seller on ClickBank, which means we've sold millions of dollars over there. And then, we've also had a tremendous amount of success, as one of the top sellers, over on JVZoo.

So, I've had a great career on both platforms and have been able to prove ourselves in this niche market. And fast forward to today, I'm now the co-owner, co-founder of a company called Marketing Counts with Shreya Banerjee, and we have the Marketing Counts Podcast, and we now consult and work with clients, including State Farm agents, and helping them expand their reach through the Internet. We also host our own live events. So, it's been quite the journey. That's kind of the shortened version of the career and kind of a little bit behind who I am and what I've done.

Wow. It's an amazing story. And, I guess, from what you're telling me, Paul, is that it's almost that you've kind of fell into this. It wasn't ever a plan of yours to do this right from the very start.

**Paul Counts:**

Yeah. It was never my plan. I really did just fall into this. And it was something that just kind of fell in my lap as a kid. I actually really wanted to have a job in sports. I wanted to have a career as a sports journalist, and also, as a sports broadcaster. That was kind of my ultimate goal, was to do that. And also, I was eyeballing coaching at the collegiate level. And so, sports was my passion. I thought that's where I was going to be and this really just fell into my lap. And my brothers, they were either were a lifeguard at the pool or they also drove a wheat truck in the summer, and I ended up starting to do marketing, at that age, because I kind of fell into it. So, it was never the plan I had, but it really just fell into my lap and just one thing led to another. And here we are 20 some years later.

**Editor:**

And I guess when you started, Paul, the barriers to entry were actually a little bit harder, perhaps, than they are today. I know a lot of people think of it the other way around that it must have got harder over the years to get into this. But what would you say to that? Would you agree?

**Paul Counts:**

Yeah, I would say it was harder, because back then there wasn't as much training. There wasn't as much resources. There wasn't as much knowledge. You had to learn a lot on your own. It was a school of hard knocks. There wasn't the software that's available today. I mean there's two schools of thought there. So, there's part of me says, "Yes it was much harder." Because we didn't have faster Internet. I used to run a dial-up line from my parents. I grew up in a town of 300 people, so I'd run a dial-up Internet connection back to my room in order to do my Internet stuff. So, Internet speeds are very slow. Technology wasn't there. Building webpages, you had to do more things manual. You had to use HTML coding. You had to learn the CSS.

Now, we have these amazing page builders, right, that you can just take, and you have an incredible page builder and a nice landing page without having to know any coding. You can make graphics on the fly. You can outsource through companies like Fiverr on the fly. Just very quick and easy to do those things nowadays. And so, that's why I think it was more difficult back then. But then, on the flip side of that, there was a lot less competition back there. Now there's a tonne of competition, so you have to really have your marketing dialled in, which is, hopefully, that's going to be some of the stuff we'll be talking about.





You have to have your marketing dialled in, you have to have your messaging, your foundation, so that you can actually reach people, today, because there is so much noise and so much competition in this day and age, whereas, back when we started, competition was a lot less.

I really wish I knew kind of what I know now, way back when, because I was even starting before Amazon was even getting going. So, you look at some of that and you go, "Oh my goodness. Where was I?" And it's kind of wild when you look at that journey, but it's been fun throughout the process.

**Editor:** I can imagine and I bet the Internet has changed so much since you got started.

**Paul Counts:** A tremendous amount. The Internet has changed so much over the last 20 some years, to the point where, it's just unrecognisable. I mean, email addresses are different. Hotmails were all popular, AOL emails, Juno emails, all the old school stuff. I was just at a podcast interview, recently, and we were joking about people that have AOL emails and how old those are. And now, everything's Gmail and the technology change. It was Myspace quite a few years ago. Now, everything's Facebook, and now, Instagram is becoming the new thing.

And it's a wise purchase decision by Facebook. And it's just every time you turn around, every couple of years, there's something different. I take that back. It's not every couple of years, it's literally every few months. And if you're not relevant, you're going to get left behind.

And now, even colleges are offering digital marketing degrees, which way back when I started, that was never a thing. Colleges were like, "Nope, we're not going to... They didn't realise how big of a thing it's going to be. And so now, they're offering digital marketing degrees to people. I mean, that's how fast the Internet's changed over time and it's only going to change at lightning speed as we move forward.

***Note from the editor:***

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



# 15 Ways to Give Away a Free Report to Increase Subscribers

You've created a dynamite report or lead magnet that is super helpful and meets your audience's needs – Yah!!!

And you've even got a hot converting offer (or two) embedded inside the lead magnet so that you can start earning right away – Awesome!

Now all you need to do is get the lead magnet in front of people so you can build your list and start making sales.

This is where some (most?) marketers have trouble. The lead magnet alone is not enough – you've got to have an audience for that lead magnet, too.

The questions are simple:

How do you get your free report in front of your potential new subscribers to get them to join your list?

And how can you use your free report to make more sales?

Never fear, I've compiled 15.5 free methods to give your report away AND make sales. You don't need to do them all, of course. Just pick out the ones that work for you, and then watch your list grow.

## 1: Website

This is basic, yet effective: Offer your report on your website. You can use it to get new leads and to segment your readers based on interest.

Offer your report on your landing page, in the header or footer of your website, in a pop-up window, in a slider or sidebar, and even directly embedded in your content.

## 2: Rebrandable Version

Create a rebrandable version of your report and let your affiliates give it away. This means affiliates can insert their affiliate links into your report. Every time they make a sale, both you and the affiliate get paid, so it's a win-win for everyone.

Be sure to train your affiliates on how to make the most of your rebrandable report. Instruct them on how to distribute it to as many people as possible, including adding it to their autoresponder, giving it away on their website and social media, and using paid advertising to promote it.





### 3: Slide-share

Create a slide-share presentation with one main idea per slide that gives viewers an overview of what's inside your report. Then link to the full report for those wanting more details.

Choose an attention getting title and upload to Slideshare.net.

Then create a video of the slide-share presentation and upload it to your website, YouTube and social media.

### 4: Create a Video

This could be a video of slides as we just mentioned, or any other format you choose, including filming yourself presenting the information.

You've got two options here:

Either share all of your content in the video or make an overview video that only hits the high points.

In either case, at the end of the video you'll want to invite them to download the report or go to the sales page of the product you are promoting within the original report.

### 5: Pop-up on a Sales Page

Let's say you've got affiliates promoting your weight loss product. When someone tries to leave the page without buying, you have an exit pop-up that offers the free report, thereby building your list and giving yourself additional opportunities to make the sale.

### 6: Top of a Sales Page

Again, let's say you've got affiliates promoting your product. At the top of the sales page, you offer the free report. Affiliates promote the free report (easier to do than promoting a paid product) and when people come to collect the report, they can also purchase the product. This can be highly effective if done correctly.

For example, let's say you've got a 15-module course. You offer one module or report for free. Affiliates promote that free module, people come to collect it, and they see the offer for the entire course. Some will purchase the course on the spot. Others will read the free report first, and if they like it, then they will buy the course. Be sure to sell the course at the end of the report, complete with link back to the sales page. "You just read a single module from the "Blogging for Money" course. To get the entire course and discover how to make serious cash just for blogging your brains out, click [here](#)."

And also follow up with a 7-day email sequence reminding them of all the great reasons to buy the course.





## **7: Free Appetizers**

Entice people with a distillation of your report for free, and then when they want the full version, they hand over their email address.

This can be an incredibly powerful way to get people to pay attention.

For example, create an infographic based on your report. This works especially well if your report shares a lot of data. Be sure to include the link to the squeeze page for the full report.

Or distill the information into a cheat sheet or checklist where you strip out all the in-depth details and create a one-page sheet that lists the main steps, ideas or tips. To get the rest of the details, they need your report.

## **8: Author Byline**

Why use your author byline to talk about yourself, when you could promote your free report?

Be sure to add the link and a call to action, like this: "Click here to discover the 5 steps to make any woman fall in love with you by the third date!"

Use your byline everywhere you go on the internet, from guest blogging and appearing on podcasts, to forums, social media and anyplace that is appropriate.

## **9: List Post**

Create a "list" or resource post, such as "The top ten downhill skiing resources." Add your report as one of the resources and publish the list on your blog.

Put your free report in either the #1 or #2 position of the list, along with a call to action such as, "Click here to download this free report right now."

Each entry should have a resource and the benefits of that resource listed.

List posts tend to be popular and are often shared on social media. For even more exposure, notify each company or person on the list and let them know their resource was featured. Guaranteed, some of them will share your post with their readers.

## **10: Social Media**

This method is self-explanatory – post your free report on social media. Post it wherever you have a social media presence with tweets, videos, posts and so forth.

Post multiple times for maximum exposure. Use a content scheduler like Hoot Suite to make this easy.

Get creative and change your profile or cover photo to the ecover graphic of the report. Be sure to include a link and call to action in the description of the photo.



### **11: Unadvertised Bonus**

Give away your free report as an unadvertised bonus when someone buys a product from you. This accomplishes four things:

It surprises your customer and makes them more likely to do more business with you.

It makes you more memorable to your customer, and again they are more likely to buy from you again

If you deliver the report by email, it puts subscribers on notice that they should open your emails, because who knows what treasure you will send next?

It gives you another opportunity to make a sale, assuming your free report is promoting a product.

### **12: Advertised Bonus**

Do you want to increase sales of your products? Offer your free report as a bonus.

Do you want to decrease refunds? Deliver the free report after the guarantee period has passed. If they refund, they'll never get their hands on your report.

Do you want to retain more members in a fixed term membership? Give away a free report every so often.

### **13: Resource Pages**

Create a resource page with your newest free report at the top, and then distribute this page.

You might have a "recommended resources" section in your reports, videos memberships and courses. Be sure to link to it throughout your content and include it in any navigation menus.

Publish a resource page on your blog that is filled with all of your resources, including your new free report.

### **14: Audience Swaps**

Get some joint venture partners and then promote each other's free reports.

For example, agree to promote each other's free reports inside email newsletter.

Promote each other's content on your thank you pages, download pages and subscriber confirmation pages.

Endorse each other through social media.

Cross promote within products by promoting each other's stuff inside apps, videos, membership sites, courses and ebooks.

Swap blog ads, with your ad going on their blog and their ad going on yours.

### **15: Incentivize Everyone to Share**

In #2 above we talked about creating a rebrandable report that affiliates can share with their audience.

But other than earning a commission from the product that's being promoted within the report, how can you incentivize anyone and everyone to share it?

By offering something highly desirable and valuable, such as free products, coupons and so forth.

You might ask your entire audience – not just affiliates - to share the report on social media for a discount on another product, or to gain access to a special report, video or membership.

And you can use a tool such as PerkZilla.com to automate this process of handing out rewards in exchange for sharing your report.



# How to Setup a 52 Week Membership Site in 7 Days

Membership sites are AWESOME because you make a sale once and get paid over and over again.

But...

Membership sites suck because you have to create a never-ending stream of content.

It's kind of like being chained to your content stove, cooking up new and exciting dishes every week without duplication, forever.

Can you really create 3 years, 5 years or 10 years' worth of fresh content? And for that matter, do you really want to create that much content in the first place?

There's an easier way, one in which you can set up your entire membership site in just 7 days if you put in the effort.

**Day 1:** Realize you're going to make a finite membership site of one year. This means you only need 52 weeks of content, versus, say, 520 weeks of content for a 10-year site.

If you prefer, you can even use an autoresponder to send the content, rather than building an actual membership site.

Because there is an end to the membership, people tend to stay members longer – often for the entire year. With conventional membership sites, people tend to drop out faster. This means you'll make more money up front.

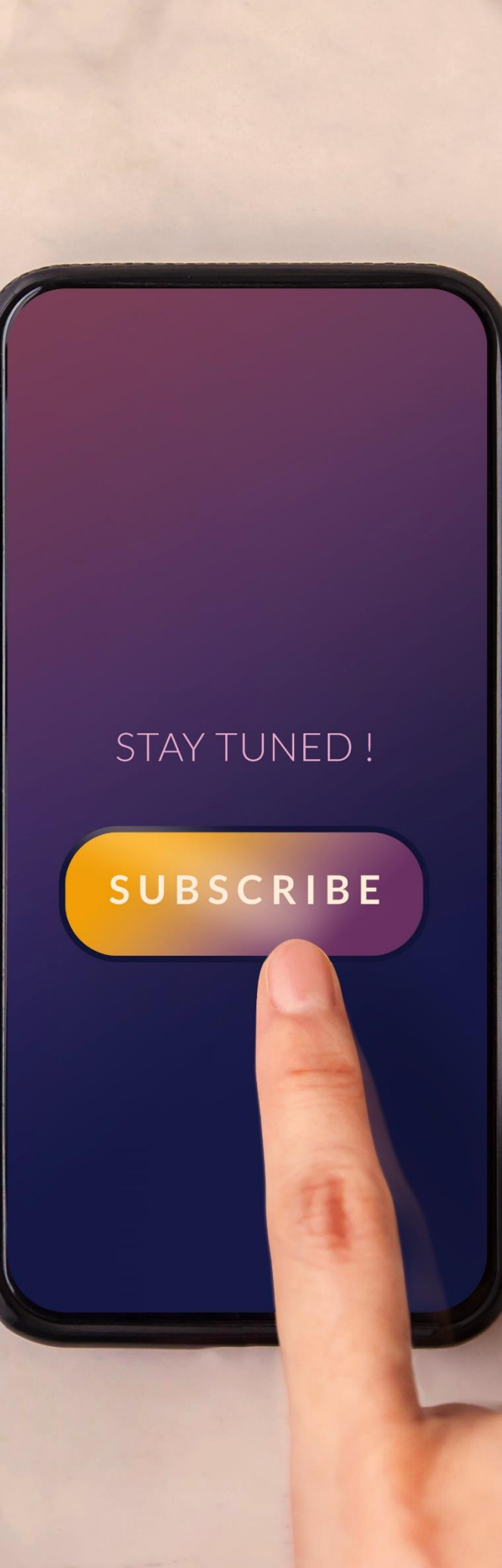
You're not going to create the actual content yourself. Instead, you're going to use PLR content. If possible, buy one big package of PLR so that you have enough content for all the lessons, and the lessons stay consistent.

Today you'll choose your topic and shop for PLR. The types of PLR you find might even dictate your topic to some degree. You're looking for a large amount of QUALITY stuff, not junk.

What if you find the perfect content, but there's only enough for a shorter period of time? It's okay to adjust the length of your membership accordingly. Maybe it's a 16-week course on how to write sales letters, a 6-month course on how to drive traffic using social media, or a 9 month course to help people lose the weight and keep it off forever.

**Day 2:** You now have your PLR content and a good idea of how long your course will run. Today you're going to break your content up into the appropriate number of lessons, placing those lessons in the correct order.

The size of lessons should be consistent, if possible. If you have a really big lesson, you can often simply break it into two (part 1 and part 2), as well as combining a couple of small things into one lesson.





Each lesson should build on the previous lessons and lead to future lessons. Without this continuity and clarity, people will get confused and leave the membership early.

Once you've got the lessons in order, check one more time to make sure it all makes sense.

**Day 3:** Create bonuses. You can create these out of the PLR you already have or purchase additional PLR. These might be reports, checklists, worksheets, videos or anything else that compliments and improves upon the course itself.

Plan to send out a free valuable bonus at least once a month to improve member retention.

**Day 4:** Write your own introduction and conclusion for each lesson.

The introductions should whet your member's appetite for the content to follow. The conclusions should get them anticipating what's to come in the next lesson.

For example: "Watch for next week's lesson, where I'll finally reveal the simplest and fastest way in the world to lose those final 10 pounds and look like you're ready to win a bodybuilding contest."

As you're going through the material, change the chapter titles as needed.

Add in subheads throughout the material to break it up and make it easier to read.

If you choose, you can tweak the material to add your own voice and use your own writing style.

You can also add in your own examples, tips and stories if you like.

Consider adding pictures and graphics to make it even more interesting and valuable.

Proofread everything, even the content you don't change.

**Day 5:** There are two things to do today, one of which is easy, and one might take more time, depending on your experience.

First, create the emails that you will send each week with the latest membership installment. This can be as easy as copying and pasting the lesson's introduction into the email, along with the link to the membership site or to directly download the issue.

Second, write your sales letter. It doesn't have to be long, but it does have to capture their interest, overcome their objections and answer their questions. If you've never written sales copy before, you might consider hiring someone to do this for you.

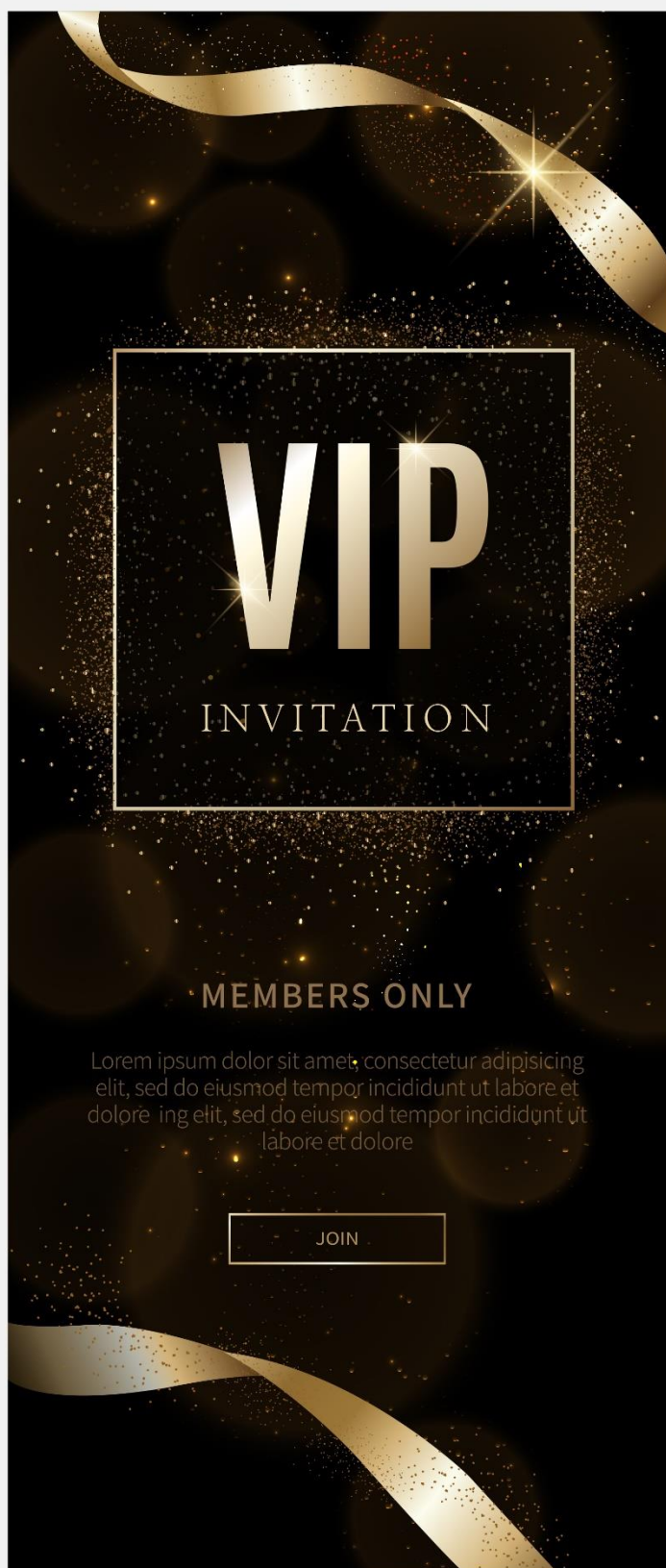
Shortcut: If you chose a PLR product that includes sales copy, you might be able to use that sales letter with just a few tweaks.

**Day 6:** Choose backend offers to increase your income. These are offers related to your membership's subject matter.

# Join

GO

[click here for more](#)



You can insert these offers...

- Within the emails you're going to send via autoresponder announcing each new lesson
- Solo emails sent out between lessons
- Inside the pdf lessons as full page ads
- Inside the pdf lessons inside the content
- Inside the membership site itself, if you have one.

Ensure your backend offers are highly related to the content of your membership site, and that they are high quality and truly useful to your subscribers.

To make these offers convert even better, offer "member only" discounts and time-sensitive offers.

You definitely want to sell these offers, but you don't want to appear pushy. Your members have already demonstrated they trust you by subscribing to your site.

Recommending products to them is a natural extension of this mentor/mentee relationship you've established, so don't be afraid to enthusiastically promote products that will truly help your members achieve their goals.

**Day 7:** Set everything up. Depending on what you have in place already, this might take longer than a day. For example, if you don't have a website yet, or you don't have an autoresponder, then there's going to be a learning curve as you discover how these things work.

Things to do:

1. Save your lessons as PDFs.
2. If you haven't already, do market research to determine how much to charge for your monthly membership.
3. Get a domain name and web hosting. Try to choose a catchy name that matches your content.
4. Choose a payment processor for recurring billing, such as Paypal or ClickBank.
5. Set up your sales page.
6. Upload your PDF's to your website.
7. Upload your weekly emails to your autoresponder.

If you take one day at a time, you can do this. Of course, if all of this is new to you, it might take you longer than 7 days, but that's okay.

Just set a deadline for yourself and then be sure you're making progress each and every day to reach that goal.

And keep your eyes on the prize. Once you have this membership site set up and ready to go, you and your affiliates can sell it for a long time to come, reaping the residual income for years.



# How to Quickly Break into a New Niche

This is a method used by established marketers to quickly break into a new niche and start earning serious money quickly.

You might wonder why a marketer – if they already earn great money in their current niche – would even want to bother with a new niche.

It could be they want to generate more income. Or it could be, as is often the case, that their current niche is drying up. Maybe Google changed the rules, or for whatever reason it's just not working anymore.

Taking the regular route to enter a niche, they would first have to become an expert, use what they know to get real results, and then create a product.

That product would then be discussed on forums and Facebook, and if it doesn't hold up well, word will quickly get out that this well-known marketer has fallen on his or her face.

But by using the method I'm about to share with you, these marketers can quickly enter a new niche before they're experts, before they've gotten real results and even before they know exactly what they're doing.

The first thing these established marketers do is announce to their readers that they are testing a new method, and they'll share the results when they're ready.

In the meantime, they're researching a niche that is related or somewhat similar to the niche they're leaving.

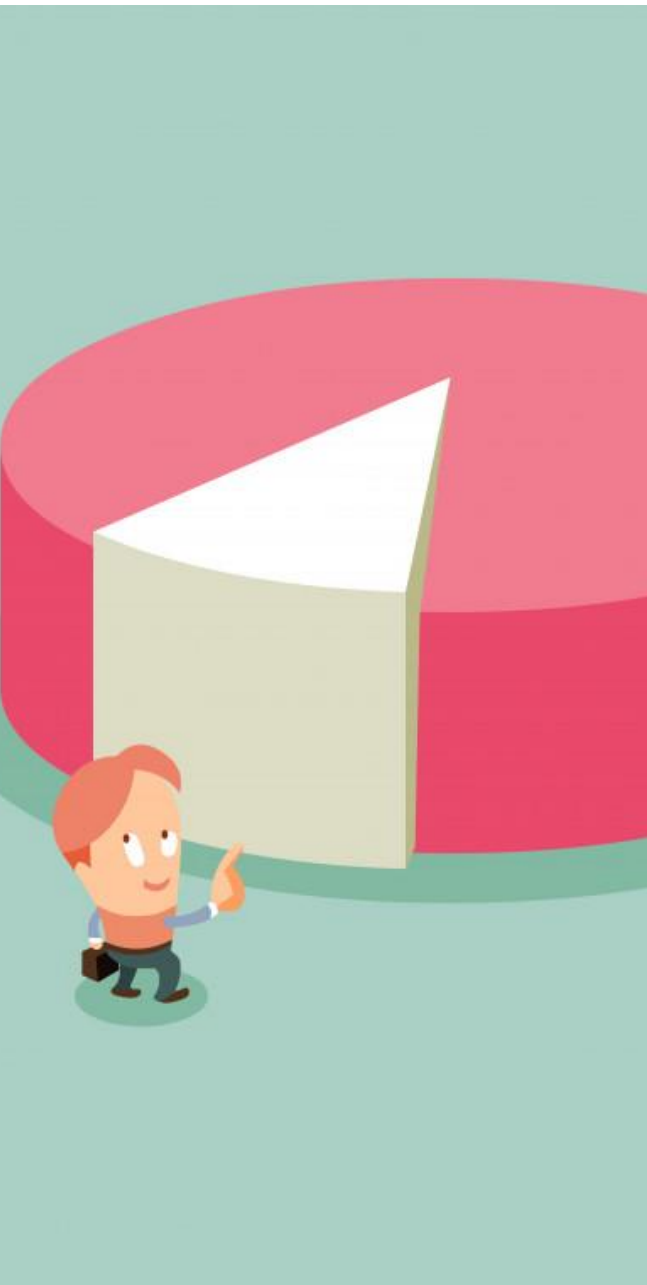
For example, if their old niche was getting traffic from a social media avenue that is dying (think MySpace, GooglePlus, etc.) then their new niche could simply be getting traffic from a different social media site.

The main thing is to have something they can sell quickly, without a lot of leg work and nothing much to set up.

And what can you sell fast? Coaching. It could be an inner circle coaching group, or even one-on-one coaching.

They are working towards becoming experts in the new niche, but it's a work in progress. If they were to immediately launch a course, then that product would be under scrutiny, exposing any weaknesses or lack of knowledge.

Instead, as soon as they've picked their new niche, they will outsource the creation of a book on the topic. This book is going to be a general overview with a catchy title, and it will include plenty of references to the marketer's previous successes, too.



Next, they'll take the obvious first step to begin demonstrating results. This is going to be a simple step, such as getting 1,000 new subscribers from their new social media venue.

Then they'll use this success to introduce the new niche to their list. For example, if they spent \$1,500 to generate 1,000 subscribers, they'll focus on the result and not the expense. "How I added 1,000 subscribers to my brand-new niche in just 3 days!"

(Yes, I know that's NOT telling the whole story. I'm reporting what they do and how they do it. What you do with this information is up to you.)

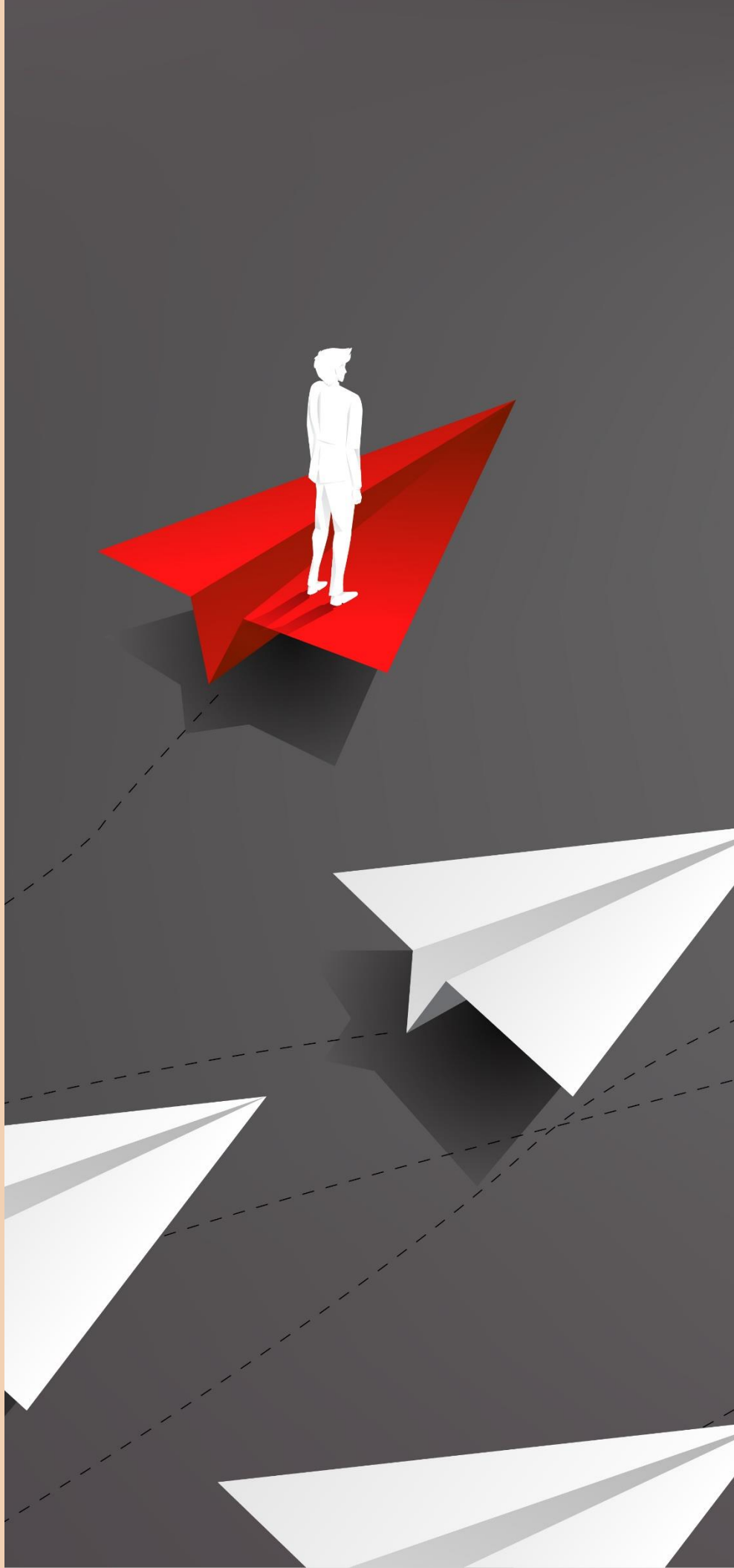
These results are announced via social media, blogpost and email, along with the launch of their new book. The book provides instant expert status and provides the perfect entry to upselling customers to coaching.

If you try this, you might charge less for coaching for the first group of people and then use their proven results to continue selling coaching at a higher price.

As you coach your new clients, you will be both teaching and learning. And since you're discovering what works not only for you, but also for these first coaching students, you will become a real expert rather quickly.

If your old niche is dying, then you'll of course what to phase out those products and stop selling them altogether.

Your customers will quickly become accustomed to your new niche and profits will soon be up again.





# The Dumb Deliverability Mistake You're Making

Wayne Gretsky is famous for saying, "You miss 100% of the shots you don't take."

Yet in email marketing, the experts tell us to 'clean our lists' every 30 days of anyone who hasn't opened one of our emails.

They say this will ensure our emails get delivered.

But think about this: Emails you don't send also don't get delivered 100% of the time.

And emails that aren't delivered also aren't read 100% of the time.

Two things to know about this 30-day rule:

First, if you have good open rates, then you can wait much longer than 30 days to clean your list.

Second, when you clean your main list, don't delete the email addresses of people who haven't opened your emails recently.

Instead, transfer them to another list and keep emailing. Then use your own discretion of how often to email this second list, and what to send them to 'reactivate' them.

Send out bribes to reacquaint them with your products and services. Ask questions, send personal-looking emails, ask if they still want to hear from you, and just get creative.

The million-dollar marketers do this because it works.

For example, I ignored the emails from a certain marketer in my inbox for 3 whole years. Frankly, I forgot who he was, why I subscribed and what he sold.

I just get too many emails, and so it gets easy to ignore some of them.

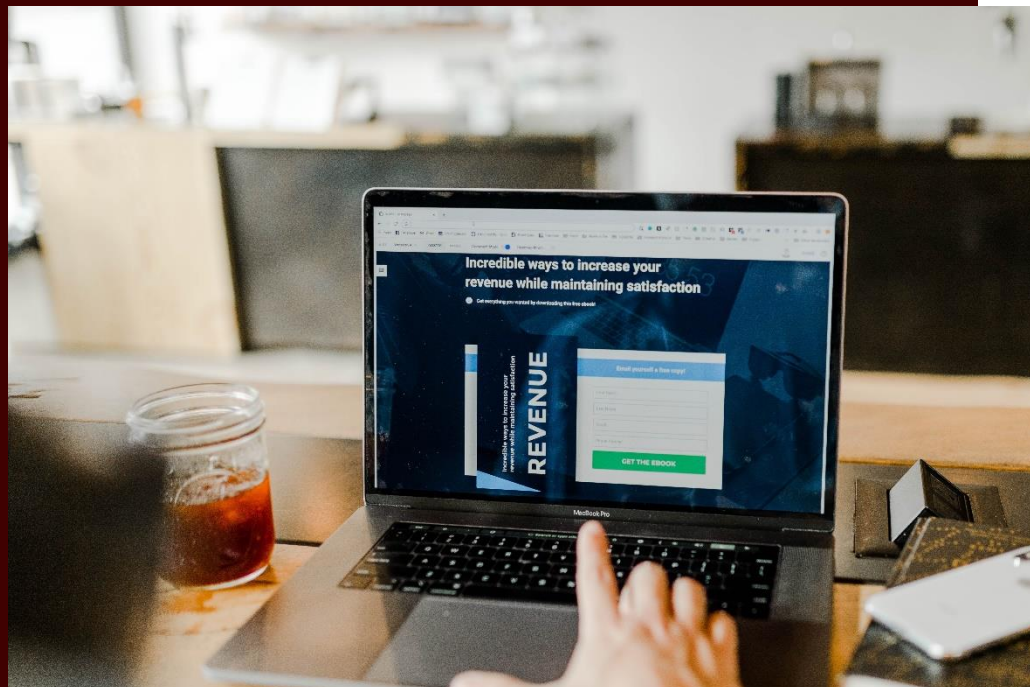
Then one day he sent an email which I opened. I liked what he said, so I did a search of my inbox and found hundreds of emails from him.

I read a couple dozen of them, went to his website, and later that day made a \$997 purchase from him.

All because he was smart enough not to dump my email address in the waste bin just because I got too busy for awhile to read his emails.

Oh yes, and I've made two more purchases from him since then.

Granted, I am likely the exception and not the rule. But if just a small percentage of your so-called 'dead' list were to reactivate and make a purchase like I did, what would that mean for your bottom line?





# You're Dying But You Will Live Forever

The other day I get this piece of advice from a YouTuber.

He says to subtract your age from 90.

Multiply that number by 365.

That's approximately how many days you have left before you die forever.

Yes, forever.

Even if you come back in some form (Reincarnation? Heaven?) the current you here on earth will still be lost forever.

Mark Twain said he wasn't afraid of dying because before he was born, he was dead for millions of years.

Good point.

But if you want to get stuff done, you better get busy, because every day you have one less day to put stuff off.

His advice: *Time is short, so get busy.*

But what if you flop this advice on its head? What happens then?

Today I received a different piece of advice in my inbox that did just that.

It's from James Altucher, and he says to, "Live life as if you are NEVER going to die. Ever."

Which sounded really stupid until I thought about it.

If you think you're going to live forever, then you better get busy making some money because it costs money to live. So, stop watching TV because you DO have all the time in the world.

Thinking this way still provides motivation, but I notice there is less stress involved, which makes me more productive.

When you're with someone, be as patient as if you will live forever. You're immortal. They're not. So be interested in them and LISTEN to them.

Imagine how much more people will like you if they feel that you are really, truly listening to them. I mean everybody – your family, your friends, your affiliates, your customers and your plumber.

You're going to live forever, so listen to people tell you their stories so that you can LEARN.

Imagine how much more patience, empathy and kindness you will have for everyone – especially yourself – when you know you're immortal.

And whatever you want to do, get better at it each day.

Just a little bit.

And one day you will be the best.

You've got time.

So much time, that you better get busy and make your immortal future as bright as possible.



# How to Get TONS of Free Publicity

This tactic isn't for everyone.

And I'm not sure I even recommend it.

But you've got to hand it to Sweet Jesus Ice Cream – they are getting TONS of free publicity, courtesy of Christians who take offense at the name.

Sweet Jesus is a Canadian ice cream chain. When they announced they were entering the US market, American Christians became upset and started petitions to keep them out, which generated a flood of publicity for the company.

It could easily have gone the other way, with Christians being happy that someone remembered their #1 guy and thought enough of him to name a company after him.

Well, okay, maybe not.

But the real lesson here might be that certain names will generate buzz – good or bad – and it's important to take that into account when naming your product or service.

If your product is ordinary (ice cream) then you need an extraordinary name or story that people can buy into.

In the case of these Sweet Jesus Ice Cream shops, some people will go there just because of the name. Others won't go, again just because of the name. The chain of stores is attracting their tribe of people with just two words: Sweet Jesus.

Why does a perfume named after a celebrity radically outsell the same perfume with a generic name?

Why are nail polishes named Topless, Vamp and Barefoot, instead of pink, red and maroon?

Because people are buying (or not buying) the idea more than the product.

Apple positioned itself as cool, while positioning its competitor as nerdy and outdated. It didn't matter if it was a marketing strategy designed to manipulate, it only mattered if people bought into the idea, which many did.

People buy the idea you present to them, along with how that idea makes them feel.

What idea is your product or business presenting?

And are people buying it?



# THE **BIG** SECTION





# **It's Never Been Easier to Write A Book – Here's How**

Not long ago, you had to pound a book out on a typewriter. Good luck making changes, moving text around, deleting sections, changing a word or sentence - it was difficult and messy.

Research had to be done in a library or by interviewing people. Because there was no internet, you didn't have the world's knowledge and latest research at your fingertips.

And getting it published? You had to schlep your manuscript around from one publishing house to the next, hoping and praying someone would take pity on your book and agree to publish it.

Finally, if they did publish it, they took most of the money and only paid you a dollar or two per copy.

Frankly, before computers and the internet, I don't know why anyone wrote books unless they were into causing themselves pain.

But these days you can not only use a computer to type, you can even use it to record your voice. Or have someone else transcribe your voice recordings. Or even get other experts to give you most of your book's content.

And then you can publish it online and keep most of the profits, too, without getting the approval of a publishing house.

Really, there are no more excuses for why you can't write a book.

Here I've put together some of my very best tips to help you get started.

60 days from now, your book could be finished.

And as always, if you have a question I didn't answer here, then there's always Google - yet another reason why book writing is easier today than ever before.

## **Why would you want to write a book?**

There are three major reasons why people write books:

- To become rich
- To become famous
- To be known as an expert

It's true that if you write a book that catches fire, and then you continue writing more books, you can become rich.

Famous happens when your book catches fire or when you promote yourself heavily with a message people are ready to hear.

Being known as an expert is a great way to get rich and become famous, at least in your own niche. In fact, if you want to be known as an expert, there is probably no better way to do it than to write the definitive book on your topic.

## **Why don't people write their books?**

Generally, there are three reasons:

- Perfectionism
- Lack of motivation
- Lack of a blueprint

If they're a perfectionist, then they want to make everything perfect from the start.

But if you insist on having it perfect, then you'll never get it finished.

Here's a little trick to 'make your book perfect' and get others to help you in the process: Simply offer a reward for every mistake in the book. If a reader is the first to point out the mistake, they get money, or a free copy of your next book, or whatever you choose.

Of course, this doesn't mean you don't do your own editing and proofreading before publishing. It just means that the more eyes you have on your book, the more likely you are to find all of the typos and errors and by the second or third edition.

There's a second benefit to using this method: It increases the chance buyers will actually READ your book. Everyone loves to find someone else's mistakes, especially if they get rewarded for it.

And if your customers are reading your book instead of putting it on the shelf, they are much more likely to buy something else from you.

Using this method, your second edition will be much better, and your third edition will be almost perfect.

What about a lack of motivation? If you just can't seem to get started, it's time to focus on the reason why you want this book written.

Picture what will happen when you're finished and all the rewards it will bring. Then picture yourself taking the first step, and just do it.

Still can't get started? Then break it down to the ridiculous. Tell yourself you'll just open the program.

Then tell yourself you'll just work on it for 10 minutes, and so forth. Little steps can lead to big results.

And the last reason people don't write their books - lack of a blueprint - is a fairly simple one to fix. You simply need an outline to follow so that you know what you'll be writing about for each chapter.

I'll cover more on this in just a moment.

### **What should you write about?**

You can write about what you know or what you want to know more about, that coincides with what people want to read.

Let's say you know a lot about driving traffic through paid methods. This is a topic that marketers want to know about, and so it has the potential to reach a lot of people.

Or maybe you want to become an expert on driving traffic using free methods. You can do the research and your own testing to become an expert on the topic and write your book.

But what if you're the world's foremost expert on basket weaving? You'll have to ask yourself if there is enough of a market to make this pay.

If not enough people are interested in your topic, even if you are the expert, then it might not be a good topic for a book.

You've got to ask yourself, 'What is the purpose of your book?' If it's simply for self-satisfaction, then by all means write about anything you choose.

But if you want to become rich, or famous, or be perceived as an expert by people who will then buy more products or services from you, then you've got to choose topics that are in demand.



## The twist

Everything in the previous section is all well and good, but it's not enough for major success. Once you've got your topic, you've got to put your own spin or twist on that topic.

Take a look at this list of titles:

- How to Lose Weight Fast
- How to Lose 50 Pounds this Year
- How to Lose 2 Dress Sizes in 33 Days
- 28 Secrets to Weight Loss
- 12 Stupid Mistakes Dieters Make
- How to Eat Anything You Want and Lose Weight
- Skinny Bitch: A No-Nonsense, Tough-Love Guide for Savvy Girls who Want to Stop Eating Crap and Start Looking Fabulous!

Which one is different from all the others?

And which one was a New York Times bestseller despite getting mediocre reviews?

The Skinny Bitch, of course.

Weird but true: Your title and premise are just as important if not MORE important than your content.

Yes, you want to have outstanding content in your book, but it's not going to matter if nobody buys your book in the first place.

Find your own unique twist that puts your book in a category of its own, gets noticed and sells like crazy.

It's worth every gram of effort you put into it.

## **"I've got a topic, but I don't want to write a book."**

Okay, then don't.

Jump on Google and start researching your topic. Find out who the experts are, and not just the big names, either. Find the up and coming experts who know a lot but are still building their good name.

Make a list of those people and contact them. Offer to put them in your book. Let them know what your title is and the concept you have in mind.

They can write a chapter, or you can interview them and turn the interviews into chapters.

Voila, instant book.

They get their name out there, and their URL in your book.

Have a great title and then make your subtitle something like, "20 Top Experts Give their Very best Advice" or anything along those lines. It's important to call your contributors 'top experts' right on the cover because they can then use this to build their own credibility.

Notice you're saying, "Top Experts," and not "THE Top Experts." You don't call them THE top experts unless they really are.

## **There are 4 ways to write your book**

You can:

- Write it yourself
- Record it and have it transcribed
- Use speech recognition software and speak your book
- Get a professional to ghost-write your book for you

For most of us, writing the book is without a doubt the hard part, harder even than promoting the book.

If you're doing the writing yourself, set yourself daily goals of the number of words or the number of pages you will write each day. For example, if you write 4 pages a day, you'll have your book completed in less than 60 days.

If you're going to record it and have someone transcribe it for you, expect to pay about \$1 a minute. Yes, the cost adds up, but this is a crazy fast way to write your book, so it's worth it.

Just type "transcription services" into Google and you'll find an array of services, some of which will turn transcribe in 24 hours. Make sure you pick a service that uses real people, rather than software. You'll have fewer errors this way.

Speech recognition software is in abundance these days, but they do have a learning curve. And I mean the software itself has to learn how you speak. Still, this is a great option if you don't mind going back and correcting errors.

Getting a ghost-writer is the most expensive option, and also the easiest. If you have more money than time, you might consider doing this because it frees up your time to do something else, like researching your second book.

### **Creating your outline**

To organize your book, you might want to use the 25 x 4 x 2 method.

- First, based on your research you choose 25 major headings for your book. These will become your chapter titles.
- Then select 4 sub-headings for each of the 25. These sub-headings will provide you with the content for each chapter.
- And now you write 2 pages on each of the sub-topics. Voila! You now have a 200-page book.

You can use this outline method to write the book yourself or record it and have someone transcribe it for you.

But maybe you'd like an outlining method that is even more simple than the 25 x 4 x 2 method. In that case, you might like to choose a title such as, "101 ways to do \_\_\_\_".

You'll have a major heading for each of the 101 items, and then write 2 pages on each. Simple.

### **Editing Your Book**

If you are super strapped for cash, go ahead and edit your own book. Then hand it off to a friend who is willing to go over it for you and correct the things you missed.

Finally, tell your readers up front that there might be typos, and if there are, you will reward them for pointing them out.

Better still, hire a professional editor to go over your book. They will not only correct spelling and grammar, but they will also make any other changes needed for clarity and to make the book 100% readable.

If you can't afford a professional editor, consider at least hiring a college English major. They'll often work for a lot less.



## Don't skimp on the cover

Even if your book is only sold online as an ebook, Kindle book and so forth, be sure to use a cover that looks 100% professional. No matter how good your title is or the quality of your content, people are going to judge your book by its cover.

Spend time looking at all the best seller lists. Peruse Amazon and see which books stand out amongst all the others. Consult with graphic artists who are experienced in creating professional book covers.

Then get 3 covers made and run a test to see which one converts the best. You might do this test with your list, with social media or any way you choose. Find out what people think and what they like.

The cover is crucial, so don't skim over this step.

## One last thing, and this is important:

If you want all of the professional and personal advantages of having written your own book, then the first step is simple: Get started now.

You've put this off long enough. In fact, imagine if you had gotten started a few months ago - you could have a best seller by now, or at least an awesome lead magnet and money generator.

Write your book. Be seen as the expert you are. And put a feather in your cap, because you finally did what you've been wanted to do for years:

Becoming a published author.



# The Timelord

# EPILOGUE

Don't worry, this isn't going to be an article talking about time travel, daleks and cybermen. This is actually about the 'other' timelord, the one we're conditioned almost from birth, not to truly see but to obey without question.

I am of course talking about the actual time, for example its currently ten past ten at night and I'm writing this article, granted to my own self-imposed deadline, but it serves as a useful example to illustrate the point I'm trying to make. Many of the things in our lives are governed unwaveringly by the time. We get up at a specific time, we get ready, maybe get the kids to school for a specific time, get to work at a specific time, take our breaks at the same times every day, finish work at the same time, pick up the kids at the same time etcetera, etcetera, etcetera...

You get the point: we are literally ruled by the time nearly every moment of every day of our lives. But why?

Think about it for a second time doesn't actually exist, it's a fully human made abstract concept. Out in Africa roaming the plains you don't see a Lion pull out a Rolex and think "Hmmm 12:54, time for me to go and kill that Gazelle...", ok that would be pretty funny to witness, but it doesn't happen since lions cares nothing for our concept of time, it basically just decides; I'm hungry, off to catch food.

We are the only species on the planet that offer up our whole lives to the altar of time. We're always worried about running out of time, which is hysterical because we all have exactly the right amount of "time" that we need. The universe doesn't care what time we make it to that business lunch or to the parent/teacher session, the people involved certainly will because they are governed by the timelord as well, but the universe doesn't care, your heart and soul don't care either, its only your logical brain that has been conditioned to slot everything into time slots that worries about it, ironically all the time.





In business, here is what time is usually for: it's there to allow corporations to monitor and track your activities to some imagined perfect productivity world. Some bean counter somewhere has decided that a given task is going to take (x) minutes and they want to track you against those targets, this is to try and ascertain a productivity level and see if you are giving your employer the right number of hours work.

However, sometimes time is not a valid metric to judge the productivity of a living breathing entity like a human being, we each have our own ways of doing things some better, some worse. What's more important is that we achieve what we set out to do. This is not to say don't stick to a deadline, it shows commitment and honourability – but choose it consciously, don't just go with the rest of the world on how and when you should be doing things Take some time for yourself to breathe too.

Stop listening to the timelord exclusively and instead listen to your true self, it'll tell you when you've done all the tasks you wanted to get done in that particular day or instance.

At the end of the day you were never meant to go through life punching a timecard, after all there shouldn't be timing your progress, you should be out there living...

## See you next month!

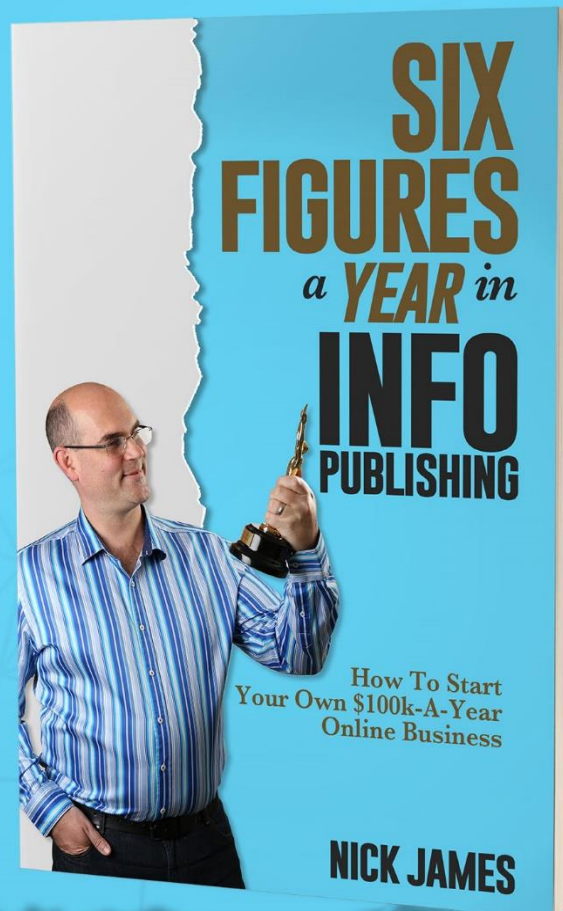


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