

HOME BUSINESS NEWSLETTER

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by nature in due time with an interest.

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A Suit Of Armour

In medieval times, valiant knights went forth into battle in great suits of Iron and precious metals. These suits were primarily for protection from spears, swords and arrows of course, but also, they told the battlefield that here was a warrior, the more richly detailed the armour, often the greater the warrior. In many ways it was very pretentious. And from a tactical standpoint often foolhardy, these knights were normally the better trained and more experienced in the ranks and highlighting themselves in such a way, made them a much readier target for their enemy. But that structure was used for hundreds of years.

In our lives and businesses, we wrap many things in suits of armour, in our lives it might be our hearts or our fears, in our businesses it could be our products or our strategy, our personnel or partners, the things we are afraid to lose or that we fear could damage our livelihoods if effected negatively.

But as much as a suit of armour can provide a form of protection, it can also weigh us down, you certainly wouldn't go swimming in one for example. The nature of Internet based businesses is that they are highly fluid, you have the ability to react to changing markets and trends very quickly, but if you weigh yourself down in a corporate suit of armour, you sacrifice that agility.

Too often, I have seen small businesses struggling, because the people starting them have stayed true to the mentality that they got by working for large corporations. We all started our businesses to get away from that structure, from those limitations, so why are we injecting the same principals back into our own businesses?

Everyone likes to have a feeling of stability, it is in our nature to yearn for that, safety and security are the basic tenants that we are first taught as children. But agility can also be a form of security, being able to react quickly, to realign your goals and tasks to changing markets and requirements they can provide greater protection for your business than the more stoic and clung to processes.

Don't look to pick just one or the other though, in effect build yourself a hybrid hat encompasses the tenants of both, partly strong and heavy, and partly lighter and more manoeuvrable. Much like a wise seasoned warrior would tailor his armour to fit the battle and conditions he will be fighting in, tailor your business for your chosen battlegrounds.



INTRODUCTION

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 is tinted with a light purple/pink color. The background is blurred, showing what appears to be a living room setting.

Resources and news

The FTC's influencer endorsement guidelines may soon become binding

The Federal Trade Commission may be increasing the severity and scope of its responses to misinformation and paid influencer ads that present themselves as organic content.

[https://www.ftc.gov/system/files/documents/public_statements/1566445/p204500 -
endorsement guides reg review - chopra stmt.pdf](https://www.ftc.gov/system/files/documents/public_statements/1566445/p204500_-_endorsement_guides_reg_review_-_chopra_stmt.pdf)

How does word count affect your SEO?

Word count itself likely isn't a ranking factor, but it may directly impact other ranking factors.

<https://www.searchenginejournal.com/word-count-for-seo/348164/#close>



Facebook's latest app tries to beat Pinterest at its own game

This may be why Google recently announced an update to its Collections tool Hobbi, which looks quite similar to the Pinterest app.

TechCrunch notes that "Hobbi takes obvious cues from Pinterest" and that it "is more like an editor and organizer than any sort of new social network."

<https://techcrunch.com/2020/02/13/facebooks-latest-experiment-is-hobbi-an-app-to-document-your-personal-projects/>

Google makes it easier to hide content and check third-party reporting

Google just launched three new removal tools that should help website owners quickly remove outdated and irrelevant content from their sites and gain some visibility on how third parties are reporting their content.

<https://webmasters.googleblog.com/2020/01/new-removals-report-in-search-console.html>



One Simple Change = 93% Increase in Conversions

An e-commerce company selling a deodorant product line was using the headline, “Feel fresh without sweat marks.”

But when they changed their copy to be more action oriented – “Put an end to sweat marks!” – their conversion to the checkout page increased by 93%.

Take a look at your headlines. Are they passive or active?

Examples of passive headlines include:

- Toronto was named city of the year by the Fairfield Commission
- World’s biggest bookstore has been sold to conglomerate
- Mothers are asked 300 questions a day by children
- 200 workers were laid off by company owners

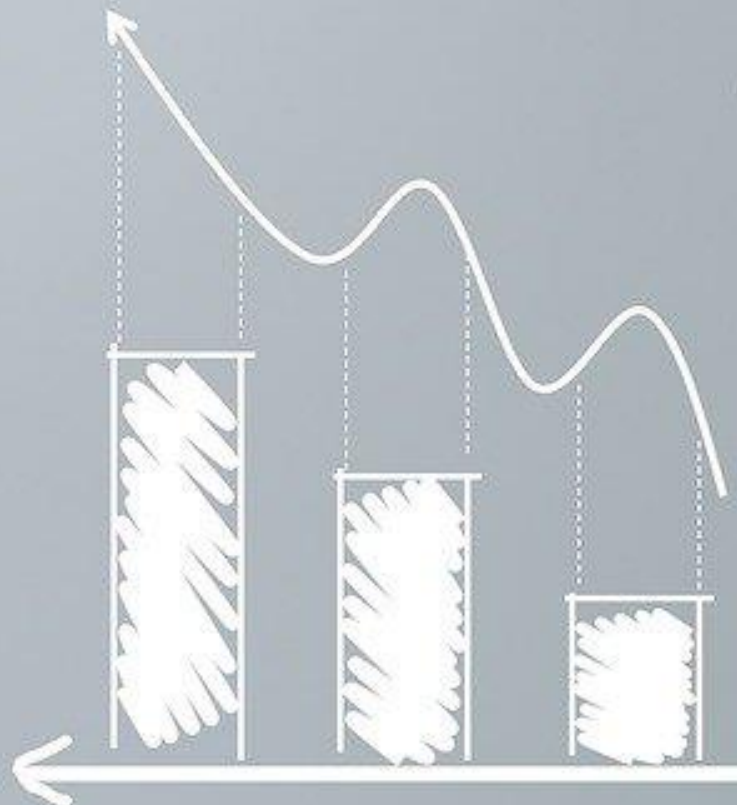
Examples of active headlines include:

- Two baby giraffes escape zoo
- Scottish government reveals independence plan
- The world’s first electric helicopter takes flight in Germany
- Taylor Swift wins top award

In the passive voice, the subject (noun) is acted upon (verb) by an object.

In the active voice, the subject (noun) of a sentence performs an action (verb) on an object.

If your current headlines are passive, try doing an A/B test with an active headline and see if you get a 93% increase in conversions, too.





\$27,383 From Your Webinar Sign-Up Page

Michael Rozbruch sells a CPA training program for \$1500. To get people interested in his product launch for his training program, he used a webinar. 3,000 people signed up for that launch webinar, and here is where it gets interesting...

His thank you page for signing up for the webinar included an offer for a press release template for \$197. Of those who signed up for the free training, 139 customers took advantage of the offer, netting Michael \$27,383.

What can you offer on your webinar thank you page for instant profits?

And could you reinvest that money to increase traffic to your webinar sign up page, getting more people onto your webinar and buy your big ticket product?

If you would like to know how Michael fared with his launch, here's what happened:

He sent out 11 follow up emails prior to the event. That sounds like a lot, but these were spread out over as much as three weeks, depending on how early someone signed up.

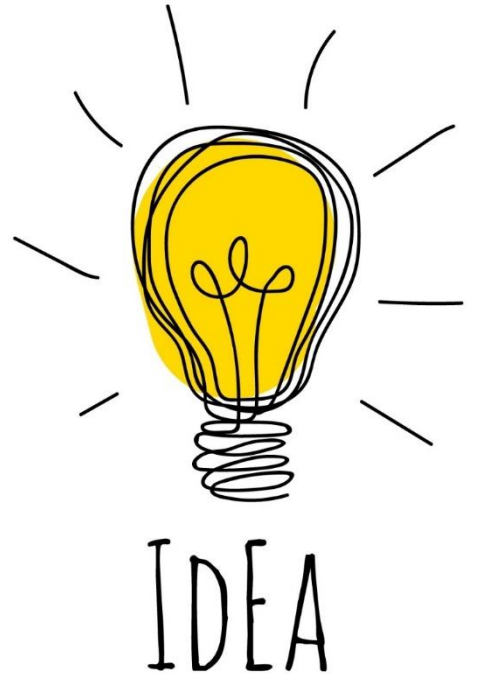
Thanks to all the reminder emails, 1,093 people attended the webinar live, and the launch brought in \$402,693 in sales for the training program.

How many emails do you send out prior to your webinars? People forget they've signed up, or they forget why they signed up. They need reminders, and it's your job to send out those emails and keep them excited and interested in your webinars.

TikTok competitor Byte launches and gains steam

TikTok has a new competitor in town. Byte, a micro-video app and successor to Vine, recently launched in both Apple and Android app stores. Byte hasn't made any formal announcement surrounding advertising yet, but founder Dom Hofmann has mentioned that the app plans to put an early focus on helping content creators make money.

<https://byte.co/>



Verizon enters the search engine market with privacy-focused OneSearch

With such strong competition in the search engine market, it comes as somewhat of a surprise that Verizon Media has launched OneSearch.

So, what makes OneSearch different?

Privacy

OneSearch promises not to track, store, or share personal or search data with advertisers, which puts it in direct competition with DuckDuckGo. It's available now on desktop and mobile at OneSearch.com.

<https://www.searchenginejournal.com/a-new-search-engine-enters-the-market-one-search-from-verizon-media/>



If You Hit a Financial Wall, Do THIS



As you've probably noticed, I'm all about practical advice that you can implement in your business to increase profits.

Stuff like, "Do Steps A, B and C, and you should see sales increase."

But I want to be candid with you for a moment and talk about something that might seem a little "woo-woo" at first.

While building and growing a business, following steps that someone else has lined out for you doesn't always work out. And it's not necessarily because those steps don't work, either.

100 people could have been handed Jeff Bezos plan for starting a company like Amazon. Do you think all 100 would have succeeded? Probably not. Obviously, it's not because the plan was bad – we know it was a great plan that made him the richest man in the world.

But there are an almost infinite number of roadblocks along the way that may or may not cause difficulties along the way.

And it's how we deal with those roadblocks – both in the real world and in our minds – that determines if we get to move ahead or we get run off the road.

You can have the best plan EVER, and if YOU are not psychology in the right place to implement that plan, then odds are you will fail.

I'm not a psychologist. I can't give you the technical talk on why this is true. But I've seen from experience that almost without exception, your mindset is going to exert far more influence on whether or not you're successful than any business plan can.

So, let's say you're stuck. Maybe you can't get started. Maybe you got started, but now you've hit a roadblock. Profits are not increasing, and maybe they're even decreasing. Stress is settling in. You don't know what to do. And it's balling you up in knots to the point where you can't see your way clear to getting where you want to go.

Your first step is to get clear. Empty your mind. Set all of your stresses aside so that you can quiet all the chatter that's distracting you from what might be some very simple solutions.

The best tactic I've found for doing this is to get exercise every single day. Take walks in nature whenever possible. Work up a sweat when you can. Get your body in motion to end the feeling of paralysis.





And journal. Journal when you wake up and just before bed. Write down everything you're thinking and everything that is bothering you.

Both the exercise and the journaling are scientifically proven to quiet your mind, reduce stress and anxiety and put you in a happier place where you can see the solutions that are right in front of you.

When you need ideas, go somewhere quiet with a pad and pen. Maybe relax in your favorite chair or lay down on your bed. Pose your question and then empty your mind. Meditate. Breathe deeply and count your breaths.

Let the answers flow into your mind. Don't judge them, just write them down. Look at them later and be pleasantly shocked to find you've found the next step to take, or even the entire new business plan or solution that had been eluding you for weeks.

One more thing, and this is where it truly gets "woo-woo." Do affirmations 3 times per day. Write your own affirmations or get them from the internet. Just choose the affirmations that truly resonate with you.

And when you're doing your own affirmations, I want to encourage you to also say aloud the affirmations that follow, regardless of your religious beliefs (or lack of religious beliefs – it makes no difference).

These come from a brilliant woman named Catherine Ponder. Catherine was a minister in the U.S. in the 1970's when the recession hit. Her flock was having all kinds of financial problems – layoffs, declines in business sales, not enough money to get by and so forth.

Catherine started doing research and long story short, she began asking her congregation to do affirmations. She provided hundreds of these affirmations over the years along with prosperity teachings.

And the truly remarkable part of this story is not just the frequency of success stories that came out of this endeavor, but the speed with which many of them happened. People who a few weeks before were in financial free fall were suddenly getting new jobs, promotions, more sales, increases in business and so forth that hadn't happened in the all the months and even years prior to doing the affirmations.

And the truly remarkable part of this story is not just the frequency of success stories that came out of this endeavor, but the speed with which many of them happened. People who a few weeks before were in financial free fall were suddenly getting new jobs, promotions, more sales, increases in business and so forth that hadn't happened in the all the months and even years prior to doing the affirmations.

I also received unexpected money in the form of a repayment of a personal loan I'd made years ago. My old friend got in touch with me and said he was sorry for taking so long, and he just felt suddenly compelled to make payment in full, with interest. We are now friends again.



And I received a business refund I didn't expect, too. Most of all, my business started taking off like never before.

But none of that matters. What is important is that YOU give this a try and see what it does for you.

If you want more Catherine Ponder affirmations or you would even like to hear her speak, just do an internet search. You can find her books on Amazon, her recordings on YouTube, and her affirmations throughout the web published on numerous sites by her fans.

Catherine is in her 90's now and retired. And she is still considered to be one of America's foremost inspirational authors of all time.

To this day Catherine's work has a very solid, loyal following of people who are indebted to her for her affirmations and teachings, along with the positive changes she's made in their lives.

Here are the prosperity affirmations. Remember, feel free to change these to best suit you and your beliefs.

I. I OPEN MY MIND TO PROSPERITY

1. I do not depend upon persons or conditions for my prosperity. I bless persons and conditions as channels of my prosperity, but God is the Source of my supply. God provides His own amazing channels of supply to me now.

2. I am the rich child of a loving Father so I prosper now.

II. I CLEANSE MY MIND FOR PROSPERITY

1. I dissolve in my own mind, and in the minds of all others, any idea that my own prosperity can be withheld from me. No person, thing or event can keep that from me which the universe has for me now.

2. My financial income cannot be limited now. The rich substance of the universe now frees me from all financial limitation.

3. I know that release is magnetic. Through the act of release, I draw to myself my own. I now fully and freely release. I let loose and let go. I let go and grow. I let go and trust.

4. I now let go; worn out things, worn out conditions, worn out relationships. Divine order is now established and maintained in me and in my world.



III. I GET DEFINITE ABOUT PROSPERITY SO THAT PROSPERITY CAN GET DEFINITE ABOUT ME.

1. Vast improvement comes quickly in every phase of my life now. Every day in every way, things are getting better and better for me now.

2. I invite the wealth of the universe to manifest richly in my financial affairs now. I am rich in mind and manifestation now.

3. I am beautifully and appropriately supplied, clothed, housed and transported with the rich substance of the universe now.

4. I have a large, steady, dependable permanent financial income now. Every day in every way I am growing more and more financially prosperous now.

5. Large sums of money, big happy financial surprises, and rich appropriate gifts now come to me under grace in perfect ways for my personal use, and I use them wisely.

6. I give thanks for a quick and substantial increase in my financial income now.

7. I use the positive power of wisdom, love and good judgment in handling all my financial affairs now.

8. I am rich, well and happy and every phase of my life is in divine order now.

9. I praise my world now. I praise my financial affairs now. All the wealth that has not come to me in the past is manifesting richly for me now.

10. The enormous sums of money that are mine by divine right - now manifest for me quickly and in peace.

11. Divine love, working through substance, prospers my financial affairs making me free, rich and financially independent now. I am financially independent now.

12. I give thanks for the immediate complete payment of all financial obligations now, quickly and in peace.

13. I am receiving. I am receiving now. I am receiving all the wealth that the universe has for me now.

14. All that the rich substance of the universe has for me now comes to me speedily, richly, and freely. My rich good now comes to me quickly and in peace.



How to Market, Tesla Style

I love to look at markets outside of the online marketing niche to see what others are doing.

For example, Tesla.

In 2008, the electric car manufacturer was worth about \$15 million.

According to the New York Times, today Tesla is valued at \$100 billion. Yes, BILLION with a “B”.

Do you think we, as online marketers, could learn something from their success?

In 2016, the company rolled out a compact sedan named the Model 3 and priced it at \$39,000.

Before the car was even available, Tesla opened preorders for the car with a smart sales funnel strategy.

Here’s what they did:

Tesla and its founder Elon Musk received a ton of free press for its vision of moving everyone away from gas-powered vehicles. This wasn’t an original idea, but they grabbed it and made it their own.

Next, they set up a webinar page for prospective customers to opt-in and learn more about the launch event. (Sound familiar?)

When the webinar went live, prospects watched a live video webinar about the new car.

At the end of the webinar, prospects were redirected to a call to action button that would take them to a checkout form, where they could make a \$1,000 deposit to reserve their own Model 3.

Was it successful?

Customers placed over \$14 billion in preorders. So yes, it was successful.

In fact this could be the most successful product launch we’ve ever witnessed in all of history.

Here’s my takeaway: By having a vision, they got free press. And by taking preorders with relatively small deposits, they got commitment.

Once customers had committed to making the purchase, they were much more likely to go through with it. It’s a psychological principle in which once you ‘own’ something or you’ve made a commitment to something, you are much more engaged and positive about the entire thing because in your mind it’s ‘yours’. The decision is made, now all you need do is justify your decision, and as humans we are really, really good at that.

Are you launching a big product this year? What’s your vision for the product? How will it disrupt its current market? How will it change things or shake things up?

And can you generate enough interest to get people on a webinar and reserving their copy / seat / product / service or whatever it is that you’re offering, in advance?

Rob Cuesta

interview



Editor:

Hello, and welcome. In this edition of the show, we're chatting with Rob Cuesta, and if you stay listening, you'll find out how Rob learnt a very sobering lesson that almost cost him everything. He also tells us how setbacks can actually be a good thing in business, and why he thinks writing a book really can make a difference to your life.

Editor:

Rob Cuesta, welcome to the show.

Rob Cuesta:

Hello.

Editor:

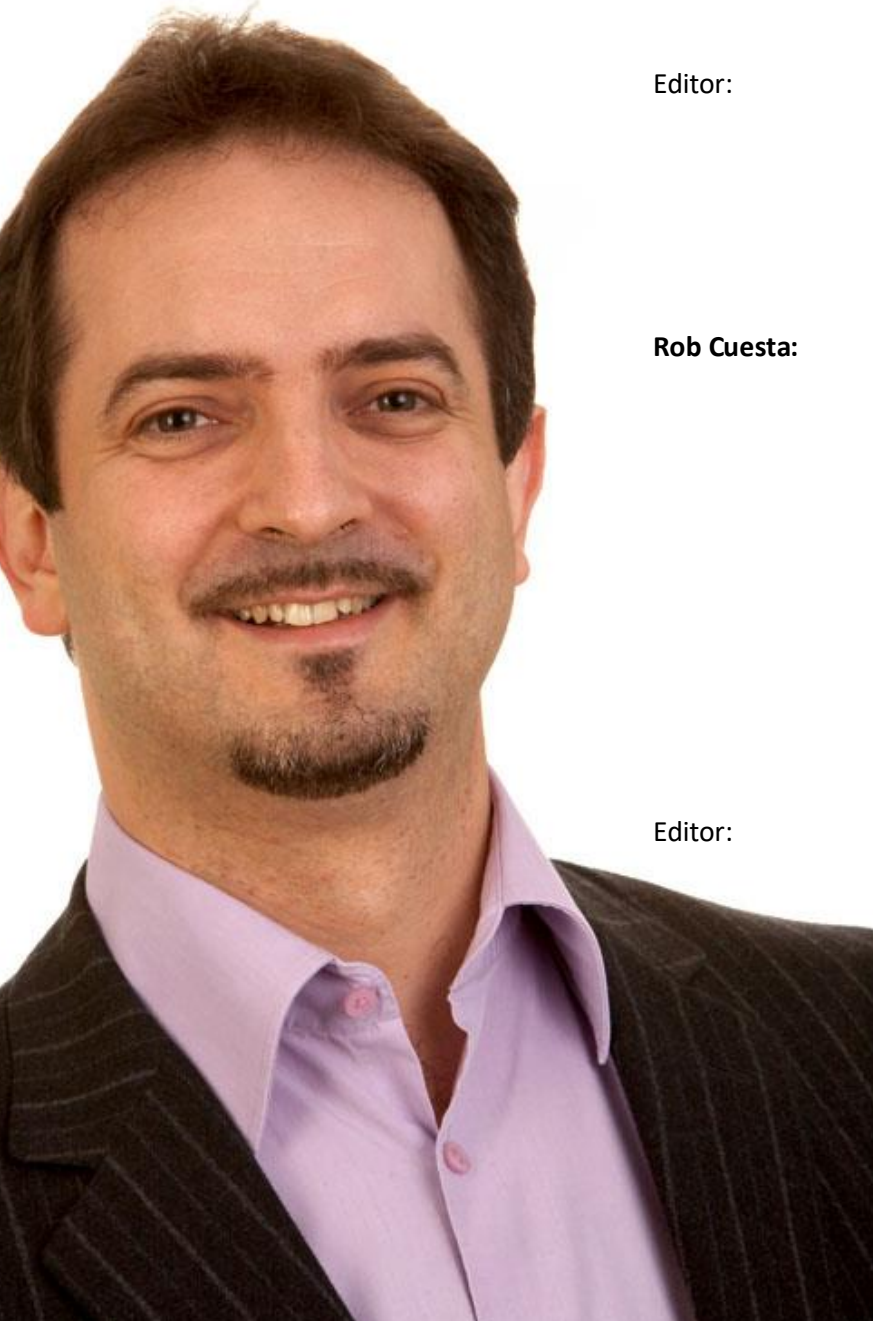
Great to speak with you, Rob. Now, I have to say, your CV is incredibly impressive. So, I wanted to start by asking, how did you start in marketing?

Rob Cuesta:

Back in 1997, I caught the coaching bug, when coaching was an industry that hadn't even just started. I attended an NLP, a neurolinguistics programming course. At the time, I was working for one of the big consulting firms, in London. I thought, this would be a great thing, we should be building coaching into what we do. Of course, nobody agreed with me.

A few years later, I decided this is it, coaching is the way ahead, I'm going to set out on my own. With that impressive CV that you mentioned just then, of course the world would be my oyster, and everybody would be beating a path to my door. In 2002, I walked out what, at the time, was a \$140,000 a year job, not realising that I had just become a \$14,000 a year coach. Because predictably, nobody knew how I was, and nobody wanted to hire me.

That was how I got started, by making the mistake a lot of entrepreneurs make, which is not thinking about what my market was going to be, or what I was going to be offering, and just taking a great idea, that I thought the world needed, and deciding that I was going to go out and offer it. It took me a few years to figure out that I'd make that mistake, literally until about 2005. So, three years of earning very small amounts, and the only reason that I can say it was \$14,000 a year was because in the first year, I actually made about three times that. In the following two years, I made virtually nothing.



Rob Cuesta:

It wasn't until 2005 that I got ... what I always call my Lost Days. I'd got to the beginning of 2005, and I realised, I've got no clients, I've got no money, and I was very rapidly heading towards bankruptcy. I spent two days being mad at the world, being mad at my prospective clients for not hiring me, being mad at myself for being so stupid. At the end of those two days, I sat down and I did something that I should have done in the very first place, which was I actually sat down and started setting some goals. The first goal I set myself was that, by the end of the year, I'd be making 100,000 Sterling which, at the time, was about \$160,000 US.

I made it, by the end of 2005, to something like \$96,000, so I fell \$4000 short of my goal, but I let myself off for the extra \$4000, I'd gotten close to the intent. But, I'd managed to turn it around in that year.

Editor:

It sounds like you learnt a really sobering lesson as well, off the back of that. That's quite a story, in terms of ... I just say, sometimes it's the false security, isn't it? You're in a job, you're being paid, and you think, if I leave, I'll take all these clients with me. But of course, it doesn't always work like that?

Rob Cuesta:

No, it really doesn't work like that, a lot of the time. I always say, if you want to make God laugh, show him your business plan. But, I hadn't even gotten to the point of having a business plan, it was literally I'd decided one day that I'd had enough, and that I was going to go and set the world on fire.

Instead of doing it the sensible way, by tapering in, and doing some work on the side, and building up the business in my own time, I went cold turkey. I literally walked into my boss' office and said, "Hey, I quit." Yes, as you say, it was a sobering lesson.

Editor:

I was going to say, in terms of once you'd done that, and you'd gone through that process yourself, I guess that also gave you an insight, if you'd like, into how not to do it. If you train other people, this is like, "Don't follow this advice, do the complete opposite."

Rob Cuesta:

Well exactly, because I'd got to 2005 and I'd three years of, basically, treading water. It was only in 2005 that I thought, well, I don't have a client base. So, I need to find a way of building clients, very quickly. Quite by chance, I started doing joint ventures. That was, literally, what saved the business, and saved me, was finding ...

The first joint venture I tried wasn't as successful. I can remember, I'd arranged a ... it wasn't even a webinar, it was a teleconference, with a competitor/peer/JV partner in North America. I remember dialling in from a hotel in Newcastle. Dialling in, in hotels, on an international line, was ridiculously expensive. So we were on the line for however long, for an hour or whatever, doing this teleconference. Of course, at that point, I still hadn't learnt my lesson. We got to the end of the webinar, and I suddenly realised, I hadn't really thought about the call-to-action. I very quickly came up with a call-to-action, and that joint venture netted me something like \$100, which didn't even cover the cost of the phone call.

So I went back to the drawing board, set up another joint venture with a joint venture partner that was a better match for me, and for my skillset, which was personal branding, which is ironic. That joint venture got me up to a few thousand. And then, at the end of that year, what literally got me to the \$100,000 mark was that, during that year, I found a partner that was perfectly aligned, and I had the right offer for their audience. They were desperately in need of what I was offering. By the end of that year, that had turned into almost a six-figure, in Sterling, business partner. It was around \$160,000 of business, in US dollars.

But, it was just finding that one partnership, which is something that I say to people now, is if you can find the right partners, and the right alliances to make, that can be the difference between having a very expensive hobby, or having a viable, and valid, and successful business.

That's really true. I guess, the really interesting part in this, is it's almost like you went from ... As you say, you quit a well-paid job, a relatively well-paid job, so it was riches to rags. And then, almost back to riches again, from the joint ventures that you started to develop in that time.

Yeah.

Editor:

Rob Cuesta:



Editor: Can we just put a timeframe on this, Rob? You mentioned that you quit your job in the early 2000s. Then, how long was it before ... You say, three years before you realised you had almost a failing business? Then, off the back of that, how quickly was it before you started to turn the corner, and see that actually, this now is moving in the right direction?

Rob Cuesta: That was literally a 12-month shift. At the start of January 2005, I thought, this is it, everything has failed. I'm going to have to go back and get a job, and I'm going to have to eat humble pie, maybe, to my old employer and things. But literally, by the end of that year, that big joint venture had delivered the big payoff.

Editor: That was the turnaround year, I guess?

Rob Cuesta: That was the turnaround, yeah.



Note from the editor:

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

\$20,000 a Month Partnering With Product Creators

This case study has an interesting twist – rather than hunting down just any affiliates to promote his membership site, ‘Bob’ targets only people who are launching their own product.

Here’s how it works:

Bob has a membership site in the online marketing niche. It’s a great site, and the monthly membership is less than \$50 a month. (He’s asked me to keep some of the details vague so as to not directly identify his site.)

Naturally, with a membership site the idea is to get new members and of course retain the members he already has.

Typically, a membership site owner will act just like any other product seller and try to recruit affiliates, as well as promoting his site through social media, paid advertising and so forth.

But Bob does none of these things.

Instead, he watches to see who is launching a new product. He targets marketers who have done launches before, so they already have a following and relationships with affiliates. In other words, he’s looking for people who can bring in plenty of buyers.

Now, you might think his next step is to suggest to the product seller that he or she add his membership site to their sales funnel. But you can see the problem that would cause; instead of the monthly membership fee being split two ways, it would be split three ways:

Bob would get a third, the marketer doing the product launch would get a third and the affiliate would get a third. It gets complicated, and the pie gets cut into too many pieces.

Instead, Bob proposes that the marketer send out an email sequence right after their launch, promoting his membership site.

Bob provides the emails, and they’re written in such a way that the marketer is offering this opportunity **ONLY** for those who just purchased the product, and it’s only available now, at this special price.



Bob has a main sales page for his membership that extolls all the benefits of joining, with the 'regular' price of perhaps \$97 or \$197 per month. The emails refer to this page, with instructions NOT to order on that page without the coupon code that gives them a discount.

He provides a different coupon code for each marketer, one that incorporates their name so that buyers know this discount is just for them and not for everyone.

An alternative to this is to create a separate webpage for each marketer where they can send their buyers. They can refer to the full price page first, and then to the discounted page. Place their name prominently near the top.

The email sequence will emphasize how the membership is KEY to a successful online marketing business and works well with the product just purchased.

Here's why this works so well...

- Bob's membership site isn't advertised in the traditional ways. It's under the radar, and only known to buyers of IM products. This way buyers can't say, "I can always buy this later." The coupon code has an expiration, and they can't find another coupon through a Google search.

- These are BUYERS, not lookers. Buyers always buy more than freebie seekers.
- They're not only buyers, but they just made a purchase the very same week. They are in BUYING mode and this is the PERFECT time to offer them something else.
- These buyers are opening most everything from your marketer because they just bought a product from him or her. Thus, the email sequence will be opened and read (This timing is incredibly VALUABLE to you and your sales!)

Success Tips:

- Watch sites like Munch Eye, JVZoo, JV News Watch, JV Notify, CB Trends and Warrior for launches.
- For best results, contact sellers who have already done at least a couple of successful launches.
- When the email sequence ends, ask your product launcher if s/he wants to remove the email sequence from their autoresponder. Because it's profitable for them, they will almost always say no, they want to leave it in place for future launches.





- Consider making your offer even more special than a discounted price on the membership. If you make the entry level just \$1 for 10 days, or \$5 for the first month, you will get even more people signing up.
- Once people join, make them a special offer good only for a very short time that allows them to subscribe to the membership for an entire year for a discount. Make this offer via email twice per day until the expiration. This gives new subscribers a chance to check out the membership and see the value. Once you know your attrition rate for your membership, it will be easy to calculate a winning price for both you and your subscribers. Give your marketer the same commission on this annual plan as you do on the monthly plan (usually 50%.)
- Fill your sales sequence with marketing content, humor and stories as well as the special discount. Have the marketer launch this sequence right after the launch ends.
- Make the entire thing as simple for the marketer as possible. You propose they send out the email sequence, you provide the sequence in a copy and paste ready-to-go fashion. All they have to do is paste the emails into their autoresponder, schedule it for the day after the launch ends and forget about it.

Special Sauce

This is optional but I HIGHLY recommend this: Consider making each marketer your 'partner' in the membership for the sake of appearance.

In the emails you can say that marketer 'Joe' worked together with you to make this membership for Joe's best customers.

Create a separate webpage for each marketer and write it as though it's coming from both of you.

Have a little intro at the top that comes from THEM (you can write it).

Have their photo – the same photo they used during their launch – at the top of the page, too, as well as at the bottom. Sign the sales letter as coming from BOTH of you, with the marketer's name first and yours second.

This will often increase sales significantly, since the marketer's name is trusted by their customers.

This system is the only thing my friend 'Bob' does to promote his membership site, and he makes anywhere from \$10K to \$25K per month.

Not bad.

The 8 Word Question that Earns You 4 or 5 Figures Per Month

You never have to create a product if you use this method.

And you don't even need to be an expert in your niche.

This method is simply you asking for what you want, and then using that to turn a profit in 48 hours.

You can do this with most any product, including continuity programs for recurring commissions.

Here's what you do:

Find something that is a perfect fit for your list or your readership or your social media peeps.

Or if you can buy traffic, you might use that method. As long as you can pair the right audience with the right product, you'll make money with this.

Once you've found the right product, contact the product owner and tell him or her that your audience is a good fit for what they're offering.

Then ask them this question:

"What is your best discount for this product?"

Nearly every single marketer has discounted his or her products at some time or another, so what you're asking is not in the least bit inappropriate.

Most of the time, you'll be able to negotiate a good deal for your customers.

If you can, offer to duplicate the sales page yourself to make it that much easier for the product owner to say yes. All they need to do is create a new buy button for you with the new price.

Now contact your audience and let them know about the special deal you've arranged for them, good for the next 48 hours only.

Follow up with emails at the 36 hour, 24 hour, 12 hour and 4 hour time periods. It's this time limit coupled with the special deal that really sells the offer.

To build your list, you can use an opt-in form with an offer like this: "Enter your email and I'll let you know every time I can get you a special discount on top [niche] products."

Most marketers are more than happy to offer you a discount on their product because these are digital downloads and it's all profit, anyway.





Fixing Follow Up Failure

Mary sells Juan a \$20 ebook on how to deal with his son's ADHD.

Juan loves the book because it's shown him several techniques to help his son without resorting to pharmaceuticals. Now Juan wants more – he wants personal coaching from someone he trusts so that he can do everything possible for his son. He loves his son dearly and money is no object.

But Mary doesn't offer coaching. Juan finds another ADHD expert and purchases a \$1,000 coaching program for 6 months.

Mary may have made \$20, but she just lost \$6,000.

But that couldn't happen to you, right?

Hopefully you have at least one premium product to offer your customers and raving fans. After all, it takes a great deal of time and even money to win over a new customer these days. Once you have them, of course you're not going to be silly enough to sell them a \$20 or \$50 product and then forget them.

Right?

RIGHT?

Here's what I see time and time again. A new marketer puts all of his or her time and energy into making a great product. The product sells for less than a hundred bucks.

They make sales. They now have paying customers. And what do they do next?

They promote similarly priced affiliate products to their buyers. Sure, low-priced affiliate products are great and you should definitely promote them if you want to, but you're leaving some serious money on the table if you do only that. Your customers have learned to trust YOUR work. They want more of your stuff, and some of them are willing to pay big \$\$\$ for it. So why not give them that chance?

Let's go back to Mary and Juan. Juan purchases Mary's low-ticket offer and he's happy. Mary then systematically follows up with Juan, sending him tips and offering her help. Juan sees that Mary not only knows her stuff; she's also offering to be of further assistance. Maybe Mary offers a free 15-minute coaching session. Juan eagerly makes an appointment. Now they are on the phone or Skype together, and Juan quickly realizes Mary can help him. She offers her coaching program, and Juan signs up on the spot.

Okay, maybe this is too much for you at this point in time. Maybe the thought of doing one-on-one calls freaks you out just a little bit. You were hoping you could stay semi-anonymous on the internet and still make good money.

I'll let you in on a secret: the more personal you get with your customers, the more money they will spend with you.

This means you've got to let them in. Show them your personality, let them hear your voice and even see your face (unless you're in witness protection, in which case, forget this advice.)

Get personal and you will make more money. But I digress; let's get back to fixing follow up failure.

For now, let's say you don't have a higher priced program to offer. You don't have a course or personal coaching or any of that. That's still no excuse for not systematically nudging your customers towards higher priced products.

Do a little searching and you'll find plenty of high ticket items in almost any niche that you can promote. Find something that you really, truly believe in and sign up to become an affiliate.

Now ask yourself what you would have to know to purchase this high-priced product yourself. How would a marketer guide you from buying a low-ticket item all the way up to purchasing this \$1,000 or \$5,000 program?

Here's what I might suggest:

Create a lead magnet that perfectly compliments the high-ticket item. Maybe it's a \$2,000 program on how to become a social media marketing expert and hire yourself out to other businesses. Your lead magnet might be, "How to earn \$100,000 a year being a social media manager."

On the back of this free offer, have a paid offer that teaches them more about social media marketing. It might be a general overview of several social media channels and how they work, or a more in-depth course on just one social media channel.

You see how this is working...

You're targeting the exact people who want to spend that \$2,000 on the program. You're setting yourself up as an expert on social media marketing (even if you're not an expert) by giving great content.

Now start following up. Show them how great it is to be a social media marketing manager or consultant. Give them stories of other people who have succeeded doing this. Give them tips on what to do (but not on how to do it.)

Always be offering that big-ticket item, but not overtly. More of a, "when you're ready" kind of thing. Then once every so often, make a big push complete with bonuses.

If you're up for it, offer free 15-minute consultations. Your main goal during these consultations is to find out what they want. If the \$2,000 program will meet their needs, tell them. Explain that if you were to teach them one-on-one everything in that program, you would have to charge 5 times as much.

And while you're doing all of this, you can still be promoting the \$20 items and the \$97 items, too.

But most of all, be their trusted source and let them know that if they are serious about their future, then they need that course.

This is so simple... I don't know why every marketer doesn't do it.

Let's look at how to make \$100,000, assuming you're an affiliate earning 50% commission:

- Sell 20,000 products \$10
- Sell 2,000 products at \$100
- Sell 200 products at \$1,000
- Sell 100 products at \$2,000
- Sell 20 products at \$10,000





And if you're selling your own products, the numbers look like this:

- Sell 10,000 products \$10
- Sell 1,000 products at \$100
- Sell 100 products at \$1,000
- Sell 50 products at \$2,000
- Sell 10 products at \$10,000

Another way to look at it:

Over the course of a year you sell 1,000 products at \$20.

If you do nothing else, you've earned \$20,000.

But let's say you also follow up and sell 100 products at \$200.

You've just doubled your income, without getting a single extra customer.

And you follow up some more, and you sell 10 products at \$2,000.

Now instead of a \$20,000 year, you've had a \$60,000 year.

Your results will vary. In my experience, these numbers are super conservative, but it all depends on a lot of different things.

But I can tell you this: You won't sell a single high-ticket item if you don't follow up with your customers and make the offer.

One more thing – in the examples above I used the traditional funnel method of starting with a low-priced product and working up to a high-priced product.

But I've also seen marketers give away a LOT of stuff and only sell the high-ticket items. They don't bother with the \$20 offers, and yet they sell plenty of the \$1,000 + products.

This can work in a variety of ways. The key is to realize that you CAN sell high ticket items. It's just a matter of getting comfortable with the idea.

I've heard from plenty of marketers over the years who say, "Yeah, but my list won't buy high ticket items." That's rubbish. Every list has a variety of people who will spend anywhere from \$0 to \$100,000 or more.

But what every list doesn't have is a list owner who is willing to make the big offers.

Follow up with your subscribers and customers. Find out what they want. Find the solution that will give them what they need; it's often a high-ticket item because the low-ticket items are really just band-aids.

And then offer it to them and reap the results.

You got this. Now go do it.

17 Social Media Post Ideas

Your goal is to convert social media followers into customers, but it's easier said than done, right? The first step is to post engaging content to capture your followers' attention.

My own rules of social media posting are pretty simple:

Rule #1: Never be boring.

Rule #2: Post regularly and make it interesting.

Rule #3: Try not to stress about Rules #1 and #2 and just enjoy the process. Because if you're having fun, then odds are your followers are having fun, too.

Here are 17 ideas for your upcoming posts:

1: Share your latest blog post. They should be the first to know, because they can help you spread the word.

2: Poll your followers. Instagram, Twitter and Facebook all provide options for you to engage your followers with a poll. Or simply ask thought provoking or humorous questions, and remember to check back in and respond to the answers, too.

3: Show off your photos. We're not talking about stock photos, but YOUR photos of yourself doing relevant or interesting things, the view from the coffee shop where you're working on your next product, etc.

4: Tease followers with enticing details about your new product. Build hype for your next launch by letting your followers be the first to know what you're offering next.

5: Use emojis. According to one survey, Facebook headlines with emojis generate 241% more clicks than those without.

6: Customer case studies. Show how your product or service is helping people on an individual basis.

7: Videos. Social media videos generate more than 1,200% more shares than images and text combined. Whoa.

8: Share old blog posts. You can bring new life to old content if it's still relevant.

9: User generated content. Find posts of people using your products and share them to build trust.

10: Infographics. These visual aids can help cement your stories, products and services into the memory of your prospects, as well as helping to persuade them to buy.

11: Inspirational quotes. Don't just grab any quote. Find something relevant to what's happening now, or a quote that uses humor to get the message across.

12: Giveaways and contests. Use a contest to encourage user-generated content. This content will be exposed to many people, which is always a good thing for you.

13: "How to" posts. Share a demo video on how to do something in your niche, such as sharing a step-by-step process to get a specific result.

14: Review and testimonials. These add credibility to you and your products.

15: Curated content. Share the content of others in your niche.

16: Industry news. News articles get more share than any other type of article, so why not have it come from you?

17: Tips and advice. A quick tip or tidbit can be highly valuable and it makes you look generous for sharing the advice.

This list is by no means comprehensive, yet it should keep you quite busy building and engaging your audience on social media.



Demo Video Increases Lead Acquisition by 481%

One service company raised their prices a heart stopping 600% overnight. Everything was going okay after their launch, but they knew they needed to pick up the pace.

So, they recorded a 20-minute demo video and added a “Watch 20-min Demo” button to their home page.

They saw a 481% increase in qualified leads and a 70% close rate with these leads once they got them on the phone.

You might not be selling services, but could a demo video increase your sales?

For example, if you’re selling a course on how to get traffic, you could have a demo video of just one of your methods. It gives your prospects an idea of what’s inside the course and how it can help them, which is why a lot of course-selling websites allow prospects to sample courses for free.

For that matter, if you sell something like PLR, why not give your prospects an example or two of the actual PLR right on the sales page?

By offering your prospects demos of your products or services, you’re likely to increase sales – sometimes dramatically.

If a picture is worth 1,000 words, then a demo might just be worth a 1,000 versions of you telling your prospects what a great product or service you have, rather than showing them how good it truly is.



Email Sandwiches Equal Big Profits

I'm on a lot of mailing lists simply because if something is working in another niche, there's a good chance it's going to work in my niches as well.

One of the lists I'm on is for dating advice – specifically, dating advice for people who want to date men. (I'm also on lists for people who want to date women, married couples having problems and recently separated couples. Like I said, I join a lot of lists because I'm always in learning mode.)

Today I received an email about, "A text you can send once a day that makes his desire for you soar through the roof." That's the first link to the video sales letter.

And here's where it gets interesting: The email starts out talking about this magical text message which you will discover when you click the link to watch a video from the "Relationship Quick Tip sponsor." The email says you can, "Read on or skip straight to the video." This is where we find the second link to the video.

Next, the author lets you know that your Relationship Quick Tip is at the bottom of the email.

Then he goes on to sell you on watching that video, along with a third link and a fourth link to the video. And I mean he really sells it, using lots of imagery of how wonderful life will be when you can send a text and have the man of your choice working 24/7 to win your love.

Finally, finally, FINALLY we get to the, "Quick Tip of the Day," followed, of course, by one final link to the video for the paid product.

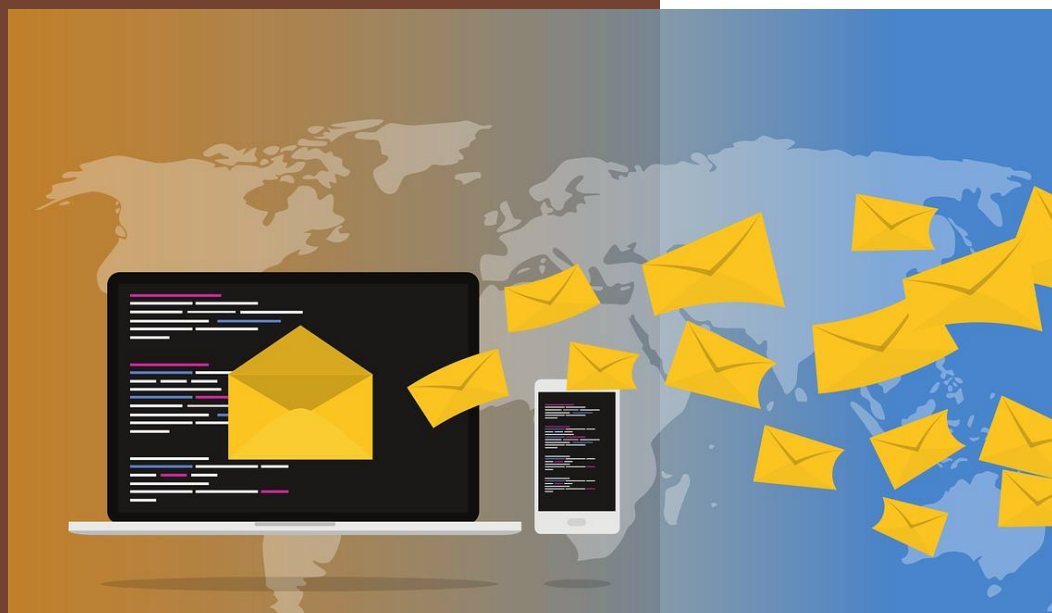
Okay, here are my two takeaways:

First, this guy has FIVE links to the video sales letter. Five. He words each one a little differently, too.

Second, he is offering free content in the email, but it's sandwiched between his copy for the paid product, with the bulk of his selling done prior to giving away the content.

Third, he positions the affiliate product as the sponsor for the free content.

This is a HIGHLY effective technique that can work in ANY niche. I know, because I've used it myself in the past. But I really appreciate seeing it at work in another niche, because it's reminded me to get back to using this method myself.



Do You Know The 7 Web Conversion Goals?

I'm sure you know the first one on this list, but sometimes we lose sight that there is more we can be doing with our visitors than just selling them products.

Making a Purchase

This is the most well-known and sought-after website conversion. You might be selling a product or service, but either way, your goal is to get the sale.

Submitting a Form

This might be for a service request, signing up for a seminar, a limited-offer promotion, a free trial and so forth. Remember that the more fields you ask them to fill out, the lower response rate you will usually get.

Signing Up for a Newsletter or for Updates

Customers are either asked for their email to subscribe them to a newsletter, or their mobile number to receive SMS alerts. Sometimes you have to work as hard to get someone to subscribe as you do to get them to buy.

Treat your squeeze page / landing page like a short sales letter with dynamite bullet points and you should see your conversions increase.

Clicking Buttons

This could either be a download, a link to an external site, or lead users to the checkout page. While we think about getting people to purchase, we sometimes forget that first we have to tell them to click the button to add to cart or go to the next page. Calls to action are important because they almost invariably increase every kind of conversion.

Signing up for an Account

This might be to gain access to a forum or to special content. If you keep your best content accessible only to subscribers with plenty of awesome teasers on the sign-up page, you can likely grow your email list a lot faster than simply by offering a one-time lead magnet.

Try offering two or three articles for free to give visitors a taste, and then they must sign up with their email address to read more. Or give them the first couple of paragraphs and cut them off when the content gets good to get them to sign-up.

Clicking Share Buttons

These are usually icons which need a click from your visitor to instantly share your content to any of the following major social platforms – Facebook, Twitter, Instagram, Reddit, and Snapchat. Remember to always, always, always ask for the share.

Installing an App

Give businesses a REASON to get your app. Often all a business says is, "Get our app!" without mentioning what that app will do for the consumer. But if you can say that with the app they get extra discounts, special treatment or secret content, they'll have a reason to say yes.





5 Ways to Get More Facebook Page Likes

Post regularly — post every day, or at least close to it.

Be authentic — use your own voice to speak to your audience, not some robotic company voice.

Use pictures — a great visual will increase your likelihood of shares and likes.

Ask questions — listen for the response and reply back.

Contests — offer rewards for those who share and like your posts. People like free stuff.

5 Ways to Boost Your Brand on YouTube

YouTube is not just the largest video sharing platform — it's also a social network. Here are 5 ways to boost your brand, get more followers and make your followers more loyal:

- Commit to a regular post schedule
- Let subscribers know if you're taking a break
- Always add a call to action
- Actively respond and interact with subscribers
- Get the free version of vidIQ to get more views on YouTube

<https://vidiq.com/>

THE BIG SECTION



Beginner's Guide to A/B Split Testing

"Help! I've been doing online marketing for some time now, but I still don't fully understand this whole 'split testing' thing I keep hearing about. What is it, why is it so important and how do I do it?"

Split testing, also known as A/B testing, is an experiment in marketing where you 'split' your audience into two or more groups to test variations of a campaign or website page. Your goal is to find out which variation works better and thus will earn you more money.

You can also split test things unrelated to selling online, such as which blogpost headline pulls in the most views, which subject line gets the most opens and so forth.

Essentially, split testing helps you to solve problems and improve conversions.

Here are just a few reasons why you might split test:

To Remove Guesswork

Anyone can follow a gut feeling on what will work best. But if you use hard data, then you know for certain which variables are working better than others.

To Improve Visitor Experience

When people come to your website, it's to do something: Maybe it's to find information, solve a problem or simply to browse. But if they encounter confusing copy, hard to find buttons and so forth, it's hard for them to achieve their goals and they have a bad user experience.

This negatively impacts your conversion rates - always a bad thing for you and your visitors.

But by using data gathered through visitor behavior analysis tools such as Google Analytics, heatmaps and surveys, you can solve these problems.

For example, if people are having a hard time finding the "buy now" button, you can test placing the button in different places, making it bigger and even changing the color and the copy before the button and on the button itself.

To Reduce Bounce Rates

Bounce rate represents the percentage of visitors who enter your site and then leave, rather than continuing to visit more pages on your site.

"Sticky" websites that hold visitors for a longer time period are better for SEO and traffic conversion. A high bounce rate may indicate that your landing page (the site's entrance page) isn't relevant to your visitors.

For example, if people come to your site expecting to find a cure for acne, and instead they find an article describing why acne occurs, they're likely to go to another site to find the answer they're looking for.

With split testing, you can test multiple variations of elements on your site until you find the optimal version that improves user experience and reduces bounce rates.

To Get Better ROI from Existing Traffic

The cost of acquiring quality traffic can be your greatest expense. Split testing allows you to make the most of the traffic you receive, increasing your conversions without buying more traffic.

For example, if right now you are making 1 sale from 100 visitors, and with A/B testing you can increase that to 2 sales or even 3 sales per 100 visitors, then you have just doubled or tripled your profits without having to increase your traffic.

And sometimes even a minor change can create a major shift in your conversion rates. The problem is, you'll never know this unless you test.

To Make Minor Modifications to Proven Pages

Let's say you want to make some incremental changes to a webpage that is already performing well. If you don't test the changes, you are jeopardizing your current conversion rate.

For example, if you change your product description, it could improve sales or it could have the opposite effect. By testing the new copy against the old, or by testing two versions of the new copy, you can learn which version your prospects prefer.

To Lower Cart Abandonment

Half or more of customers who place items in their shopping cart leave the website without checking out.

By testing things like urgency, scarcity, product photos and descriptions, the copy on your checkout page and so forth, you can lower your abandonment rate.

How Can You Split Test?

Running an A/B test is simply creating two different versions of one piece of content, with changes made to a single variable. You'll show these two pieces of content to very similar audiences and analyze which one performed better.

In A/B testing, always test one thing at a time. If you change your headline, your call to action and your button color all in the same test, you won't know which of these performed better. It could be that headline A, call to action B and button color A are the winners, but you'll have no way of knowing those are the three items you should use.

Let's say you want to test your "Buy Now" button. I know this sounds like a trivial test, but even something as simple as button size, color, location and copy can sometimes make a significant difference in your conversion rate.

Here's how to do it:

- Create another web page identical to the first page, except for this one change.
- Test these two versions by showing each of them to half of your visitors, with the visitors originating from the same place.
- The one that converts higher is your winner.

A/B testing can be a continuous process.

Let's say you're testing the location of testimonials on your sales letter. Currently you have the testimonials in the middle of the sales copy. You test placing the testimonials at the bottom of the page, just before the buy now button. This new location tests higher.

Now you test placing the testimonials at the top of the page against having them at the bottom. Having them at the top tests higher, so this is where you place them.

But you're not done yet.

Next, you test splitting the testimonials, with half at the top of the page and the other half before the buy button. This option works even better than having them all at the top.

And so it goes. You could test placing the testimonials in a sidebar on the right side of the page or the left side of the page.

You can test what kind of testimonials to use: Long ones, short ones, video or written, photos or no photos, blue background or grey background and so forth.

It sounds like a lot of work, but thankfully it's not that difficult.

There are A/B testing tools you can use, such as Google Analytics' Experiments which will let you A/B test up to 10 different versions of a single web page and compare their performance, using a random sample of users.

In our testimonial example above, if you don't mind making several different versions of your sales page and if you have enough traffic, you can simultaneously test all the locations for the testimonials at once.

Once you have the winner, you can then simultaneously test all the different versions of the testimonials, and so forth.

What Can You A/B Test?

Short answer – just about anything on your pages.

Long answer – I've compiled a list of possibilities below to get you started.

Calls to Action

You want your visitors to take some sort of action, right? It might be purchasing, signing up, downloading, sharing or simply reading. Here's a few things you can test on your calls to action:

- The call-to-action (CTA) text on your buttons
- The locations of your CTA buttons
- The color, size and shape of your CTA buttons
- Testing multiple CTAs per page against one CTA per page
- Hyperlinks versus buttons or in addition to buttons
- CTA hover states to show the click-ability of buttons

Content

As they say, content is king. Content writing entertains, informs and entices online audiences to stay longer on your website. It fuels your online business and testing your content may lead to better engagement and larger conversions. Here are some content tests that might surprise you:

- Test the tone of your content. Professional or laid back? Speaking to the group or the individual? Comic versus more serious? Reporter versus guru?
- Test non-gated (free to read) content against gated content. The gate could be as simple as sharing their email address or more exclusive such as joining a monthly membership.
- Your "About" info can be crucial to building trust. Test placing your "about" content on the home page.
- Content font type and font size
- Scroll down or click to next page for more content
- Short or long content

Copy

Copy pushes people to a desired action, such a reading an article or buying a product. It can set the tone and helps users understand what you're all about and the options they have on your site. These tests can help you find the copy that resonates with your audience.

- Test headlines – both the content of the headline and the headline length
- Test taglines
- Test product descriptions
- Test using paragraphs versus bulleted lists
- Test using many sub-headlines throughout your text, versus just one headline at the top followed by all content
- Test using positive versus negative headlines and framing
- Test usage and placement of endorsements and testimonials

Visual Media

This is one of the most important areas to test, yet most marketers never do it. If you have just the right photo, video or illustration, it can improve engagement and conversions in a dramatic way, often on a subconscious level. Conversely, you can also lose a visitor or even a sale with one bad visual choice. Here's what to test:

- Test the image(s) on your landing page extensively. Begin by testing product versus people.
- If users prefer people in the landing page image, test age, gender, close-up versus full body and so forth.
- If user prefer a product image, test several different images and even a product video or 360 degree product image.
- On your site, test stock images versus your own images.
- Test people images versus animal versus object or scenery and so forth.
- For videos, test auto-play versus click-to-play.
- If click-to-play wins, test the static image that appears prior to play.
- Test different voice overs for videos.

- Test humorous images versus serious images.
- Test adding different image captions.
- Test using one image in each blogpost versus several images.
- Test using images on your sales copy.
- Test using larger fonts, different colors for your website, different headers and different menu bars.
- Test rotating pictures versus a static image on your homepage.

Funnels

If your goal is to get more people from one page to the next – like in a checkout funnel, signup flow, or lead nurture – then A/B testing is your best bet. Funnels are rife with low-hanging fruit to test:

- Test removing extraneous distractions – like other product offers, promotions, or shipping information – from each page in the purchase flow. Often a simplified experience can drive more conversions.
- Test the number of pages in your funnel. How does a single page sales letter compare to spreading information across multiple pages?
- Test removing navigation to any pages outside the checkout funnel.
- Or try replacing certain steps within your funnel with modal boxes. For example, try making shipping options a modal box instead of a page.
- Test letting your customers know up front about an upsell versus not letting them know. For example, if you offer a done-for-you service for one of the steps in your program, this can overcome an objection that they can't do this and save the sale.
- Test different price points for the main product, the upsells and the downsells.
- Test packaging two upsells together versus selling them separately.
- Test the copy you place at the top of each upsell page, letting them know their product will be in their inbox soon and in the meantime you've got another great offer for them. The wording on this can make or break your upsell sales.

Site Navigation

Imagine suddenly finding yourself in a strange land, not knowing exactly where you are or where you should go. That's what happens every time someone lands on your website for the first time. The navigation menu can help people find what they want or annoy them into leaving posthaste. Here are some ideas for how to make it better:

- Test the order of menu items in your site navigation.
- Test the titles on each button, as well as drop down menus. A simple change, like Why Use Us to How it Works may have a significant impact.
- Test the display of your navigation bar. Do site visitors prefer a horizontal or vertical orientation?
- Test a fixed navigation bar that travels down the page as your site visitors scroll.
- Test button colors and sizes, as well as the color and size of the navigation bar.
- Test having a detailed navigation bar versus a simplified version.

A word of caution: Returning visitors may be accustomed to seeing your site in a certain way. If they can't immediately find what they are looking for, they may or may not do the work to locate it. If possible, run your A/B tests on new traffic only, and once you have a winning design, then roll it out to everyone.

Forms

Forms can make or break a user's experience, and you could be losing new subscribers or customers for the silliest of reasons. For example, if the data field boxes are the same color or nearly the same color as the background (something I see all the time) it can be difficult to figure out where to type information.

Try these tests on the forms on your site:

- Test the length and even the formatting of sign-up forms. Try removing non-essential sign-up boxes or relocating them to a page further down the funnel.
- Everybody loves free stuff, and they like MORE free stuff even more. Try a special offer, discount, or promotion to increase sign-ups, or even combining a special discount along with several free reports for an entire package of goodies.
- Test reassuring visitors that under no circumstances will you share their information for any purposes, including spam.
- Test adding humorous elements to the sign up process.
- Try making individual form fields larger as well as a different color from the background. Larger fields feel much more friendly and they're more accessible to those with low vision.
- Try asking for different information in your form fields. For example, business email versus email, or work phone versus cellphone.
- Test asking a surprising question, like what their favorite color is. You never know – this could increase response. (Yes, I've seen it happen.)

Email Marketing

How do you get your marketing emails opened and clicked? Here are some testable elements that can increase open rates and click throughs:

- Test subject lines extensively. Ideally (if you have a large list) test headlines with a small portion of your list and then send the winner out to the rest of the list.
- Test the length of your email subject lines, as well as testing punctuation and other symbols versus no symbols.
- Test personalized versus un-personalized emails.
- Test different days and times to send emails to find the optimal window.
- Test sending an email daily versus two or three times per week. I can almost guarantee sales will be better with more emails.
- Test your "from" field.
- Test changing the look and design of your emails.
- Test adding images versus no images.
- Test using teasers at the end of each email that lets them know what's coming in the next email.
- Test hiding Easter eggs inside your emails, such as secret codes or words that unlock some special freebie.
- Test sending out the same emails twice in one day. The first time is to your entire list, and the second time is those who didn't open the first email.

Pricing and Shipping

Finding just the right price point can increase revenue, sometimes with fewer sales. Use these tests to maximize revenue from your site:

- Test offering a free trial versus the full pay up front.
- For large ticket items, test a free trial versus several payments versus paying up front.
- Test raising your price to include shipping, thus being able to say the shipping is free. Place a 'free shipping!' notice at the top of each page for your test.
- Test having checkboxes auto-selected as default. For example, a customer's billing address could be defaulted to the same as their shipping address.
- For a membership or subscription site, test whether annual billing or monthly billing generates more revenue. Be sure to factor in attrition on the monthly rate to know for a fact which is more profitable.
- Try anchoring customers with a high price before revealing a lower price. This can take the form of, "Normally \$200, now just \$47!" or, "Competitors charge \$200, but you can own it just \$47!"

Remember, these are just starting points and not meant to be a comprehensive guide. You'll find things to test on your site that aren't on this list.

A Few A/B Testing Tips

Know Your Goal – Your first step in A/B testing is to think about which metrics are important to you and what your goals are. This will help you to set up your tests in the most effective way.

Create a 'Control' and a 'Challenger'

Your control is the page as it is now, completely unaltered. Your challenger is an identical page except for the one element you are testing.

Determine Your Sample Size – Decide ahead of time how many visitors you need to complete your test. In the case of testing an email, if your list is big enough, you might send the two variations to smaller samples of your list. Determine the winner and then send the winning email to the rest of the list.

Multiple Versions of One Variable - While you only want to test one variable at a time, it's fine to test multiple versions of that one variable simultaneously, as long as you don't mind making all the different versions at once.

Simultaneous Testing - Always test both variations at the same time. If you test one variation at the beginning of the week and the second variation at the end of the week, how do you know that being closer to or further away from Friday payday isn't making a difference?

The Exception - Conversely, the exception to the previous rule is if you are testing for optimal timing. For example, you want to see if sending emails at 6am or 6pm is better.

Use Adequate Sample Size - Let your test run long enough to produce useful data. If your sample size isn't large enough, then you don't know for a fact that there is a statistically significant difference.

For example, if your conversion rate is currently 1% and you only test 100 visitors, the fact that one variable produced 1 sale and the other variable produced no sales is statistically irrelevant.

However, if you test 10,000 visitors and one variable produces 130 sales and the other one produces 100 sales, now you've got statistically significant results to make a decision.

Take Action Based on Your Results – If one variation is statistically superior to the other, you have a winner. Disable the losing version in your A/B testing tool.

If there is no significant statistical difference between the two, then the variable you tested didn't impact results. Stick with your original version for now and run your next test.

What is Radical A/B Testing?

You'll recall that we just said to test only one variable at a time, so that you know for a fact which one improves your conversions. This is known as Gradual Testing and it's hugely effective at optimizing your site.

That said, there is a method called Radical A/B Testing that you should be aware of.

Radical Testing is when you test many elements, all at the same time.

You might be wondering how the person running a radical A/B test knows which elements of the old site to keep and which to change.

They don't.

This is an all or nothing technique, but it can be useful in certain situations, such as these:

You're Launching a New Page

It could be a sales page or something else. The point is, you haven't tested anything yet and you're looking to find something that starts out converting well. You create two entirely different designs or approaches, and you test to see which one does better.

Once you have your winner, you continue using that page as you begin A/B testing each element on the page to make it even better.

Your Testing Program Has Flatlined

You've exhausted your A/B testing variables. You've tested your headlines, your colors, your calls to action, your images and everything else. Your results have reached a plateau.

You could stop testing at this point, or you could take an entirely different approach and shake things up by trying a total redesign.

You Want to See Major Results Fast

Maybe demand is low or you need a sudden influx of money. If you choose, you can take a gamble on a radical A/B test and see if it pays off.

You've Run Out of Ideas

The page you've been testing hasn't been performing as well as you like, despite plenty of A/B testing. Maybe it's time to develop an entirely new approach and test it against your current page.

You and Your Partner Disagree

If you're working with someone on your page, you might have vastly different ideas of what should be done. Rather than argue, go to your respective corners and produce your best work. Then do a radical test to see who has the best page and work together to improve that page with A/B testing.

Your Visitors are Baffled

You're getting traffic but it's not converting. Data analytics confirms that visitors can't find what they're looking for. In a case like this, fixing little things might not be enough. Design an entirely new page and test it against the current page.

Your Website Doesn't Get Much Traffic (Yet)

To do A/B tests, you need a high volume of traffic to get accurate test results. If your traffic is still low, testing will take a lot longer while you wait for appropriate sample sizes. Consider doing a radical test, making several changes at once to begin the optimization process.

Beware of Radical A/B Testing Hazards

Radical testing is bit like tossing dice in Vegas. Yes, you might win big, but you can also lose big, too. Just as there is a chance your conversions can improve dramatically in a short period of time, there is also a chance your re-design won't work at all and conversion rates will fall like a rock.

Next Steps

If your test results proved that your new design works better than the old one, it's time to implement the new version. But you're not done yet.

Go back to your A/B testing to adjust and fine-tune your new page for optimal conversions.

Remember, Radical testing is not a substitute for testing one element at a time. Incremental A/B testing is always going to be your clearest, cleanest approach to maximizing your website's conversions.

Now you know more about A/B testing than probably 95% of online marketers. The next time you hear of someone launching a website or funnel only to be sadly disappointed by the results, let them know about split testing.

And if you're not already performing split tests yourself, I highly recommend it. As you find ways to optimize your websites and sales funnels, you'll discover it's a lot like giving yourself raises. You're doing the same work to bring in customers, but you'll be earning more with each successful test.

EPILOGUE

Heroes And Villains

We're all familiar with heroes and their counterpart villains, Batman has the Joker. Superman has Lex Luthor. In Greek mythology Bellerophon had the Chimera. Perseus fought the Kraken. Each hero has their opposite.

In order to become best version of yourself that you can be, in order to become the hero, you need to find the darkest part, you need to find the corresponding villain.

In the fifth century Sun Tzu wrote in The Art Of War, that if you know yourself and your enemy in one hundred battles, you will always be victorious. If you know yourself but not your enemy your chances of victory are fifty/fifty, and if you know neither yourself nor your enemy you will always be defeated.

I've written in other articles about how everything boils down to just two choices, something binary, a zero or a one. The same thing is true of each of us; there are two parts, when we learn to resolve the differences of those two, when we learn to accept what strengths and weaknesses those two parts have, and how to merge them into one balanced soul. That's when we truly become a hero.

Heroes aren't the ones without fault, without sin, heroes are those that accept their weaknesses and still strive to be greater than the sum of just one part of themselves.



In business, entrepreneurs often are singularly focused on the success they want to achieve for themselves, entrepreneurs are visionaries, they will see the end point but are often incapable of seeing the path to get to it. Much like the fictional villains see the outcome they desire but fall short in their visualisation of how to get there. As Internet Marketers, we have to become the best of both. We need the vision of the villain and the purity and practicality of the hero. We need to be able to see the end points but also see when something isn't working and be open to change.

In our businesses we will often have the opportunity to follow one path or another, we could find ourselves with a product with no true worth that we could effectively market and sell, yes it would make us profit, but at what cost long term?

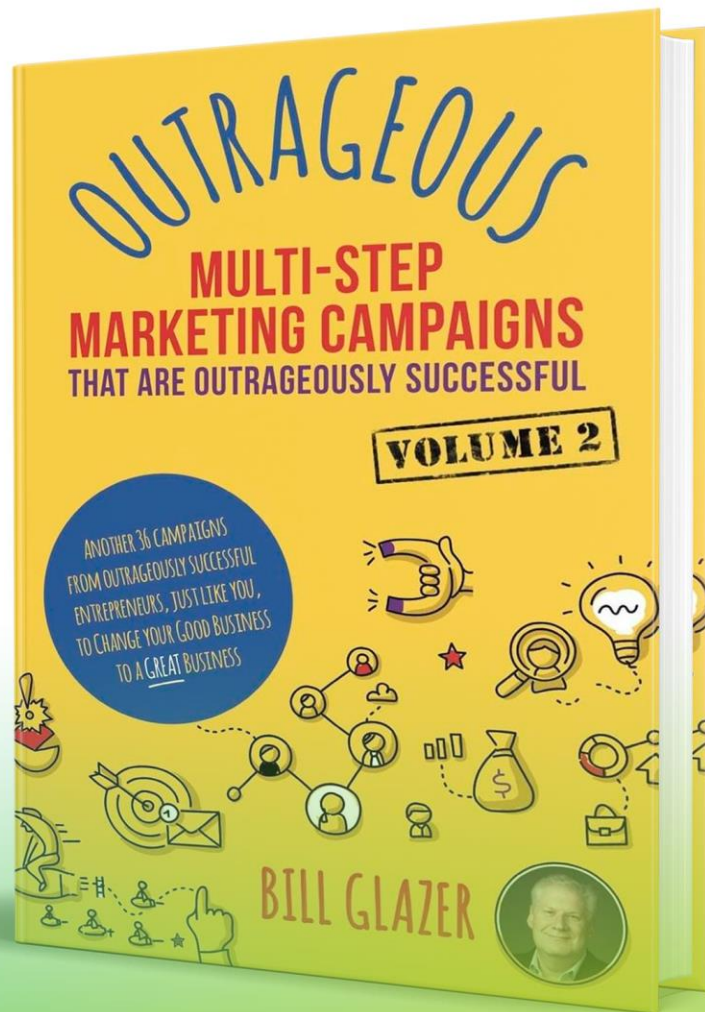
Similarly, we could find ourselves with an excellent product, that is either very difficult to sell or has a very limited niche, it will generate less revenue but it is more ethically sound. There is no clear middle ground, its always about finding the right balance. It is about thinking – “What is this showing of me, long term?

“Who do I really want to be *seen* as?”

See you next month!



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