
HOME BUSINESS NEWSLETTER

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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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Laundry Day

Do you have a specific day for doing your laundry? Or are you more the 'do it as you need something' kind of person?

Laundry seems to take on its own life, just as you thought you had it done, dirty items suddenly appear, and you are back to square one. Ironically, I just had to stop writing this and go and put on some laundry...

The one thing that laundry has taught me about business is that it is 'OK' to go back to basics when things go wrong or unplanned. It is not a failure and it's not a bad thing – sometimes in life, we really just need to go back to the drawing board and see things from another angle to solve them.

Laundry is never done really, there is always another pile. But if we spend our lives grumbling about the repetition, we will never become masters of it. Doing things over and over makes you good at it! It makes you more prepared, it makes you resilient. If anything, it just helps you realise that life is a journey, not a destination – there is always more to do, seek and grow from! If you keep wanting the end of it, you'll never get there and when you are there, you won't even know it!

So today's lesson is this: things to do will pile up, and sometimes they will be the same daily tasks that make you feel bored. But never forget with every task, you are getting a new perspective. Nothing is ever the same task because it is being done on a different day with a different set of circumstances, a different age and a different attitude. Once you notice this, nothing will seem old or dull.

Every day is a new adventure and every wash brings a new outfit. Embrace the trivial today.



Resources and news

Is 'dwell time' the next big thing for SEO?

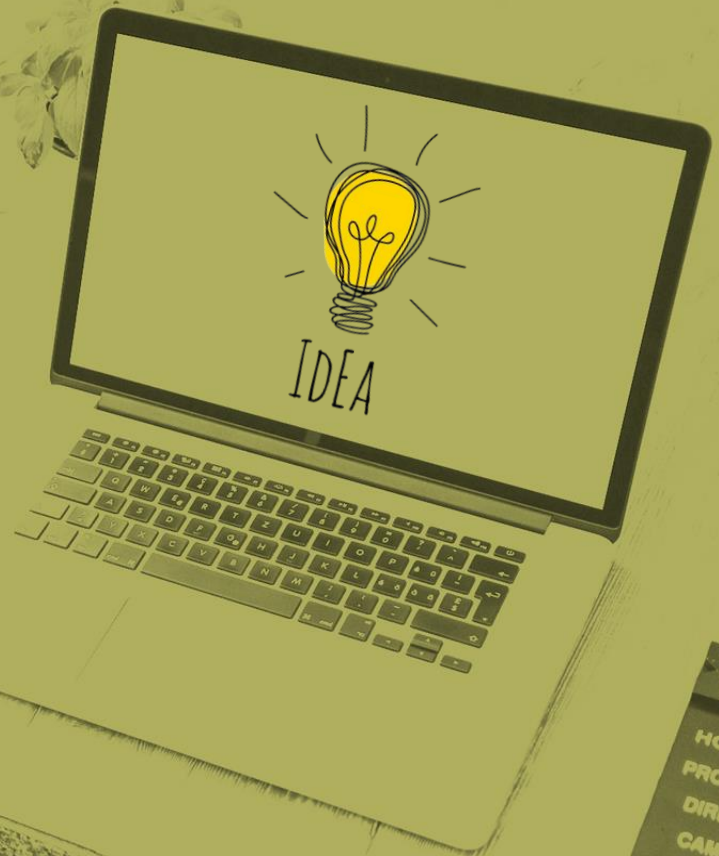
Dwell time is the metric that runs through various search engine results pages (SERPs). It's the time people spend reading those results pages before they go back to Google to take a look at other results. And it might be more important than we thought.

<https://blog.hubspot.com/marketing/dwell-time>

Instagram's growth rate is declining

Thanks to apps like TikTok and Snapchat, Instagram's growth rate has dropped and Pinterest has taken its place as the third largest social media app in the U.S.

<https://www.impactbnd.com/blog/instagrams-growth-drops-pinterest-third-largest-social-app>



Debate flares up over the ownership of '.org' domains

Do you own a .org domain name?

Ethos Capital, a private equity firm, announced that it plans to buy the rights to the cyber neighborhood that is home to big nonprofits and nongovernmental organizations like the United Nations (un.org) and NPR (npr.org), and to little ones like neighborhood clubs.

The deal has been met with a fierce backlash, with good reason.

<https://www.nytimes.com/2020/01/07/technology/dot-org-private-equity-battle.html>



Biggest Blogging Mistake in 7 Words

If you want people to read your work, then never forget these 7 words:

Your blog is not your personal journal.

If you want to journal online, go for it. Just don't expect that your journal is going to resonate with your audience.

When you make the mistake of making your writing all about you, nobody but you will care.

Yes, stories are great. They're awesome and if told well, they rock. Yes, you need to share your personality with your reader.

But never forget – you are in competition with every other website on the internet. That includes apps, movies and porn.

Write for your audience. Write TO your audience. Be authentic, unique and sincere.

And always, ALWAYS do at least one of the following:

1: Entertain your audience. People love to be entertained and they hate to be bored. Make them laugh and make them cry. If you were a stranger reading your writing, would YOU be entertained?

2: Educate your audience. There's a reason why "how to" posts are popular. If you can show someone how to get the result they seek, they'll pay attention. Share what you've learned through personal experience and help people to better understand themselves and how to navigate their path.

3: Inspire your audience. People want hope and change. They want to be inspired, to be lifted up and to see what they can become. Inspiration can be the spark that causes people to do the work to make the change they seek in their lives.

Can you do all three of these at once?

Then your writing will be amazing – and people will read it, share it and come back for more.





Is This Email Subject Line Blackhat?

Take from this what you will. I'm not recommending you do what I'm about to describe, nor am I saying you shouldn't do it, either.

Okay, here we go:

From time to time I get emails from someone (Not in the IM niche) with subject lines that look like this:

Re: Ticket # 73652430

Then in the email he goes on to explain that this 'ticket' is my discount on a certain product of his. Sometimes the discount is half price, sometimes it's like 95% off.

Obviously, he's making the email look like the reply to a support ticket. And yes, it gets my attention. In fact, Google sometimes even flags these emails as being important in my inbox, which is kind of rare for me.

He only uses this headline now and then, because if he did it all the time it wouldn't work. Or at least, I don't think it would, since I haven't tested it.

As I always say, don't take my word for it and test everything.

It might be worth noting that this guy seldom promotes anything that isn't his own products.

Anyway, I wouldn't even be telling you about this subject line except for one thing: I buy stuff from this guy's emails. So yes, his emails are working, including these quasi-bogus 'ticket' emails.

Like I said, take from this what you will. While I don't necessarily support it, I will bet you that his open rates and conversions on these 'ticket' emails are high, or he wouldn't keep doing it.

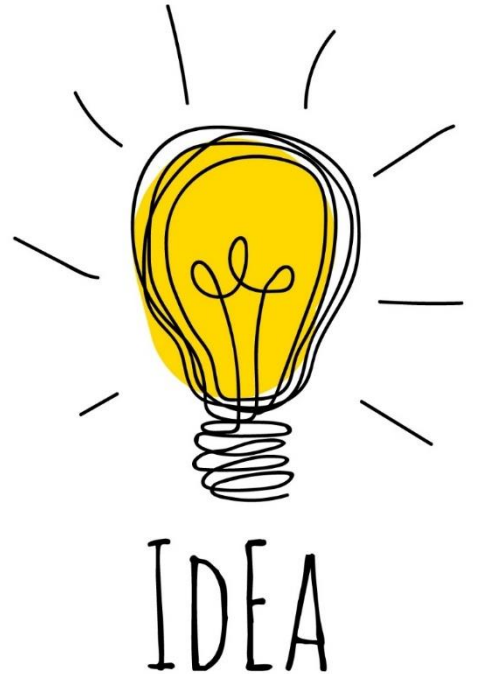
Microsoft launches new Edge Chromium browser

As of December 2019, 65.40% of browser market share belonged to Chrome. The next closest browser is Apple's Safari, with 14.22% of the market share.

Microsoft Edge sits way below that at a tiny 3.47%.

But Microsoft is looking to change that with its recent release of the Edge Chromium browser.

<https://www.microsoft.com/en-us/edge>



What Google's plan for a cookie-free Chrome means for marketers

Google's Justin Schuh, director of Chrome engineering, recently released a blog post stating that Google Chrome intends to kill off third-party cookies by 2020.

This proposed change introduces friction for advertisers and marketers who continue to rely (for better or worse) on third-party cookie tracking to display relevant ads to users.

<https://www.impactbnd.com/blog/googles-new-plan-for-a-cookie-free-chrome-may-be-huge-for-advertisers>



The \$100K Email Marketing Success Formula



There are hundreds of ways to drive traffic to your squeeze page and build your list.

Throw a stone in the internet marketing community, and it will land on a course that will teach you exactly how to drive that traffic and get the conversions.

But once you've got subscribers joining your list, now what do you do?

Time and again I see marketers who are totally focused on how to build the list, but once they have those first subscribers, they're clueless on what to do next.

Usually, they'll send out a few emails that say, "BUY THIS PRODUCT!"

9 times out of 10 those emails end up in the spam folder. If they don't, the prospect either doesn't open the emails, or if they do, they don't buy the product.

This is where the new marketer says, "Email marketing is dead."

Or, the new marketer works hard to create amazing content for their list, sending all kinds of wonderful, helpful things for days and weeks.

When that marketer finally sends an email with an offer, they hear crickets. Why is that? That marketer probably says that email marketing is dead, too.

Yet, there are thousands, or more likely hundreds of thousands of marketers making a full time living with their email lists.

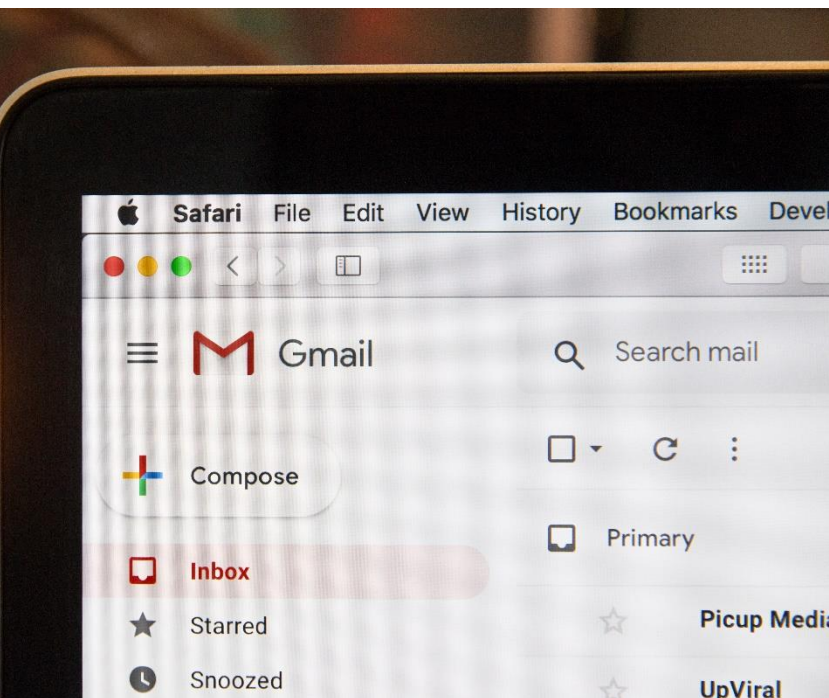
So, what is it that they're doing right, and how can we copy that?

I've studied the losers and the winners in email marketing, and here's what I've discovered:

1: Emails Have to Do at Least One of Three Things

Just like blog posts, articles, social media posts, reports and so forth, emails are content. And to get your emails open and read, every single one of them has to do one or more of the following:

Tell Stories – people will watch an entertaining 2 hour movie, but they won't spend 30 seconds on a boring email. You don't have to make it a major production, but you do need to tell a story that captures your audience's interest. The love of stories is hardwired into us, and done right, no one can resist a great story.





Teach – your subscribers have goals, interests and curiosity. If you can help them to reach their goal, to educate them on their interests or to peak and satisfy their curiosity, then you’ve got a winning email.

Motivate – everyone loves to feel inspired, and everyone needs a daily dose of inspiration to help them keep moving forward. Think of motivation and inspiration as the sparks that start the fire. Sometimes it can be as simple as letting them know that yes, they can achieve their goals and dreams.

If every email you send out does at least one of these three things, then your readers will continue to open and read your emails.

2: Nearly Every Single Email You Send Should Have a BUY Link

Every email you send should have a link. Every. Single. One. You’re training your readers to click, and if there’s no link, then they can’t click.

And for 98% of your emails, that link should be a BUY link.

You built your list to make money. Yes, you might have other reasons, too, but let’s be honest: Your list is your business, and you need to treat it as a business.

As long as you are ONLY promoting GREAT products, you should be 100% confident in sending out a buy link in your emails.

In the handful of emails where you put a link to something free, there should be a buy link very close by. It might be inside the freebie or on the same page as the freebie, but it’s there.

Train your subscribers from DAY ONE to click your links.

3: Send Out an Email Every Single Day

Okay, if you absolutely, positively must take one day off each week, that’s okay. But ideally, you’ll be sending an email every single day.

Are you worried that people will unsubscribe because you email daily? Don’t.

First, worry is useless.

Second, some will unsubscribe. Some ALWAYS unsubscribe, no matter what you do or don’t do. It’s inevitable, and it means that you are not the right fit for them and they are not the right fit for you.

When you stop caring about unsubscribes, you stop being scared to do your job and send an email every day.

And the more emails you send, the more money you make.

Salespeople are taught to love hearing “No,” because it takes a certain number of “No’s” to get to a “Yes.”

In email marketing, it takes a certain number of unsubscribes to know that you are doing your job, which is to define your tribe and please your tribe. Not the whole world. Not your whole list. Just those people who best relate to you and your messages.



Learn to love the unsubscribes, because each one tells you that you are doing something RIGHT.

Remember this: One third of people will LOVE you. One third of people will DISLIKE you. And one third of people won't give a darn either way.

It's life. It's business. It's the way the world works. So don't worry about – embrace it, because you can earn a literal FORTUNE from that one third of people who love you.

4: Resend to The Un-opens

Send out your daily email in the morning. Later in the day (afternoon or evening, your choice) go into your autoresponder and send out the same email to everyone who did not open the email from that morning. Change the subject line to something like, "Did you miss this notice about..." or whatever is appropriate.

By resending to those who did not open the first email, you will get more opens, which means more clicks and more sales.

If your autoresponder allows it, do this automatically so that you don't have to manually do it each day. If your autoresponder does not allow you to resend to the un-opens, then get a new autoresponder.

This is a rough estimate, but approximately 20-25% of your sales will come from that second mailing each day. That is a LOT of money to lose by not taking this simple step.

There you have it. Now that wasn't so difficult, was it?

Following these 4 steps while continuing to build your list can earn you a fortune. And never again will you let anyone tell you that email marketing is dead, because you will know better.



\$1200 a Month Giving Away Nearly Everything

This is a simple case study that could work in a variety of niches.

This guy – we'll call him Gary – was new to online marketing and had zero credibility because he hadn't built anything or made a dime.

The one thing he did have was a ton of knowledge from researching and reading. He knew how to do a ton of stuff, he just hadn't done it yet.

So, here's what he did:

One by one, he tried different things and he recorded his experience with each. Whether it was putting up his first site, building a list, putting together a funnel, driving traffic, using social media – he documented everything as he went along. And he did this in a niche unrelated to online marketing.

From these he made reports, blogposts, articles, videos and so forth.

He had a ton of content, all of it self-generated. And he did this in a surprisingly short time.

Once he had some of this content (he's still creating content today, because it's a never-ending process) he started giving it away.

He spent money to continuously build his list of new online marketers, and he showers this list with so many freebies and goodies, they simply adore him.

This might seem contradictory – if he's giving everything away, how does he make money?

He doesn't promote anybody else's products, only his own, which consist of courses, coaching programs and done-for-you services. All of these are high ticket products and services ranging in price from \$300 to \$3,000.

Once a month he opens up one or more of his products and promotes it to his list.

And since his list LOVES him and opens all of his emails and TRUSTS him, he makes plenty of sales.

In fact, he averages \$12,000 a month in sales, and growing. He invests about \$1800 a month in building his IM list, leaving him with about \$10,000 profit per month, on average.

And to think he just started doing this 12 months ago. Not bad!



How to Create an Entire Funnel from One Product

Trying to recruit affiliates is a whole lot easier if you can offer 100% commission on the front-end product and 50% commission on each upsell.

If you only have a front-end product, the profit potential tends to go down and it's a little harder to attract those affiliates.

But what if you don't have any upsells to your product, and you don't want to create any, either?

Here are a few ideas:

If you're selling software, you might offer a multi-site license or a developer's license as your upsell. For that matter, you can offer all three on the main sales page, and price it in such a way that nearly all of the buyers take the most expensive choice.

For example, the plug-in alone might be \$29, the multi-site license might be \$33, and the developer's license might be \$37. Who isn't going to take the third option? I've seen sales go through the roof with this kind of offer, to the point where you don't need upsells because your conversion rate is so high, there's plenty of profit for you and your affiliates.

Or let's say you're selling content, like a report, book or some videos. You might sell it outright on the main sales page, and then offer resell rights and PLR rights as your upsells.

How about offering coaching as the upsell? Your main product tells them how to achieve the result they're looking for, and your first upsell is a series of calls to answer questions, and your second upsell is email coaching, and your third upsell is one-on-one coaching or even a "we do it for you" type of service.

Even offering different formats can act as an upsell. Maybe your main product is a PDF report for \$9. Your first upsell is the audio version for \$12, and your second upsell is a video version for \$29, discounted by \$12 if they took the audio option and the full \$29 price if they didn't.

You don't always need to add more products for your upsells. Usually there is something you can offer that takes almost no extra effort – such as the Word files for PLR or the rights to use software on multiple sites. Or instead of additional products you can offer more services, such as coaching calls, email coaching and one-on-one coaching.

Bill Glazer

interview



Editor:

Hello, and welcome. Joining us for this session is a man whose been called one of the world's most celebrated marketing strategists by his peers. Bill Glazer excels in so many areas. He's a bestselling author of the Outrageous series of marketing books. He's also co-written the Peak Performance series, he's a keynote speaker, and an award-winning business growth strategist.

Editor:

In this session, we're going to cover how Bill got started in online marketing, and how a chance meeting changed his life. Bill also tells us who impresses him the most these days, and why you're never too old to stop learning.

Editor:

So, Bill Glazer, welcome.

Bill Glazer:

Well, it's good to be with you.

Editor:

Well, let me start by asking, I suppose, the question you might get asked the most, Bill, which is how you got started in marketing?

Bill Glazer:

Oh, well listen, that's kind of an interesting question, but I get that question a lot.

Bill Glazer:

When I first got out of college, I went to work for my father, who ran a menswear business. Actually, I worked there for ... I hate to tell you this, about 20 years, with my father. Then, at that time, somebody asked me ... A good friend of mine who had a menswear business, he said to me ... I was in Baltimore, and my friend was in Philadelphia. He said to me, "We should come over and see this huge event that they're having there. You would probably enjoy being there." It was a place called Peter and Lloyd's event.

Bill Glazer:

I got on the phone, and went over there. I sat there, and I was listening. It was a whole day, and it was all these presenters. At the very end, at the very end, they said, "By the way, it's five o'clock, and if you want to go to your car, that's fine, but we have another presenter, but you probably never heard of him before. If you go now to try to get your car, you'll have to wait a long time before you can get your car."

Bill Glazer:

So he told everybody, "If you want to stay, we have this other presenter, he's a marketer, and you should listen to him." Of course, at that point, probably they start at 10,000 people there, and about 7000 of them went out to get their car. But I stayed, because I was in the menswear business, and I wanted to learn how to do marketing.

Bill Glazer:

There was this guy, Dan Kennedy was this presenter. I sat there, and at the end, Dan Kennedy was nice enough to offer me a product. The product was actually Magnetic Marketing, and I bought it. Which is also interesting, when I was with my friend who also had the menswear business in Philadelphia, he said to me, "Let's just buy one of them, and we'll save it together." I said to my friend, "Listen, I'm going to buy it myself, and as I'm going back, I'm going to go through everything that's in there," which is what I did. That's how I got started with Dan Kennedy.

Bill Glazer:

At that point, it was probably one of the best things that ever happened to me, because from there, in the next two years after that, the same event came to speak in Baltimore. At that point, I actually called him, and I said, "Listen, you don't know me, my name is Bill Glazer. Two years ago, I bought your product, and now your back at Baltimore. I'd love to actually buy you dinner, because you've been so helpful to my business." He called me back, and he said to me, "Bill," he said to me, "listen, first of all, I can't do dinner with you because right after the event's over, I'm going to go back to where he's at. But, if you want to have lunch, we can have lunch." At that point, I had lunch with him.

The other thing that was funny about it was, I said to Dan Kennedy, "When I go there for lunch, I'm not going to bring over all the stuff that I'm doing now, because I don't want to bother you, but I'm using all your stuff that I learned from you." He said to me, and I'll never forget this, he said to me, "Bill, if you don't bring all your stuff with you, you're just stupid. Bring it with you."

We came there, we had lunch that day. He started looking at all of my stuff, which basically I was doing everything I'd learned from him. He said to me, "Bill, can I keep some of this?" This is from Dan Kennedy. He said, "Can I keep some of it, so I can show it in the newsletter?" I said, "I'll be happy to do that. As a matter of fact, when I brought the product, you sent that letter to me, about your newsletter, and I started to buy that." Then he said to me at the end, "Listen, I have an idea of you." I said, "What's that?"



Bill Glazer:

He says, "Well, now that you're in the menswear business, and you're so good at it, you should create a business to teach other menswear businesses how to actually grow their business." I said to him, "I've never heard of this thing before." He said to me, "I have a lot of clients like that, that do it in different categories, that actually do that." He says, "I'll help you put it together." Also, he says to me, "At the end of it, once you put it together, in order to keep it stronger you should join my ..." At that time, it was called the Platinum Mastermind Group, which I said to him, right away, "How much does that cost?"

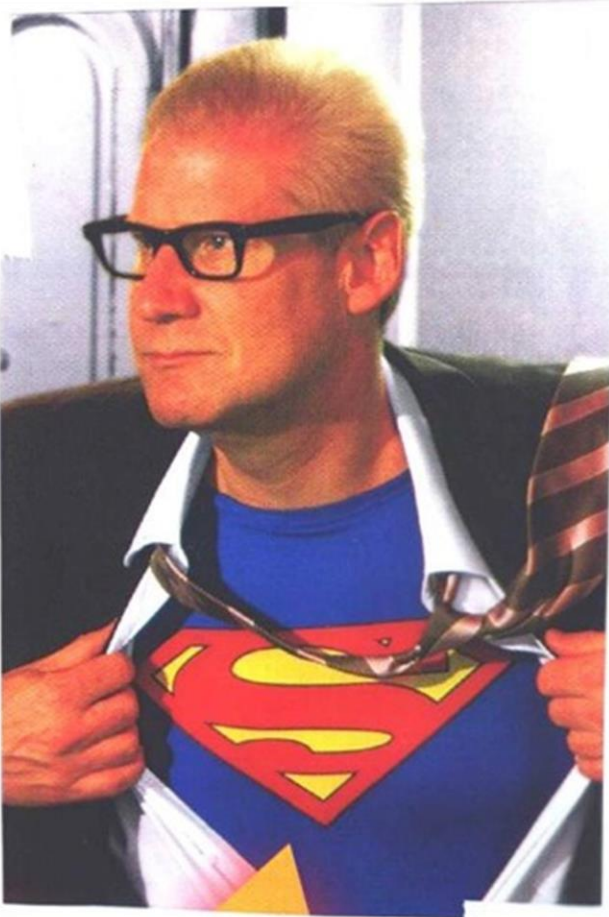
Bill Glazer:

He was telling me how much that was, it was a lot of money for me, at that time. I said to him, "Let me just think about it." Then, before we left for lunch, I said to him, "You know what? I'm going to do it." So, I started to do that, and after a while ... I was with his Mastermind group for about four years. I called up Dan again, I said, "Dan, listen, I know you like a lot of things with different kinds of products, and things like that. There's one that happening in Baltimore, and I'd love it if you actually come to Baltimore, and we'll spend some time together." And he did.

He flew over to Baltimore. At that point, at the end of it, he said to me, "Bill, you're doing so good, especially in my Mastermind group. I'm looking to sell my product, my own business. Would you be willing to buy my business?" I said to him, "My God! I didn't know, coming here, I was going to buy your business." He said to me, "Why don't you buy it, because you'll do really, really good at it." At the end of that call, I'd already bought his product, and we developed that product into a company called Glazer Kennedy Insider's Circle.

We owned that company, pretty much together for eight years. At the end of eight years, I sold that to a private equity company. Dan still stayed involved with that company. After it was called Glazer Kennedy, it became called GKIC. That business has done pretty well, for many years. Although, the private equity pretty much hurt the business a lot, but that's another story for a different day.

It's amazing story, Bill. It just goes to show that, when you got started and you stayed for that final presentation, that actually was the life changing moment. That was the thing that defined your course, from that moment onwards.



Editor:

Editor: When was this? When did this all happen?

Bill Glazer: Well, when I actually was in Philadelphia, it was in 1994. Then, he came back to Baltimore in 1996. I think the important thing about this, which would really help a lot of people understand the story I just told people is this:

Bill Glazer: Number one, I started out in the menswear business, but because of the fact that I could go to a special event to hear about Dan Kennedy, that's the point that I learned, myself, that this is no longer about being in the menswear business, this is about me learning how to do marketing. That was really a big thing, for my business. I would say that to anybody else, that's listening to this right now.

Bill Glazer: You don't have to be in a regular business, or any business at all, as long as you learn marketing, and use marketing in your own business, you can really grow a very, very large business for yourself. Actually, as I owned my business, which was called Glazer Kennedy, I had my own Mastermind groups. Many of the members in my Mastermind group built huge businesses.



Note from the editor:

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

Top 15.5 Most Profitable Membership Ideas

There are all kinds of memberships you can run:

You can put out a simple monthly PDF newsletter or video.

You can drip feed content on a continual basis.

You can have your membership on your own website.

Or you can have it in a social media account, such as a paid Facebook Group.

But regardless of how you set up your membership, what sort of content you give and how often you update, you first need to choose your niche.

And all things being equal, it just makes sense to choose a niche that you know for a fact will be profitable.

In the last few months I've been keeping an eye open to see what niches are the most profitable when it comes to paid memberships.

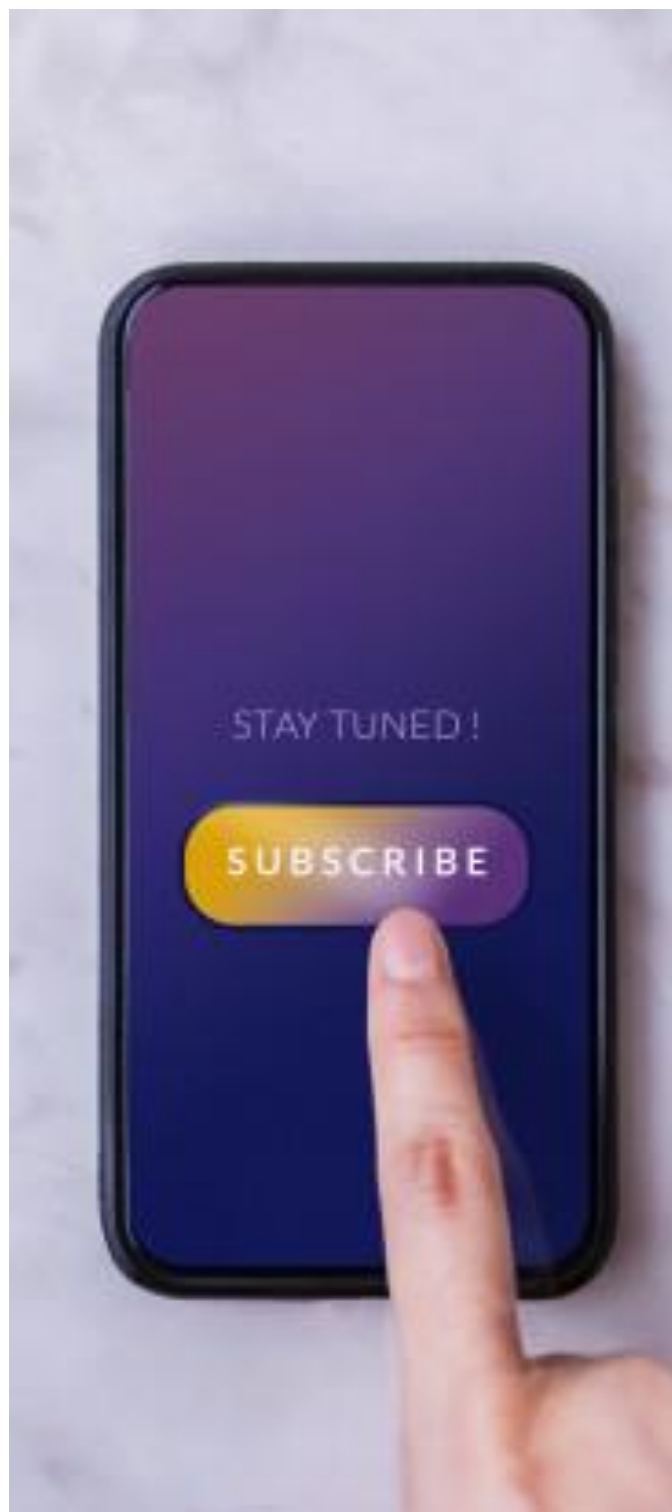
Your goal is to find a niche you like that is profitable, which just makes sense. If you choose a niche you don't like but it's profitable, you're probably still not going to do that well. It's like having a job you hate – you never put in 100% effort.

And if you choose a niche you love but it's not profitable, well, that's pretty self-explanatory. You'll probably have great time, but you won't see much money coming in.

Here are the niches that appear to be the most profitable for paid membership sites, in alphabetical order:

1: Business – This can be how to start and run a small business, or any aspect of business ownership. Now more than ever, the dream isn't to own a house or have a career, but rather to have a business.

People long for the freedom of being their own boss, and you can show them how it's done, or point them in the right direction to get all the tools and coaching they need.



2: Collector's Items – If there are people actively collecting something, then it might make a great paid membership site. For example, there are a lots of people who collect rocks. In fact, there are rock shows around the U.S., one of which lasts for a week and a half and people come from all over the world to buy rocks and talk to other rock aficionados.

I've heard of someone who started a \$10 a month 12-page newsletter on fossils. Each month he interviews an expert, has the interview transcribed, adds a few tidbits about where fossils are being found, a few photos and so forth. Believe it or not, he has over 1500 members each paying him \$10 a month.

3: Diet – This can be diet as in what you eat or dieting as in losing weight. It can also cover recipes, too. For example, if you choose Keto, then your membership would be all about the benefits, the weight loss, the tips to overcome things like the keto flu, as well as recipes.

These sites can be huge with tons of members. Generally, you'll charge a low admission, such as \$10 a month, and look for a large quantity of members. Be sure to promote appropriate affiliate products, too.

4: Dog Everything – Dog memberships are surprisingly lucrative. You might focus your site on training or agility, two profitable dog sub-niches. Post articles, videos and lots of links to the various dog products – both information products and tangible products – and you've got your content.

People are eager to pay to find out how to train their dog and to teach their dog how to compete in agility contests, and well as solving health issues, behavioral issues and so forth.

Plus, they love to see dog pictures and videos, and read heart-warming dog stories, too. There are \$25,000-\$100,000 a month paid membership groups in this niche.

5: Electronic Deals – This can be a super profitable niche. You'll want to sign up as an affiliate with the major sellers of electronics (Amazon, Walmart, etc.) and then every day when they post hot new deals, you put the information in your membership.

Facebook Groups works really well for this because of the immediacy. The only content you need to create is announcing the daily deals, and your members are there to buy.





This type of membership is simple to outsource to a virtual assistant, too.

And take notice: There are million-dollar paid membership sites in this niche.

6: Fashion – This could be clothing, handbags, shoes, make-up and more. This is an extremely lucrative niche with a lot of money to be made.

And if you grow your membership to a good size, then brands may reach out to you and cut deals with you to review their shoes, handbags and so forth.

7: Health – This isn't weight loss, but rather how to get healthy and be healthy. Generally, the emphasis is on diet, herbs, exercise and so forth.

You can make a fortune promoting herbal products, just be sure not to run afoul of any laws that say you can't be practicing medicine.

You can also promote exercise programs designed to increase health, wellness and longevity, as well as venturing into related niches such as meditation and sleep.

8: Hobbies – Golf is the classic example here because golfers spend a lot of money. But fishing, tennis, yoga, gardening, painting and so forth can all be great.

Just make sure there are plenty of products in your niche that you can promote. And remember, they don't have to be info products because you can also promote actual products, too.

9: Investing – This is another one that can be HIGHLY lucrative. You can take one of two approaches here – either you're a financial expert, or if you're not, then you're in touch with financial experts and what they recommend.

This is a niche where you can easily sell expensive courses because you're targeting people who already have money and want to find out how to make even MORE money.

10: Make Money Online – No doubt you're familiar with this niche. Target people who are new to online marketing and teach the basics, since this is the biggest target group in this niche and also the one most likely to spend money.

11: Meditation – This is a fast-growing niche with a ton of subniches, such as spiritual meditations, meditations for health, meditation to be more focused and productive, etc.

You can go broad or deep with this one. An example of going broad would be covering all kinds of meditations and practices for all kinds of benefits and reasons.

Examples of going deep might be using meditation for better focus and greater productivity; or meditations to help you sleep better, longer and deeper; or even meditating for prosperity.

12: Parenting – This is a massive niche and includes pregnancy, childbirth, infant care, toddler care and all the way up to what to do when your 25-year old kid won't leave the house.

This is a huge and highly lucrative niche. Behavioral problems, parents' fears, advice to new moms and so forth – this is a passionate niche with a lot of pain.

Just think about the problems that parents face at each stage of a child's life, and how much they want to solve those problems as quickly as possible, and you'll see the potential.

13: Personal Development – this has always been and always will be a highly profitable niche. People are dissatisfied with where they are in life and who they are.

If you can help them to achieve their goals or become who they want to be, then this niche can be highly lucrative for you.

Be sure to niche it down, at least at first, and target a specific group of people or tackle a specific problem. Once you become better known in your niche, then you can go on to become the next Bob Proctor or Tony Robbins.

14: Relationships – This could be dating, marriage and so forth. For example, target men and show them how to pick up women, or perhaps target women and show them how to find the love of their life.

Or target married people and show them how to fix their marriage and make it a source of strength and love rather than acrimony and pain.

You might even try a new trend, such as targeting women who prefer to be single and how they can improve their relationships with themselves and their friends. New studies show that the happiest women are single and have lots of girlfriends and self-confidence, so that could be a timely winner for you.

And paradoxically, another great sub-niche that is currently hot is how to find your soulmate.

15: Retirement – There are two sides to this coin – either preparing for retirement, or products and services for retirees (think AARP).

If your niche is preparing for retirement, know that certain financial firms will pay you excellent money to talk to your members through your membership site. In fact, you will never lack for experts who want to speak to your members, and you can charge them for the privilege of basically creating your content for you.

Of course, you first have to build up your membership base, but in the mean time you can still promote investment courses related to having a big nest egg for retirement.

15.5: Travel Deals – A travel membership can be super lucrative. Post articles about travel, and especially give alerts to travel deals using your affiliate links.

You might hire someone to write the articles, or write them yourself, and then get your virtual assistant to update it daily with new travel deals.

Any one of these niches could be the basis for your next membership site, earning you an ever growing passive income.



6 Ways to Make Money From Cancellations

In the spirit of making lemon aid from lemons, let's take a look at how to make money from your membership cancellations.

The first way is to stop those cancellations before they ever happen, if at all possible.

The second is to make people an offer they cannot refuse when they do cancel. In fact, we've got 4 different methods to achieve this.

And finally, we'll cover how to reactive subscribers after they've left the fold.

Simple Trick for Stopping Paid Subscription Cancellations

Do you have an automated system that allows paid subscribers to cancel their subscription?

You might be able to retain some of those paying members by letting them know what they're going to miss.

For example, when they click on the link to suspend or end their subscription, the next screen might say something like...

This will cause you to lose access to [insert your membership name or programs]

Suspension effective as of [DATE]

Coming soon from [Business Name]

[List what is coming soon. Make it sound super enticing]

By giving them a sneak peak of what's coming next, you will hopefully retain some of those members who attempt to cancel.

Even better, be sure that your paid members are always kept up to date on what's coming. When you have a paid membership, one of your most important jobs is always tempting your members with whatever is just around the corner, so that they never want to leave.

How to Make Money When People Ask to Cancel

Method 1: If you have a paid monthly membership or software as a service, then sooner or later you will have customers who want to cancel their membership.

When they do, make them a special offer for one year of membership at a major discount.

You're not losing any money since they were going to cancel anyway.

And you retain the opportunity to sell them more products from inside the membership, too.

Method 2: Your paid member has cancelled. Now what?

Don't give up. On the page that lets them know the cancellation has gone through, offer them a membership in another program of yours. This other program might be a better fit for their needs.

Don't have a second paid membership program to offer them? Team up with another membership site owner in a related or identical niche. You offer their membership on your cancellation page, and they do the same for you.

Of course, you can also become an affiliate for another membership site and use that as your offer.

This works best if you can make the offer a one-time special. Either they get a discount that won't be repeated, or they get access to a very special bonus.

Method 3: If your paid membership is all about the content (versus, say, software as a service) you might offer them all the content published thus far, immediately downloadable and theirs for life.

They must have liked your membership if they signed up for it in the first place. Getting access to what's inside the membership up to the month when they cancelled might be something they would love to have, for the right price.

Method 4: Offer them the same membership they just cancelled, only better and more expensive. This one might sound crazy – why would they sign up for the membership they just cancelled, and pay more for it, too? That depends...

If your site is teaching them how to do something, it could be that they need more help than just being told what to do. Maybe they need coaching, or they need someone to perform a service for them such as setting up a website needed to put a profit stream in place.

Take a good look at your site and figure out what's missing. What would make it even easier for your members to reach their goals?

Then build this better version, whatever it might be, and offer it to subscribers past and present.

Simple Trick for Reactivating Paid Subscribers

If you've had a paid membership site or software as a service for any length of time, you've also got a list of people who canceled their membership.

(Don't take it personally – this happens to every single membership site, regardless of how amazing the content is or how low the price.)

This list is worth gold, because it's always easier and cheaper to reactivate someone who's already tried your membership or software as a service, than it is to get the attention of a new subscriber.

Send your previous members a series of messages to entice them back. Let them know all the stuff they're missing and the improvements you've made.

Solicit their feedback, and offer them a special deal, such as 30 days for free. Remind them of how easy it is to cancel, and how they have absolutely nothing to lose and everything to gain.





The Top 30 Money Making Niches Online

MONEY:

- Real estate
- Foreign currency trading
- Marketing
- Retirement
- Debt
- Getting a job
- Consulting
- Time management
- Investing
- Starting a business
- Making money

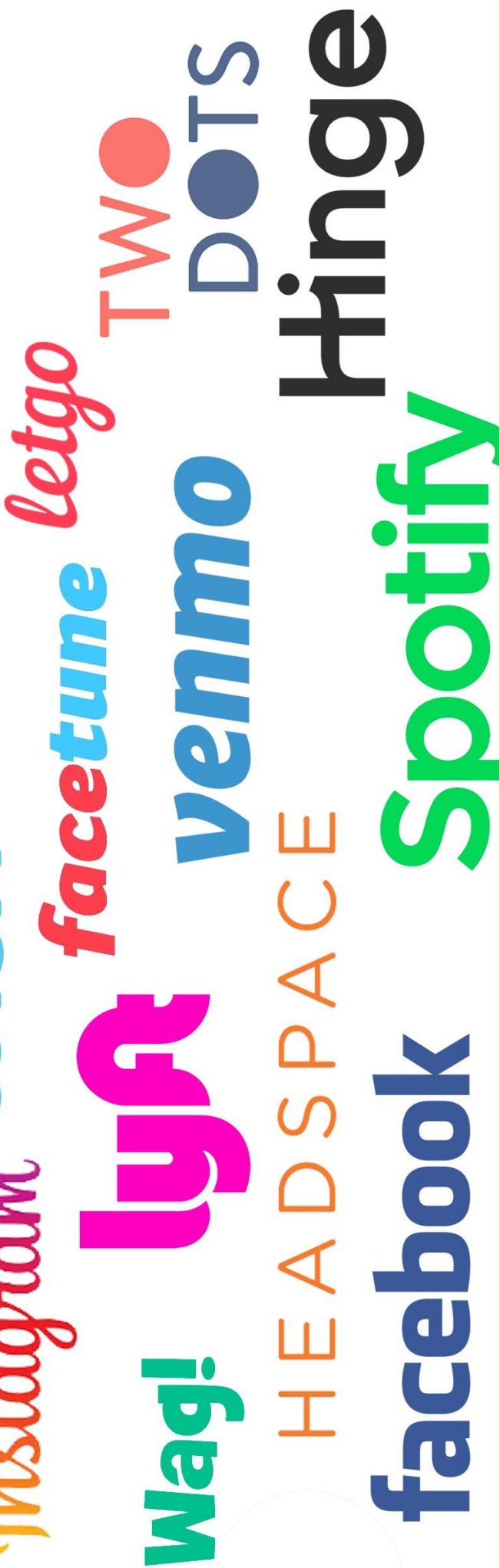
HEALTH:

- Natural weight loss
- Stress
- Anti-aging
- Muscle gain
- Easy exercise
- Fat loss
- Diets/Recipes
- Natural healing
- Wellness
- Specific health problem

RELATIONSHIPS:

- Dating
- Relationships
- Sexuality
- Marriage
- Divorce
- Conflict
- Body language
- Parenting
- Education

And a bonus niche: Hobbies in which people are spending good money, like golf and gardening.



Do Silly Names Sell Products?

Way back in the day (which is another way to say I don't know when this happened, but it was at least 10 years ago) an online marketer recorded a bunch of videos to sell as a product.

The product had something to do with online marketing, but I don't remember the topic. I also don't remember who the marketer was, although at the time I think he was pretty well known.

What I do remember is that while he was recording, a dog in the background kept barking.

And thus, rather than go with a standard name for his product like the, "Get More Traffic!" product or the "Make Tons of \$\$ with Social Media" product, he called his video set...

"The Barking Dog Videos."

My point here is simple: After all this time, I STILL remember that name because it was different from everything else out there at the time (or perhaps since, too.)

He could have rerecorded the videos to make them more "professional," but if he had, I suspect his sales wouldn't have been as good.

Not only did he have a catchy, memorable name – he also had a STORY that his affiliates could tell in just a few words.

In a nutshell: "Great product, silly name because of a crazy barking dog, check it out."

I remember a tourist type of place with a huge gift shop and restaurant on a main road on the outskirts of town. I drove by it all the time, and regardless of what time of day it was, the place was PACKED with people.

The name of the place? "The World's Worst Restaurant." People stopped just to be able to say they ate at the world's worst restaurant and shopped at the world's worst gift shop. You know that when they got home from their vacation, they told their friends about the place.

Would they have told others if it was called the Magnolia Café? I don't think so. In fact, they probably would have forgotten all about it after a week or two.

We might want to be "professionals," but the fact is that being different, strange, weird and even fallible will sometimes win out over everything else.

Create great products with just a little bit of built-in gimmicks or craziness and see what happens.

Need help naming your product or business?

Try these brand name generators:

Shopify – Generate business names and check domain availability instantly.
<https://www.shopify.com/tools/business-name-generator>

Oberlo – This is a platform that helps drop shipping businesses, and they also have a name generator tool you can use for any purpose.
<https://www.oberlo.com/tools/business-name-generator>

Within the Flow – They say you can get your business name in just 3 seconds. (You might want to take a little longer than that, but hey, who knows? Your first attempt might also be the best.
<https://www.withintheflow.com/business-name-generator/>

Namelix – Generate a short, brandable business name using artificial intelligence. <https://namelix.com/>

Panabee – Search for domain names, app names and company names. Red broken hearts mean the name is not available and full blue hearts can be yours.
<https://www.panabee.com/>



4 Simple Steps to Doubling Your Sales

Do just one of these and your sales will increase.

Do all 4 and it's entirely possible your sales will at least double.

1: Pre-qualify your leads.

Also known as list-segmentation, this technique finds the right prospects for the right products.

For example, let's say you have a content page covering a broad topic, such as social media marketing.

Give your readers multiple options to follow in the sidebar and at the bottom of the page, like this:

Which one of these do you want to know more about...

Marketing via Facebook?

Marketing via Snapchat?

Marketing via Instagram?

Each button sends them to an appropriate squeeze page where they get a free lead magnet on that topic.

Now you know for a fact that this list is interested in Facebook, that list is interested in Snapchat and so forth.

This allows you to zero in on your prospects and offer them exactly what they want.

2: Tell the Truth

If you're in the online marketing niche, let them know that building a business online takes time and money.

If you're in the weight loss niche, let them know that losing weight and keeping it off takes time and effort.

Whatever niche you're in, you want to deter people who are looking for magic answers because they will drain you of your time and energy, as well as refund like crazy.

Plus, you are also sending the message to everyone else that you are the real deal and don't make ridiculous promises you can't keep.

3: Increase Your Emails

Add more follow up emails to every sequence and you will make more sales.

Don't get trapped into thinking everyone sees every email you send out, and thus you only need to send one or two for each promotion.

And do remember that the more exposure someone has to an offer, the more likely they are to buy it.

It could be the fourth, fifth or even tenth email of a series that finally makes the sale.

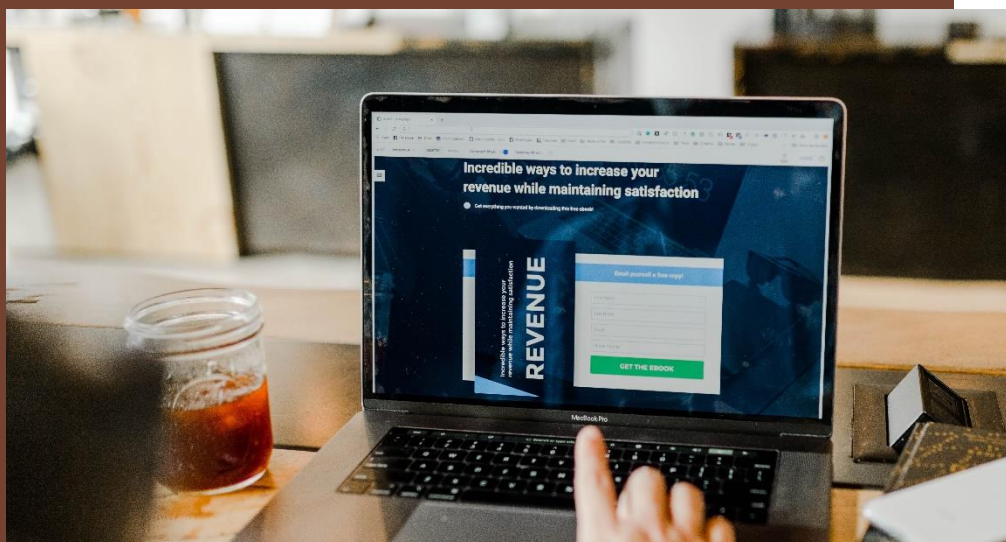
4: Romance New Subscribers

For the first week after someone joins your list, send them plenty of high-quality free content along with all the reasons why they should buy your upsell.

Do this right and you'll be amazed at how many more people buy your initial upsell. Your lead magnet is still fresh on their mind. They've seen your upsell on your thank you page and your download page, so that's on their mind as well.

Now just follow up with lots of great info and remind them of why they want and need your upsell.

Add in a deadline to get special pricing, and sales should go through the roof.





Why I Just Fell Out of My Chair

I just opted into the email list of a well-known marketer to get his 3 productivity secrets, and I noticed a couple of important points:

First, he never, ever mentions that you are getting a report. He simply refers to what you're getting... 3 productivity secrets.

Some people, especially in the online marketing world, don't attribute a very high value to reports, so this makes good sense.

Second, this report is a lead-in to his real product which is a productivity course. He tells you about this course on the, 'We've sent you the link, check your email' page, in the email itself, and again on the download page.

Each time he mentions the course, he also tells you to, 'Use PromoCode: SMPL1234 for a very special surprise at checkout.'

By the time I'd seen this promocode 3 times (thank you page, email, download page) I had to find out just how much of a 'very special surprise' this might be. Frankly, I thought maybe he was giving away the product for almost nothing.

But clicking on the page, I realized it was a course, not a pdf as I'd imagined. No sign of a price on the sales page, so I clicked over to the checkout page and fell off my chair.

I was expecting something under \$50, or maybe even free.

But it was \$997.

Getting back into my chair, I inserted the promocode, thinking it might take the price down drastically.

It cut the price in half.

Now, normally this might be terrific. But the value of the course had not been built up enough, at least for me.

From the title of the product and the short description, I was expecting a PDF of less than 100 pages. This is not a difficult subject, and there are tons of books on the subject of productivity on Amazon for less than \$20.

Instead of being a book, it was a series of 20 videos. And while I'm sure there are people who prefer videos, I just don't have the time or inclination to download and watch 20 of them. It's not going to happen.

And here's where it went really wrong for me personally: Because there was no price on the sales page, I barely skimmed the page before clicking the add to cart button to find out how much the product was.

Hence the falling out of the chair reaction. I think I even clutched my chest, and I know I audibly gasped.

The value simply had not been built for a \$997 product.

This marketer must be crazy, right?



Nope. While the offer was most definitely not for me, I happen to know that this particular marketer knows his stuff.

He's been doing this for 20 years. He tests everything. He's made millions. And if this didn't work for him, he wouldn't be doing it.

Consider how many sales he would need if the price were \$20, versus \$500.

He'd need 25 sales to equal \$500. In his testing, he must have found that it's easier to get one \$500 sale than 25 sales at \$20.

What's the lesson here?

Test everything. I would have guessed that \$20 or so would be the right price point. I also would have guessed that putting the price on the main sales page would be a good thing.

He found out otherwise, by testing.

Placing the offer in 3 places in quick succession with the promocode worked. It got me to the sales page, didn't it? And I wasn't even all that interested in the topic – just curious, really.

He could have broken that price down to the ridiculous and put it in the headline, such as \$1.37 per day. That might have kept me satisfied long enough to actually read the entire sales page. I wonder if he tested this.

One last thing... when you are joining lists of fellow marketers, carefully watch the process being used to get you onboard and purchasing.

You'll get ideas, tips and tricks you won't find in any course. Take into consideration the experience of the marketer – the more experienced they are, the more you can trust that what they are doing is working. Make notes and incorporate the pertinent ideas into your own business, testing everything along the way.

THE **BIG** SECTION



17.5 Actionable Tips to Build Your Business in 2020

New Years has come and gone. Your resolutions are likely broken already (no worries, almost everybody has broken them by now) and it's time to get SERIOUS.

Yes, you do get a "do-over" on your resolutions, and it starts today. Even though some time has gone by, there is still plenty of year left to make 2020 your best year ever – the one that sets you on the path to your ultimate destiny of building your hugely profitable online business.

And if you happen to be reading this long after the beginning of the year, it doesn't matter. Scope out the next 12 months on your calendar and use these tips to finally build your business as big as you choose.

A year from now? You'll look back and grin and the progress you've made.

1: Choose a PROVEN Business Model

There's a ton of info products out there that give you plenty of theories on what may or may not work.

And there's also another ton of programs promoting business models that are PROVEN to work...

...Creating and selling info products that people want to buy.

...Writing and publishing Kindle books that people want to buy.

...Promoting info products that... you guessed it... people want to buy.

Forget the gimmicks and loopholes and untapped this or that. You can try those out later when you're already making excellent money in your business.

For right now, choose ONE business model that is absolutely, positively proven to WORK and then just DO it.

I know this doesn't sound glamorous or innovative. But if your goal is to build a profitable business this year instead of going down endless dead ends, then this is the one piece of advice you must NOT ignore.

2: Write Down Your Goals

I know you're sick and tired of being told to write down your goals. But let me ask you... ARE YOU WRITING THEM DOWN? If not, then maybe this the time when you finally do it. Not for me, but for YOU.

When writing your goals, be specific and be realistic. No, you're not going to build a billion-dollar business by the end of the week or even the end of the year. But you can be earning \$100 a day in your business within 2 to 3 months.

Once you've written down your goals, write them down again and again each day. Spend a few minutes feeling all the emotion that goes with achieving your goals. See yourself doing it. Besides taking consistent action on your goals, visualizing their achievement is the most important step in goal getting, yet it's the part most people leave out.

You must see yourself and feel yourself achieving your goals in order to make them happen.

Do you know what else you need to do?

3: Break Those Goals Down into Incremental Steps

Have a goal for each day. It doesn't have to be a big goal. The point isn't to build your business in a week; it's to make progress every single day.

If your goal for the week is to, "Get my business up and running," you're not going to do it.

But if your goal for the day is to, "Research profitable niches, choose one and buy a URL," you can do that.

Are you still stalling? Okay, break the goal down even further, and just research profitable niches today. Tomorrow you choose one niche and commit to it, along with writing down 20 possible URL's that are available. Day 3 you make your URL choice, buy it and set up hosting.

See how this works? Thinking about the ENTIRE HUMONGOUS GOAL all at once is overwhelming. But taking baby steps? You can do this!

4: Focus on Your Strengths

There are going to be some things that you're really good at – yeah!! And there are naturally some things that you aren't good at. It's just the way it is.

But what you do about it can make all the difference.

If you choose a business model that works well with your strengths, then you're well ahead of the game.

And if you also outsource those things that you're not good at, then you're going to make progress much faster.

I see aspiring marketers who get hung up on some stupid detail like setting up a website. They could outsource the work and have it done in a day. But instead they spend a month stressing over it, like it's this giant cross they have to bear. It's crazy.

If you don't know how to do something, get someone who is a pro at it so you can cross it off your list and move forward.

5: Execute as You Learn

While building your business, you're probably doing some things for the first time.

You could learn all about them, become an expert, consult others, do some research, outsource, second guess your outsourcer, do more research...

Yes, I see people getting this bogged down in learning new things. Except of course their real obstacle isn't learning something new, it's being afraid they'll make a mistake or won't do the job perfectly.

Forget all that. I want you to imagine that your loved one has been kidnapped. You have "X" amount of time get your business up and running or they are dead.

Now then, are you going to sweat the details, or are you simply going to DO what needs to be done?

Do NOT try to learn the entire business and then get started. Instead, execute as you learn.

You don't need to see the entire road to drive the first mile – you only need to see as far as the next bend in the road. When you get to that bend, you'll adjust your steering and keep going.

6: Keep Records

This sounds boring, right? Having to write down everything you do in your business, how long it takes, what works, what doesn't...

What if I told you that this simple exercise can double your income in a year?

If you rely on your memory, you won't know what's working, what's not working, what you already tried that failed and so forth.

What gets measured, gets managed.

And what you pay attention to, grows.

Record everything you do and the results that you get. This simple step will save yourself time and frustration as well as money.

And it will help you to zero in on what's working, what needs improvement and what's a total waste of time, too.

7: Reinvest in Your Business

Things are going great and the money is flowing in. Time to go buy a new car or house, right?

Wrong. Save your money. Invest 50% of it back into your business on things that are making you money. Do not splurge on anything until you've got at least a one-year track record of solid income and six months of living expenses in your bank account.

Track your business expenses and keep them low. Don't invest in fancy software solutions until you actually NEED them. Don't outsource 12 months of work when you can outsource one month at a time, and so forth.

This can feel like a fine line to walk. You want to visualize yourself making more and more money in your business as you become more successful while simultaneously getting ready for everything to go potentially sideways.

By visualizing success, you can speed up the process and make it happen faster. By realizing that things can change overnight, you save your money and make smart financial decisions.

8: Diversify

Once you have your first income stream running smoothly and profitably, it might be time to look for a second income stream. This could be creating a second product, building a second sales funnel, adding affiliate marketing to the mix or whatever.

As you build each income stream, add another, and in a year or two or three you can have several income streams.

I know it might seem like a good idea to put all of your eggs in one basket and watch that basket like a hawk, but things can happen overnight on the internet that make one or more of your income streams disappear.

What if Amazon kicks you off their platform? Or Paypal closes your account? Or Google comes out with an update that takes your site from page 1 of the search engine results to page 42?

It happens. But if you have several income streams in place, you could lose half of them and still be fine.

9: Build Your Email Lists

Your email list is your most important resource. If Facebook stops working for you, or Google, or whatever, it won't matter all that much if you have your own mailing list(s).

While you cannot control third party sites, you can always access your own list. And if you've treated your list well and developed plenty of rapport with your subscribers, you can always use your list for ongoing income, no matter what else happens.

10: Add Residual Income Streams

What if you're in an accident and you literally cannot function for a few months? If you have residual income coming in, then you don't have to worry about it.

Promote other people's software as a service and membership sites. Look for the offers that people stay with for months and even years and promote the heck out of those.

Making these sales is some of the best insurance you can have for whatever transpires in the future.

11: Realize Everything Takes Time

In fact, everything generally takes longer than you think.

Don't quit your job because you think your business will be profitable in 30 days. It might be, but then again it might take 6 months.

Plus, if you put yourself in a position of having to rush, then you're more likely to do something stupid, like produce a lousy product no one wants to buy.

12: Make Contacts and Treat Them Like Gold

Whatever niche you're in, there are movers and shakers you need to know.

Approach them with the attitude that you are there to help them and not the other way around. Make friends. Don't ask for favors up front.

Interview them, reply to their social media, mention them in your blogposts, be their brand ambassadors and so forth.

One day you will need them, and if you've been a friend to them, they will be there for you.

13: Drive Your Own Traffic

If you could learn and use only ONE skill online in your quest to build a business, it would have to be driving traffic.

Everything else can be done by someone else. After all, if you can drive traffic, you can promote other people's products and never worry about product creation or customer service.

The real power online is in being able to send traffic any place you choose, when you choose. You don't have to rely on affiliates or anyone else. Build a funnel, flip the traffic switch and make money on demand. It's the ultimate dream, but it's only possible if you learn to drive your own traffic.

Start with ONE traffic method and MASTER it. Then and only then should you move to a second method and so forth.

If you have time, master free traffic methods. If you have money, master paid traffic methods. Free traffic takes more work and it's generally slower and less reliable, but it is workable.

Paid traffic has a learning curve and while you're learning you will likely lose money. But once you master it, you can decide how much you earn and how fast you earn it.

14: Play the Numbers

Online marketing is a numbers game. The more products you have, the more money you can make. The more books you sell, the more likely you will make sales. The more social media posts you make and the more posts on your blog, the more traffic you will tend to get, and so forth.

Some of your posts, books and products will bomb. Others will (hopefully) sell crazy amounts. Despite your best research and efforts, you will sometimes be surprised at the results or lack thereof.

But if you're putting out the numbers then it won't matter, because in the end you will have enough great posts, products, books and so forth to carry you through.

15: Exercise and Eat Right

This one might surprise you. We're talking about how to be successful online, so what's this doing in here?

Simple. If you're tired, you're not going to do well. If you never exercise, if you eat crap and if you don't get enough sleep, then your body will suffer, your mind will suffer and your business will suffer.

If you think you don't have time to exercise and eat right, let me tell you that you don't have time NOT to do those things.

I'm not telling you anything you don't already know, I'm just reminding you that this stuff is important. In fact, it's crucial if you want to be successful. Learn to love eating right and exercising and everything else in your life will become easier.

16: Buy Less and Sell More

This one is so simple, but a lot of people just don't get it.

If you're always buying one more program and one more piece of software, then you're focusing your energy on BUYING and on education.

To a point, that's not a bad thing.

But until you start SELLING stuff, you do not have a business.

You've got to spend 95% of your time focused on selling if you want to have a real business.

Buying WSO's and reading blogposts and reports is not going to build a business. But selling stuff is.

17: Don't Believe It

I'm not going to tell you to become jaded, but being somewhat cynical is not a bad thing.

You get an email saying that this product is the freakin' bomb and you better buy it NOW. You trust the person telling you this, too.

But is it really awesome? And maybe more importantly, *do you need it?*

You read about a new shortcut, technique, hack or whatever. They say it works. But does it?

Maybe it does and maybe it doesn't, but the point here is simply this: Don't believe everything you read and everything you hear.

There's a lot of hype online, and just because you want it to be true doesn't make it true.

17.5 Know How to Fail

Obviously, you're going to do everything you can to succeed. But sometimes, despite your very best intentions and efforts, you're going to fail.

And that's not only okay, it's awesome.

Write up a blogpost about what happened and what you learned from it. Post it online and then get back to work.

Writing about it will help you to learn whatever lessons there are to be learned, and it will help you to move on.

Posting it online to share with your audience will help them to see that failure is not to be feared, and that you are a real, genuine person who screws up, just like them. They'll love you for it.

Congrats, you made it through this article!

Most people would have stopped reading before the end because they don't have what it takes to succeed online.

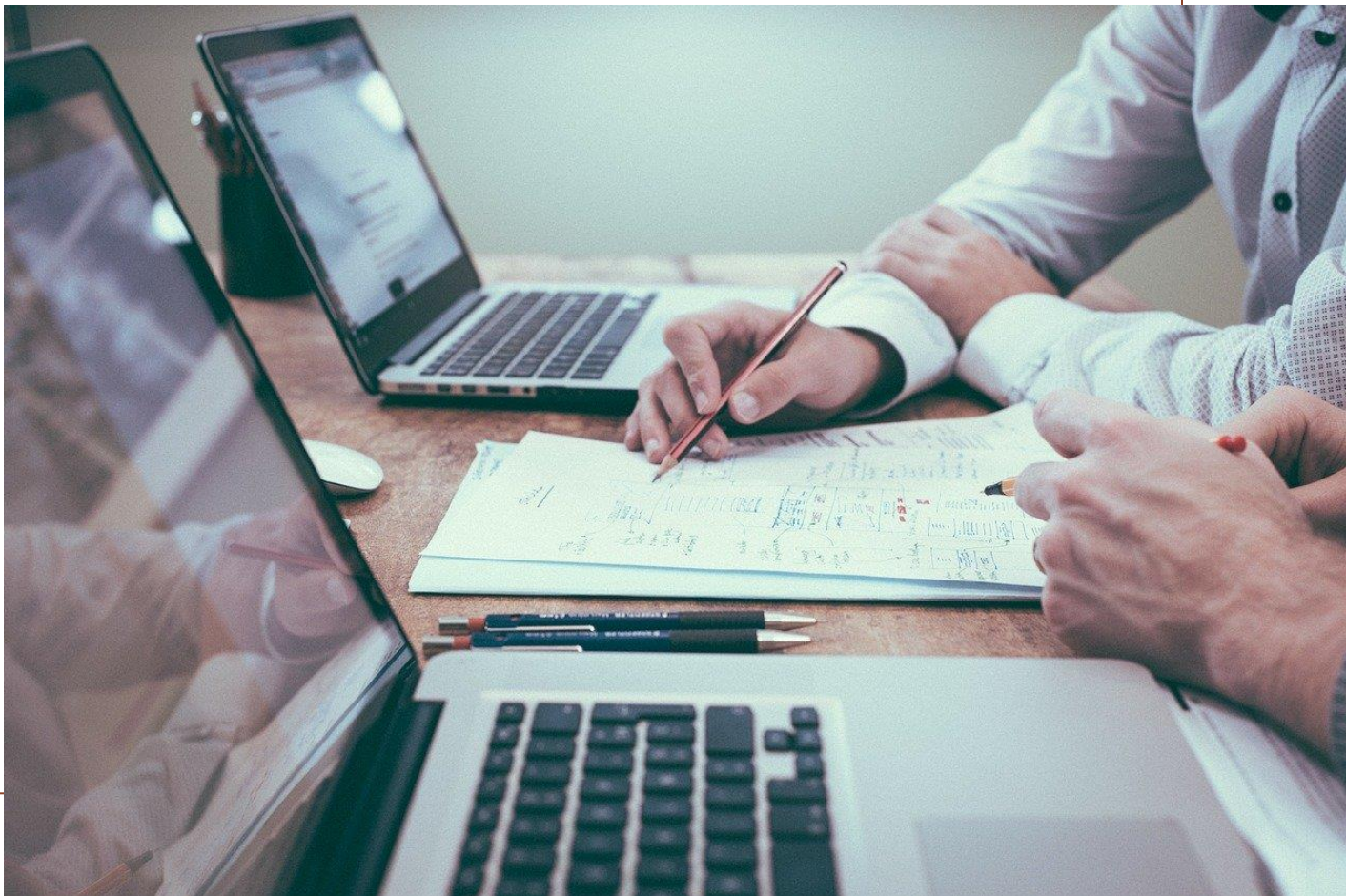
But you do. You know that building a business has nothing to do with fairy dust and magic, and everything to do with getting in there and performing the work.

There's not a doubt in my mind that you can be successful, and I'm not talking sometime in the distant future...

I mean THIS YEAR.

In 12-months' time you can totally have a profitable business that allows you to quit whatever mind-numbing, soul-sucking job you might have and start living YOUR life on your terms.

Congrats my friend, you are truly on your way.



EPILOGUE

Sight Beyond Sight

For each of us whether it be in business, in a relationship or in our lives, what's going to happen next occupies a large portion of our thinking. We are always trying to anticipate and plan the next move, the next decision.

How often when we're at a crossroads, do we wish that we had the foresight to know what was going to happen next? As a species we massively overthink in this area, always planning, looking at different options and outcomes, maybe trying to turn a 'no' into a 'yes' or vice versa. No matter the area it occurs in, we are always trying to outthink it. It never once occurs to us that whatever is happening is exactly what is meant to happen at that particular moment in time, be it in our lives, relationships or business.

How often have you missed an opportunity because you were so busy planning or preparing for what was coming next that you forgot to pay attention to what was here right now? We all know that the future is important, but life doesn't happen in the future, just like it doesn't happen in the past, life takes place right now in this moment, and if you don't stop your planning and look around once in a while you could miss it.

Having a plan for the next steps is of course important, but it is more important for life to have flexibility and not be so invested in that plan and its steps to fruition, to the point of missing the fun of it. Not always predicting brings new experiences and opportunities into your path.



The funny thing is when you are a small independent business, you tend to look always at the future, ie. the next step. If you're part of a big corporate firm, often you'll find that your focus is on the immediate requirement and less so on what happens next. Objectively speaking it should actually be the other way around since the corporates have the resources to weather turns in the market and often as small independent businessmen and women we don't. But in practise, it is us that are forward thinking. It's us the small entrepreneurs that are looking for that magic crystal ball that will show us the next big product or the next services we should be onboarding and selling.

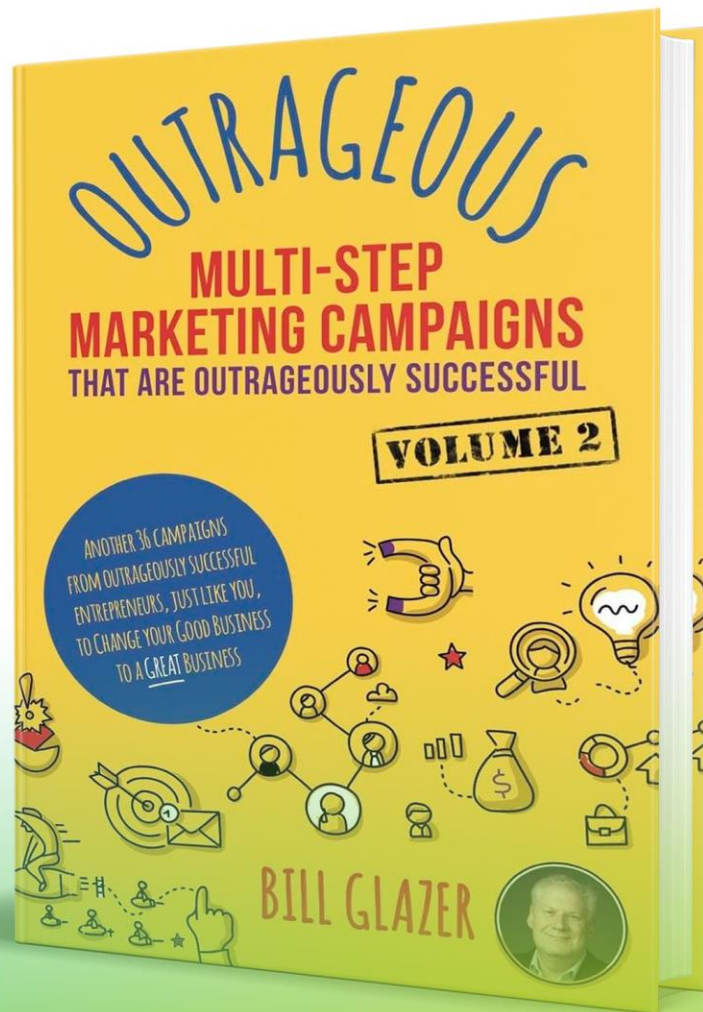
While in many ways the big corporations are sitting back resting on their laurels, it's up to the 'stand-alones' that are planning the next steps because we have to survive. The advantage we have is that we have the agility to swiftly switch products and trends if we see the market shifting as we start to see the future take shape. We're lean enough to adapt swiftly to meet it, the lumbering behemoths that are the market leaders cannot follow suit as swiftly.

The future is our flexibility, but the present is where we will find it. We just have to learn to look beyond the surface.

See you next month!



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